



# HOW TO LEAD. When to follow.

2010 Annual Report



# The new environmentalism at 15



**1996**

ACT founded by ethnobotanist  
Mark Plotkin and conservationist  
Liliana Madrigal

## Changing the conversation

Since 1996, the year the Amazon Conservation Team was founded, conservation has changed. Fifteen years ago, conserving land meant buying land. Today, everyone recognizes that people are crucial to sustainable success, indigenous people perhaps most of all. Fifteen years ago, conservation was done mostly at arm's length in a "top-down" model virtually deaf to local needs and issues. Today, conservation always involves capacity building among local populations.

Sustainability, global climate change, rural healthcare, land use, women's rights—these phrases were not always part of the conversation in 1996. Things change. This year, we celebrate the new and innovative model of environmentalism ACT has championed since our beginning, one that is increasingly recognized and emulated.



*We learn to lead by knowing when to follow, an old idea that remains powerfully new and vital.*



**1997**

Shaman's and Apprentices programs initiated, NW and NE Amazon



**1999**

First gathering, Shamans of Colombian Eastern Andean Amazon

## Letter from the President

The year 2010 represents a milestone for the Amazon Conservation Team. At 15 years of age, we are gaining international recognition for the innovative and highly effective model of environmental conservation we have pioneered since 1996.

Of all the innovations this agile and focused organization has brought to the business of conservation, none seems more crucial than recognizing the power of partnership with indigenous people in affecting big change. Today, everyone talks about the important role of balancing the needs of people and nature in conservation decisions. That has been the ACT way since the beginning.

Working with our indigenous partners to enter fully into the global carbon markets provides extraordinary incentives to maintain and protect their ancestral homelands while it promises economic empowerment on a scale never seen in the Amazon.

No one does ethnographic mapping more efficiently or effectively than our indigenous colleagues working in partnership with ACT advisors. In 15 years, more than 70 million acres of Amazon rainforest have been mapped and put on the fast track to protection—as homes, parks, preserves, and conservation corridors. Working with indigenous associations and government agencies in the Amazon, ACT personnel are also increasing numbers of

indigenous park guards with ever more advanced training.

ACT began as a project to preserve traditional medicine and culture. Today, this aspect of our work is helping keep cultures intact even as it preserves precious rainforest plants and medicinal traditions. ACT has led in efforts to improve the prospects of indigenous women across the Amazon, including projects to improve community health through the strengthening of female shamans and spearhead sustainable economic projects at the village level.

The challenges of each new year continues to inform how we will lead... and when we must follow. I am confident this amazing group of people will continue to rise to the challenge. 2010 was indeed a year of milestones. With the continued support of visionary sponsors and supporters, there will be many more ahead.

Sincerely,

Mark J. Plotkin, Ph.D., L.H.D.  
President



# Map the Future

## 1996–2011 15 Years of Innovation

In the Amazon, ACT innovated the concept of training indigenous cartographers to map traditional lands using handheld GPS devices. Using this basis, ACT partner Google Earth Outreach is helping the Surui and others develop tools to help tell their stories to a worldwide audience and to improve their connections to partners around the world.

ACT collaborates with the indigenous and semi-indigenous people of the Amazon to empower them to be full partners in land use issues that impact their lives. Spread out over millions of acres of uncharted and virgin forests, their traditional lands comprise some 25 percent of perhaps the world's last and greatest natural wonder: the Amazon rainforest. ACT's internationally recognized innovation in the use of GPS and satellite mapping technologies to train indigenous cartographers to create accurate maps of their homelands literally lays the groundwork for negotiating how their lands will be used.



**2000**

First of four traditional medicine clinics opens in Suriname



**2002**

Co-creation of Alto Fragua Indi Wasi National Park



## ACT: What we do

An NGO in the entrepreneurial mold, ACT works in direct partnership with indigenous people to conserve biodiversity, improve human health, and fortify traditional culture in greater Amazonia.

In 2010, ACT Suriname Director Gwendolyn Emanuels-Smith was published on the subject of carbon-based conservation projects in the United Nations University for Peace peer-reviewed journal, *The Peace and Conflict Review*.

