

RAINFOREST REVIVAL

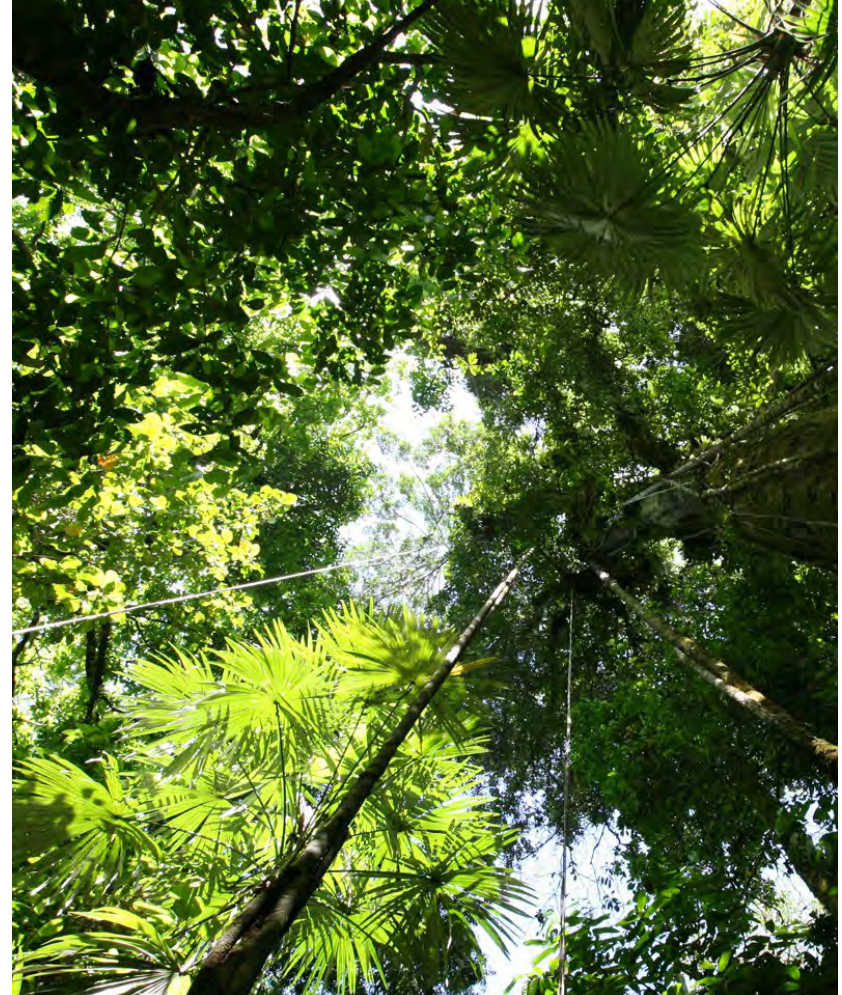
ORGANIZATION

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AMAZON RAINFOREST

- The Amazon rainforest is the world's largest intact forest.
- The region is home to 10% of all plant and animal species known on Earth.
- There are approximately 40,000 species of plants and more than 400 mammals. Birds add almost 1,300, and the insects reach millions.
- It has an impact on the entire planet's atmospheric carbon levels. The Amazon Basin stores more than ten times the annual global emissions from fossil fuels.