### Mapping milestone in Suriname

With the support of the government, ACT guided Suriname's indigenous and Maroon communities to the completion of ethnographic and land use mapping of 90 percent of all indigenous and native lands in Suriname, comprising 64 percent of Suriname's land area.

### 70 million

Total acres mapped and given significantly greater potential for protection through the integration of advanced technologies and indigenous land-based knowledge.

### Public recognition

In 2010, the *Chronicle of Philanthropy*, America's leading news source for philanthropy news, published "Indigenous Groups Get GPS Technology," an article featuring ACT's work with the Surui of the northeastern Amazon.



*"There are two keys to building sustainable models for conservation. The first is to create in your partners a sense of ownership of the project so they are invested in its success. The second is to provide the guidance over time for them to fully implement their own method of successful sustainability. ACT serves as the model for this approach to sustainable conservation in the Amazon."*

Gwendolyn Emanuels-Smith  
Program Director, ACT Suriname

**2002**

Tumucumaque Indigenous Reserve mapped

# Following in the footsteps

## 1996–2011 15 Years of Innovation

In 1996, the most “effective” conservation organizations were large, top-down organizations operated at a distance. ACT redefined “effective” as efficient, nimble, on-the-ground. Focusing on capacity building, ACT helps conserve the Amazon by empowering indigenous people to control their destinies.

One of ACT’s most dramatic departures from traditional conservation models may be in the area of capacity building. From the beginning, ACT has been committed to remaining agile, focused, local, and empowering. We have always worked hardest at capacity building among our indigenous partners—a concept that, 15 years ago, was not common in conservation work. Today, with 75 people working in four countries, ACT leverages the passions and power of tribal people across the Amazon, partners with governments and other organizations, and impacts lives all over the world. Our true power is in the people with whom we partner.



## 2004

First gathering, Women Healers of Colombian Amazon

## 2005

Indigenous Park Guard Training Course initiated, Brazil; to date, over 170 indigenous park guards trained

## Sequestering the sacred

For those who have lived there for thousands of years, the Amazon forests are sacred and healing places. The trees hold something equally valuable to the modern world: carbon. When a tree is burned, a key component of global warming, carbon, is released. “Carbon sequestering”—that is, not killing trees—now has value on the global carbon market. ACT helps indigenous people leverage this valuable resource.

## REDD model

ACT is working with the Surui of the western Brazilian Amazon to develop the first Reduction in Emissions from Deforestation and Forest Degradation (REDD) project with an indigenous Amazon community. In collaboration with NGOs Forest Trends, IDESAM, Funbio and

Kanindé, the Surui-led project expects to help finance protection and management of Surui forests by trading on the global carbon market. Considered the most advanced project of its type in the Amazon, it is the only one that involves the entire community and is expected to become a model for other community REDD projects.

## Extending partnerships

Working hand-in-hand with the Wai-Wai, Kaxuyana, Txikiyana, Tunayana and Kahiyana of the northern Brazilian Amazon, ACT helped complete land use mapping of 25 million acres of their lands. Over several months, some 20 ACT-trained indigenous researchers met with elders, shamans, hunters and others across this vast extent. The project lays the groundwork for these people to bring their lands under their protection.



*“ACT Colombia has a major local presence and long-term relationships with the people of the Eastern Andean Amazon. Most of our teams, in fact, are made up of people from the region, which is vitally important because of guerrilla and armed activity in the area. I think local people trust us because we maintain a permanent local presence. Even if we don’t have a project, we keep the presence. No matter what the issue—education, medicine, economics—ACT consistently works closely with them. We are always evaluating, working directly with partners on each decision.”*

**Javier Ortiz Bahamón**  
Program Director, ACT Colombia

**2007**

Indigenous park guard training expanded to Suriname



## ACT: Where we come from

Founded in 1996 by ethnobotanist Dr. Mark Plotkin and renowned conservationist Liliana Madrigal, ACT has spent the last decade and a half forming partnerships and empowering Amazonian indigenous peoples to protect their land and culture through grassroots conservation. ACT's journey is a successful and exciting story of innovative environmentalism.

### Guardians of the forest

In 2010, ACT and the regional indigenous association APITIKATXI conducted the first indigenous park guard training course in the Brazilian state of Pará. Covering such topics as indigenous and environmental legislation, waste management, first aid, aquatic and terrestrial rescue, and firefighting, the course trained 30 indigenous representatives of ten ethnic groups to work in protected areas. Over the years, ACT has trained over 170 indigenous park

guards throughout the Amazon to help monitor protected areas and conservation corridors.

### Building trust

Over the past 15 years, ACT has built sustainable collaborative relationships with more than 30 indigenous groups and worked together to empower them to be involved in land rights decisions. In Suriname, collaborative land use mapping with government backing contributes directly to this process.



**2008**

Google Earth training for Surui, Brazil



**2008**

Co-creation of Orito Ingi-Ande Medicinal Plant Sanctuary



# Change agent

Today, all conservationists recognize that people play a crucial role in a healthy environment. Since ACT's founding, we have sought to empower the indigenous people of the Amazon to protect their culture and their lands, because they are the forests' best stewards. Over the years, ACT's impact has spread as the people of the rainforest come to trust our long-term approach to problem solving, our focus on full partnership, and our respect for their great and invaluable knowledge of the Amazon.



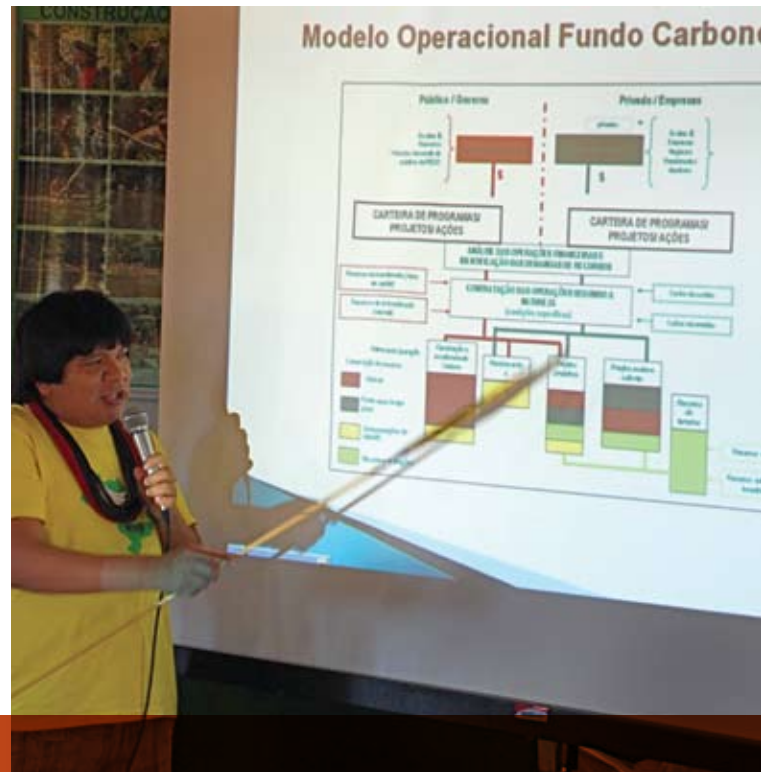
## 1996–2011 15 Years of Innovation

In 1996, environmental conservation was primarily understood as conserving land. ACT pioneered the now-ubiquitous idea of sustaining indigenous people to conserve and sustain endangered lands.



## 2008

ACT receives Skoll Award for Social Entrepreneurship



## 2009

Indigenous-led carbon (REDD) project begun, Surui reserve, Brazil

*“Three characteristics distinguish ACT Brazil in the current environmental scenario. The first is efficiency. ACT stands out for efficiency in planning, development, and economy. The second is democracy. We have always invited full participation and partnership—with the communities we serve and within our staff. The third is respect. We respect our team and the people we work with. Our conservation strategy is based on the idea that the environment and biodiversity are best preserved by the communities that reside in them.”*

Frederico Schlottfeldt  
Communications Coordinator, ACT Brazil



## 2010

Yachaicurí Ethno-Education School, Yurayaco, Caquetá receives accreditation, becomes eligible for Colombian state support

### Traditional school funded

Following petitioning by Inga indigenous leaders and ACT staff, the Yachaicurí Ethno-Education School of the Colombian community of Yurayaco, Caquetá joined the ranks of accredited schools eligible for state support. This achievement, unprecedented in the region, provides sustainability for the school—which provides coursework in both western



and traditional subject matter to over 90 students, including a sustainable agriculture emphasis.