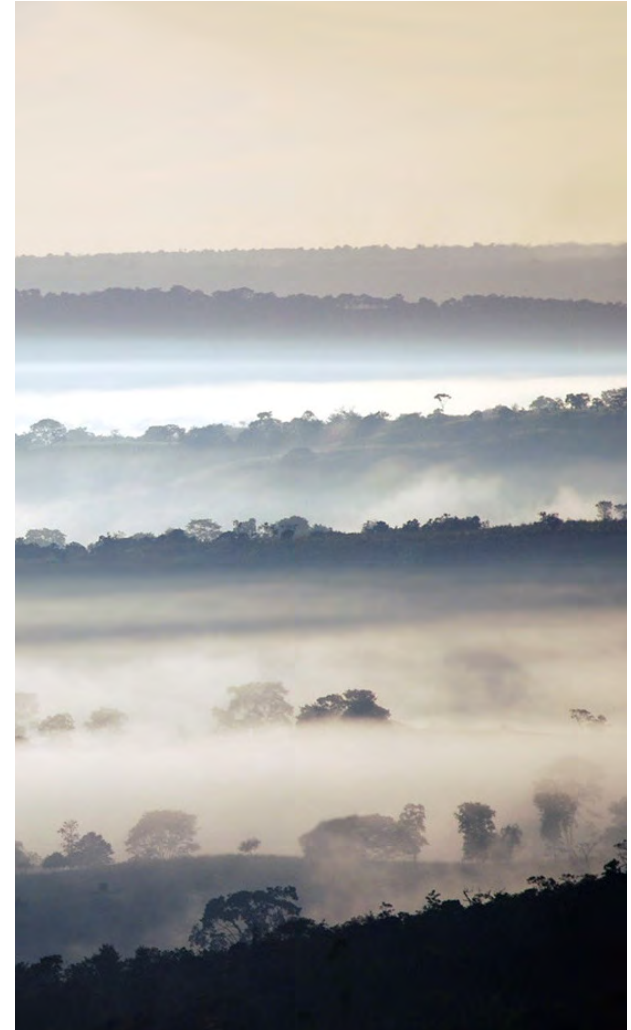
WHAT'S THE ISSUE?

- Forests are crucial for the health and well-being of the people, wildlife, and our planet's ecosystem.
- They're home to roughly two-thirds of all land-dwelling plant and animal species.
- In 40 years the Amazon has lost 18% of its rainforest, equivalent to the size of the state of California.
- Basically losing the Amazon means more CO² emissions and a warmer Earth.



HOW DOES THIS AFFECT US

- Around 1.6 billion people worldwide rely on forests for food and economic means.
- Deforestation can have devastating impacts for the indigenous people that have depended on these lands.
- We rely on forests for clean water, timber, medicines, and products we use every day.
- Forests are home to an incredible diversity of plant and animal life whose habits are under threat from deforestation.
- Many of those being undiscovered and having potential uses for medicinal purposes.



GLOBAL WARMING

- Deforestation contributes as much as 20% of global greenhouse gas emissions every year.
- Deforestation hinders the forest's natural ability to absorb CO² in the atmosphere.
- The Amazon is a carbon sink, meaning it stores carbon dioxide and prevents it from entering the atmosphere and fueling climate change.
- Up to 85% of the forest could be lost if greenhouse gas emissions are not brought under control in the near future.
- Even under the most optimistic climate change scenarios, the destruction of large parts of the forest is "irreversible."



OUR NONPROFIT

Our non-profit will be concentrating in educating the people on the issue concerning the excessive deforestation of the rainforest. We will also be collecting funds to help restore the rainforest by planting new trees to help restore what was once there. We will also call governments out to remind them about reinforcing laws against illegal logging activities.



MISSION STATEMENT

Our mission is to always be on the defense for the Amazon rainforest and its inhabitants from any kind of destruction to its natural state.

We will stand against agri-business, illegal logging, mining, and any other activities that would mean a significant damage to the forest and its ecosystem.

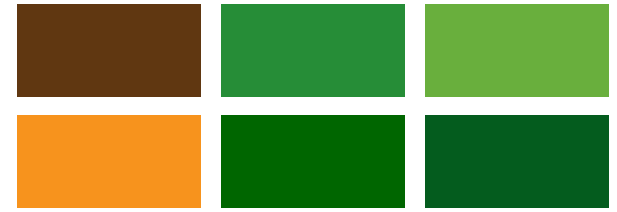


COMPETITION

- Rainforest Alliance
- World Rainforest Fund
- Rainforest Foundation
- Rainforest Trust
- Amazon Watch
- APECA Peru
- Rainforest Action Network



MOOD BOARD



An aerial photograph showing a triangular patch of dense green forest situated within a larger agricultural field. The field is divided into sections by a network of dirt roads or tracks. The forest is a vibrant green, contrasting with the brownish-green of the surrounding farmland. The word "BRANDING" is written in large, white, sans-serif capital letters across the lower-left portion of the forest patch.

BRANDING

BRAND NAME & MARK



An aerial photograph showing a large, dense, green forest patch situated in a cleared area. The forest is surrounded by dark brown, tilled soil. A dirt road with two tracks runs diagonally across the scene, separating the forest from the surrounding cleared land. The text "WEBSITE & MOBILE APP" is overlaid in white, bold, sans-serif font on the lower-left portion of the forest.