### Healing together

In 2010, planning was completed for the first large-scale conference of male and female traditional healers in the Colombian Eastern Andean Amazon. Sponsored by ACT, the historic gathering brought together 74 medicinal practitioners of the UMIYAC (men) and ASOMI (women) healers' unions, including apprentices, to plan ways to improve healthcare and reinforce community strength. ACT has supported such efforts for 15 years, and recently helping UMIYAC become officially registered with the Colombian state.

### Economic advantage

With a grant from the International Union for Conservation of Nature, ACT began assisting the Surinamese rainforest community of Kwamalasamutu in the development of an immunity-boosting tea product for sustainable income generation. ACT also is helping women of the same tribe from the village of



## 1996–2011 15 Years of Innovation

In 1996, issues such as women's rights, sustainable economics, global carbon markets, and indigenous education were not part of the vocabulary of conservation. By putting people at the heart of environmental conservation, ACT has led the sustainability movement.

## 2010

90% of indigenous and native lands mapped in Suriname; to date, 70 million + acres mapped across Amazonia

Tepu develop a sustainable income generation project through native-grown pepper.

### Better left alone

Working with the Colombian National Park Service, regional groups, and experts in the field, ACT has launched the first effort by an environmental group to plan how best to protect wilderness areas inhabited by uncontacted tribes or tribes in voluntary isolation—and to prevent contact that could eradicate these groups. We now have the only known evidence of the existence of these groups. The next phase will

require passing of legislation to permanently protect these groups.

### Protecting plants, culture

Two of the most prominent successes in Colombia have been the founding of the Alto Fragua Indi Wasi National Park—a protected area designed to be jointly managed by indigenous communities and the Colombian National Park Service—and the creation of the Orito Ingi-Ande Plant Sanctuary, which establishes a new category of reserve that protects plants of high cultural value to indigenous communities.



## ACT: What we've done

During its first 15 years, ACT has expanded field operations to the north-west, northeast and southern Amazonian regions. We have opened direct, working partnerships with over 30 indigenous tribes in the region. Together, ACT and our indigenous partners have laid the essential groundwork for long-term protection of more than 70 million rainforest acres in South America.

# The way forward

**A**CT remains one of the most highly effective, internationally recognized, and widely imitated brands of 21st century rainforest conservation. As the next chapter in ACT's work begins, we look forward to continuing to lead through innovation and collaboration. It is a model that works, and one that more and more environmental groups are recognizing as the most promising way forward.



## Innovators

ACT was named a 2010 Tech Awards Laureate, one of 15 global innovators recognized each year for applying technology to benefit humanity and spark global change. A signature program of The Tech Museum, the award named ACT over hundreds of nominations representing more than 50 countries.

## Leaders

In 2010, ACT president Mark Plotkin received the Jane Goodall Global Leadership Award from the Jane Goodall Institute. "Mark has worked tirelessly to raise awareness about the plight of our endangered forests," said Founder Dr. Jane Goodall. "He has been equally tireless in the struggle to help indigenous peoples protect both these forests and their culture."

## Recognized

ACT has repeatedly been recognized for innovative excellence over the years. We have received a Skoll Award for Social Entrepreneurship, and been invited to speak at conferences on innovation, at the UN world climate change conference, and at leading technology companies. The message of ACT continues to reverberate around the globe.

## JOIN ACT

Contact ACT today to find out how you can contribute to the most innovative organization engaged in the urgent work of conserving the Amazon Basin and its people.