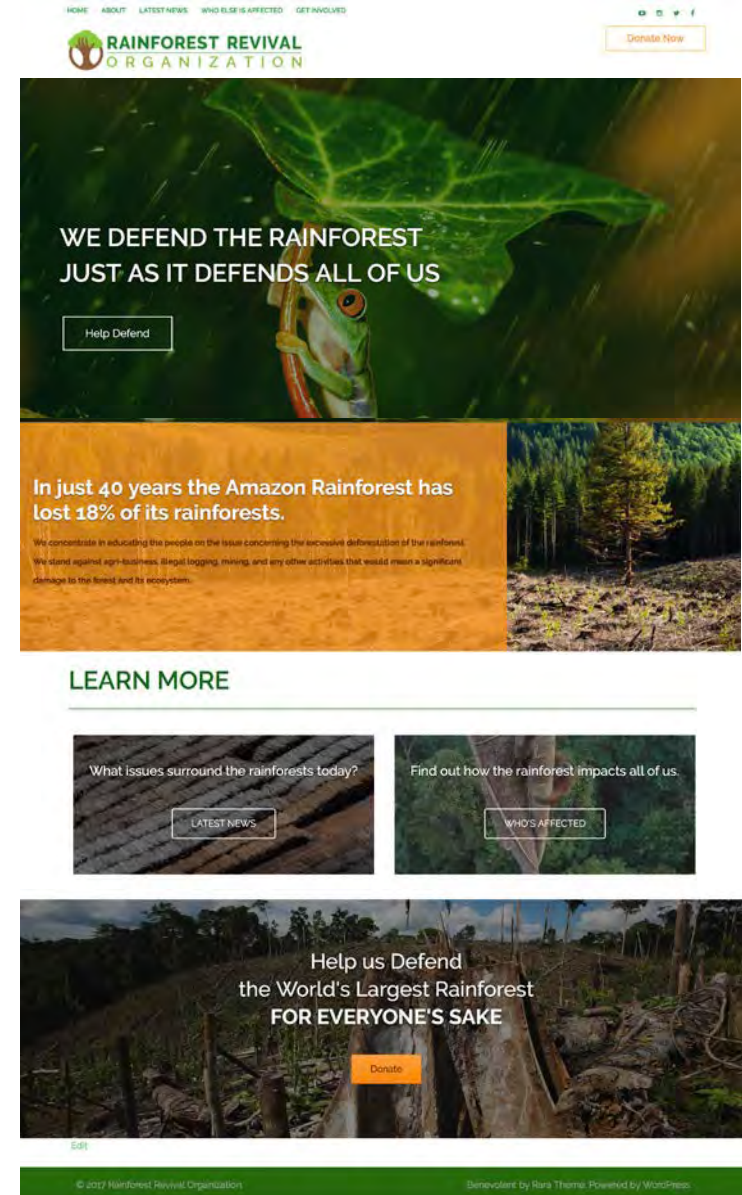
WEBSITE & MOBILE APP

WEBSITE

Website Link

rainforestrevival.org

- Home
- About our Non-profit
- Latest News
 - Agri-business
 - Deforestation
 - Mining
- Who else is affected
- Get involved with us & Contact



ABOUT

OUR MISSION

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We will stand against agri-business, illegal logging, mining, and any other activities that would mean a significant damage to the forest and its ecosystem.

ABOUT US

Our non-profit concentrates in educating the people on the issue concerning the excessive deforestation of the rainforest. We also collect funds to help restore the rainforest by planting new trees to help restore what was once there. We also call out to governments and other enforcing bodies to remind them about reinforcing laws against illegal logging activities.



LATEST NEWS

What issues are surrounding the rainforest today? How could we maybe help prevent further destruction?

AGRI-BUSINESS

Agri-business is a major issue in the rainforest. People are tearing down the trees to create room for crops and cattle.

DEFORESTATION

15% of all greenhouse gas emissions are the result of rainforest deforestation.

MINING

Although its not as talked about, mining is also slowly killing the rainforest. Extracting native resources is destructive.



DEFORESTATION

Deforestation and the degradation of forests accounts for between 8-15% of the globe's total emissions.

WEAK GOVERNMENT RESOLVE

Despite a flurry of arrests and ongoing pressure to uphold new laws, investigators admit that the system of monitoring is undermined by corruption and legal loopholes.

In the Amazon, the world's largest rain forest, deforestation rose in 2015 for the first time in nearly a decade, to nearly two million acres from August 2015 to July 2016. Currently, only about 15 percent of the world's forest cover remains intact. The rest has been cleared, degraded or is in fragments, or wiping out ecosystems and displacing indigenous communities. The causes of the uptick in deforestation aren't fully clear, but it is suggested that the weakened enforcement effort on the government's part has a huge part in the blame. The use of economic incentives to reduce deforestation is what's currently missing, seeing as how their enforcement measures alone won't be enough. In its pledge to the world under the Paris climate agreement, the government of Brazil laid out plans to halt all illegal deforestation in the Amazon by 2030 and to restore 12 million hectares of forests by that year. It's clearly moving in the wrong direction if it wants to achieve this goal.



AGRI-BUSINESS

When making space for crops or livestock takes precedence over the forest's ecosystem.

WHY THE AMAZON?

More than 1 million people have been given land to farm in the Brazilian Amazon since the 1970s.

The Amazon is a large acre forest of soil rich in nutrients. In the time it takes to read this site, an area of Brazil's rain forest larger than 200 football fields will have been destroyed. We have to use whatever viable farm land in order to feed our global population. While Brazil's investments in agri-business have made it an agricultural powerhouse, those acts have crucial consequences on the ecosystem. Not all the rainforest is viable for agricultural use, but that still doesn't stop them. Many smallholder farmers have also been resettled to rainforests by the Brazilian government which had unknowingly caused rapid deforestation. The resettlement areas cover 53 per cent of the Brazilian Amazon, but have been responsible for 13.5 per cent of deforestation since 1970.



Some 60 km of the oldest and most important forest road systems still on the planet. It is a global tragedy that over the past four decades, as foodwise necessities have been raised to the ground to make way for millions of hectares of incultured plantations.

AGRICULTURE

Agricultural companies are clearing more rainforest than ever before, especially in the Amazon where large tracts of rainforest are being converted into soybean farms.

Some rainforest land are nutrient-deficient and acidic soils. Farmers make the land viable through the slash-and-burn techniques. Agriculturalists burn hundreds to thousands of hectares and leave it to dry. The burning releases nutrients locked up in vegetation and produces a layer of nutrient-rich material above the poor soil. The cleared area is quickly planted but only supports vigorous growth for a few years, after which the nutrient stock is depleted and large amounts of fertilizer are required in order to keep the land usable. When the land is suitable for agriculture, generally large single cash crops like rice, citrus fruits, oil palms, coffee, coca, opium, tea, soybeans, cacao, rubber, and bananas are cultivated.



In Brazil alone, family farming produces 70% of the food that arrives on the tables of almost 300 million people every day. Soy farms are one of its largest cash sources.

NOW THE QUESTION IS

How do we reduce the amount of land used for agriculture?

How do we make used dry land grow new forest life once again?

MINING

Areas which were once covered with lush rainforest have been turned into barren and toxic wastelands

ALL FOR THE PRICE OF GOLD

EFFECTS ON THE ENVIRONMENT

Many rivers in Peru run orange with pollution from illegal gold mining.

The Amazon is considered to have great potential for mineral assets, namely copper, tin, nickel, bauxite, manganese, iron ore and gold. While Amazon mining may not cause deforestation on the same scale as logging and mass agriculture, it has a wide range of effects that can affect the environment. Mining can impact the area's water drainage, pollute water with run-off from the mine, and threaten local communities, including indigenous people, by affecting the quality of the food supply. Mercury is released in the environment from the mining which then enters local food chains. As many local populations depend on freshwater fish for a protein source, this release has become a public health issue.



Hydraulic mining known as 'chupadeira system' a form of mining that uses high-pressure jets of water to dislodge rock material or move sediment is being used in an Agua Branca gold mining village, Para State, Brazil.