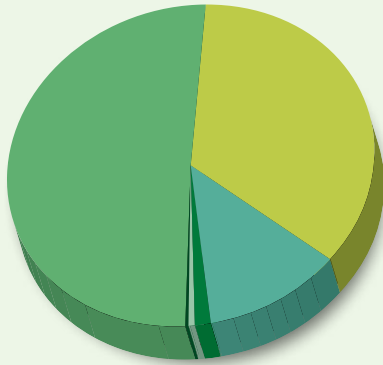
## ACT: Where we are going

Today, our impact is greater than ever. We work directly with our indigenous partners to mitigate and develop adaptation models for the effects of climate change while using technology to track our collective progress for the entire world to see. ACT stands ready to help its partner communities expand its reach across the entire Amazon region.

# Financials

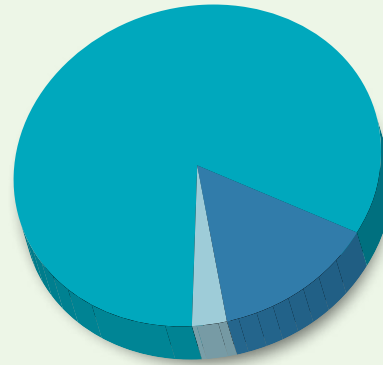


## 2010 Revenue



| REVENUE CATEGORY           | AMOUNT              | PERCENTAGE     |
|----------------------------|---------------------|----------------|
| ➤ Individual Contributions | 1,990,474           | 50.64%         |
| ■ In-Country Grants        | 1,391,044           | 35.39%         |
| ● Foundation Contributions | 470,070             | 11.96%         |
| ◆ Corporate Contributions  | 57,389              | 1.46%          |
| ▲ Other Revenue            | 17,479              | 0.44%          |
| ★ Government Grants        | 3,850               | 0.11%          |
| <b>Total</b>               | <b>\$ 3,930,306</b> | <b>100.00%</b> |

## 2010 Expenses



| EXPENSE CATEGORY          | AMOUNT              | PERCENTAGE     |
|---------------------------|---------------------|----------------|
| ➤ Program Expenses        | 4,549,007           | 82.97%         |
| ■ Management & Operations | 797,557             | 14.55%         |
| ● Fundraising             | 135,735             | 2.48%          |
| <b>Total</b>              | <b>\$ 5,482,299</b> | <b>100.00%</b> |

## Financial History

|                 | 2009         | 2008      | 2007      | 2006      | 2005      |
|-----------------|--------------|-----------|-----------|-----------|-----------|
| <b>Revenue</b>  | \$ 3,459,490 | 7,984,476 | 4,580,630 | 4,611,300 | 4,860,970 |
| <b>Expenses</b> | \$ 4,656,878 | 5,554,539 | 4,550,722 | 4,065,658 | 3,166,940 |

Funds are presented according to the accrual method of accounting.  
2010 financials reflect combined statement of activities for the year ended December 31, 2010.



ACT's audited financial statements can be obtained online at [amazonteam.org](http://amazonteam.org) or by calling (703) 522-4684.

# Partner organizations

**Agricultural Cooperative Development International and Volunteers in Overseas Cooperative Assistance**  
Washington, DC