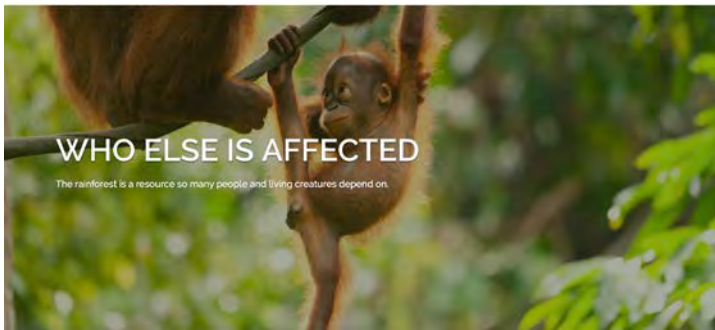
ILLEGAL MINING

There's no willingness to formalize any sort of laws in those illegal mining sectors, no one is interested.

Peru is the largest gold producer in Latin America and the sixth largest in the world, but estimates are that 20% or more of the gold coming from Peru is illegally mined. Local government officials are often corrupt and complicit, turning a blind eye to illegal and dangerous mining practices, unregistered mining concessions, and illegal mining on State and Indigenous land. Gold mining is largely unregulated throughout the rainforests where miners can quickly set up, blast riverbed, and extract gold, leaching toxic chemicals into the waterways before anyone knows they are there. The laws that prevent such actions exist, but there isn't effective action being taken to enforce them so they get away with it.



40,000 miners swarm the Madre de Dios river, where they root up nearly 20 percent of Peru's annual take of 175 metric tons of gold.



WHO ELSE IS AFFECTED

The rainforest is a resource so many people and living creatures depend on.

BIODIVERSITY

The rainforest is home to roughly two-thirds of all land-dwelling plant and animal species.

Due to deforestation native species lose their habitat, or can no longer survive in what's left of the forests. Populations dwindle, and eventually some can become extinct. Animals that are dependent upon trees or other vegetation for food, shelter, water, and breeding sites also disappear. Only the larger animals can migrate to contiguous forest areas, the others can't. Many native species have potential value to humans in terms of food or medicine. Biodiversity losses today are comparable to the previous great mass extinctions.



LOCAL COMMUNITIES

The indigenous people live a sustainable existence, meaning they use the land without doing harm to the native plants and animals.

Indigenous, or native, peoples have lived in rainforests for many thousands of years. Thousands of distinct ethnic groups with their own distinctive language and culture remain today in tropical rainforests around the world. They don't live that differently than we do, but some do choose to continue to live the same as their ancestors did. They are taught how to survive in the forest. They learn how to hunt and fish, and which plants are useful as medicines or food. Although indigenous people have lived on their lands for thousands of years, they do not own it, and so many governments do not recognize their rights to their land. Thanks to the decreasing forests as well, the natives must continue to move to different areas and be uprooted from their homes.



HUMANITY VS. CLIMATE CHANGE

With the rainforest dwindling we may lose our carbon sink that helps defend us from the escalating CO₂ emissions.

Rainforests help stabilize the world's climate by absorbing carbon dioxide from the atmosphere. Scientists have shown that excess CO₂ in the atmosphere from human activities is contributing to climate change. It is believed that deforestation may accelerate the effects of global warming and transform the rainforest climate. The removing forest cover causes a dramatic change in rainfall patterns and distribution. Models suggest that by the year 2050, temperatures in the Amazon will increase by 2-3°C. These increased temperatures, decreased precipitation, and the 'savannization' of the Amazon will cause the region to become a source of CO₂ instead of a sink.



GET INVOLVED

Help defend the rainforest with us.

Why Save it?

1. It's home to Millions of different animal and plant species.
2. Many of those species are undiscovered.
3. Many of the medicines we have today originated from the rainforest.
4. The rainforest helps to regulate the world's water cycle.
5. Most of our foods come out of the Amazon like bananas, pineapples, nut, coffee beans and many more.
6. Fewer forests means larger amounts of greenhouse gases entering the atmosphere—and increased speed and severity of global warming.
7. Increased flooding, lack of quality water, and inability to produce their own food causes many locals to migrate to cities or other areas.



LET'S CONTINUE THE FIGHT

Brazil has reduced the rate of illegal deforestation by nearly 80 percent in the last decade.

Donate

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First Last

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With just a small donation you can help yourself and others! We will plant a tree for every \$5 we raise.

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