**Anton de Kom University of Suriname, Faculty of Medicine**  
Paramaribo, Suriname

**Asociación de autoridades indígenas del pueblo Miraña y Bora del medio Amazonas**  
Amazonas, Colombia

**Asociación de Cabildos Indígenas de Puerto Leguízamo**  
Putumayo, Colombia

**Asociación de Cabildos Indígenas del Mirití-Amazonas**  
Amazonas, Colombia

**Asociación de Cabildos Indígenas del Municipio de Villagarzón**  
Putumayo, Colombia

**Asociación de Cabildos indígenas del pueblo Siona**  
Putumayo, Colombia

**Asociación de Cabildos Nukanchipa Atunkunapa Alpa**  
Cauca, Colombia

**Asociación de Cabildos Tandachiridu Inganokuna**  
Caquetá, Colombia

**Asociación de Cabildos Uitoto del Alto Río Caquetá**  
Caquetá, Colombia

**Asociación de Campesinos de Yarchocha**  
Pasto, Colombia

**Asociación de Médicos Indígenas Kofanes**  
Putumayo, Colombia

**Asociación de Mujeres Indígenas de la Amazonía Colombiana “La Chagra de la Vida”**  
Putumayo, Colombia

**Asociación de Reforestadores y Cultivadores de Caucho del Caquetá**  
Caquetá, Colombia

**Asociación del Pueblo Kichwa de la Amazonía Colombiana**  
Putumayo, Colombia

**Asociación Para el Desarrollo Campesino**  
Pasto, Colombia

**Associação das Comunidades Indígenas e Ribeirinhas**  
Amazonas, Brazil

**Associação de Defesa Etnoambiental Kanindé**  
Rondônia, Brazil

**Associação dos Povos Indígenas do Mapuera**  
Pará, Brazil

**Associação dos Povos Indígenas Jiahui**  
Amazonas, Brazil

**Associação dos Povos Indígenas Tiriyo, Kaxuyana, e Txikiyana**  
Amapá, Brazil

**Associação dos Povos Indígenas Wayana e Apalai**  
Amapá, Brazil

**AVINA**  
Bogotá, Colombia

**Batalhão Ambiental – Amapá**  
Amapá, Brazil

**Bureau voor Openbare Gezondheidszorg**  
Paramaribo, Suriname

**Cabildo El Portal**  
Caquetá, Colombia

**Cabildo Inga de Condagua**  
Putumayo, Colombia

**Cabildo Inga Kametzá de Mocoa**  
Putumayo, Colombia

**Cabildo Inga Mandiyaco**  
Cauca, Colombia

**Cabildo Kametzá Bijá de Mocoa**  
Putumayo, Colombia

**Cabildo La Cerinda**  
Caquetá, Colombia

**Cabildo La Esperanza**  
Caquetá, Colombia

**Cabildos Inga de Yunguillo**  
Putumayo, Colombia

**Cabildos Inga Kametzá del Alto Putumayo: San Francisco, Sibundoy, Colón, Santiago, San Andrés, San Pedro**  
Putumayo, Colombia

**Cabildos/Resguardos Ingas de Puerto Guzmán: Villa Catalina la Torre, Alpa Manga, Alto Mango, Nukanchipa Alpa, Wasipanga, Calenturas**  
Putumayo, Colombia

**Center for Agricultural Research of Suriname**  
Paramaribo, Suriname

**Centre for Indigenous Peoples' Nutrition and Environment, McGill University**  
Montreal, Quebec

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Caquetá, Colombia

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**Consejo Regional Indígena del Orteguzza Medio Caquetá**  
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California, USA

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Amazonas, Brazil





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Putumayo, Colombia

**Dermatologische Dienst Suriname**  
Paramaribo, Suriname

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Amazonas, Brazil

**Forest Trends/Katoomba Group**  
California, USA

**Fundação Nacional do Índio – Amapá**  
Amapá, Brazil

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Caquetá, Colombia

**Fundo Brasileiro para a Biodiversidade**  
Rio de Janeiro, Brazil

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Paramaribo, Suriname

**Gobernación de Caquetá**  
Caquetá, Colombia

**Gobernación de Putumayo**  
Putumayo, Colombia

**Google Earth Outreach**  
California, USA

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Amapá, Brazil

**Instituto Colombiano de Desarrollo Rural**  
Bogotá, Colombia

**Instituto de Conservação e Desenvolvimento Sustentável do Amazonas**  
Amazonas, Brazil

**Instituto de Hidrología, Meteorología y Estudios Ambientales de Colombia**  
Bogotá, Colombia

**Instituto de Investigación de Recursos Biológicos Alexander Von Humboldt**  
Bogotá, Colombia

**Instituto de Pesquisa Ambiental da Amazônia**  
Brasília, Brazil

**Instituto do Homem e Meio Ambiente da Amazônia**  
São Paulo, Brazil

**Instituto Geográfico Agustín Codazzi**  
Bogotá, Colombia

**Instituto Internacional de Educação no Brasil**  
Brasília, Brazil

**Inter-American Development Bank**  
Washington, DC

**International Union for Conservation of Nature**  
Gland, Switzerland

**Juntas de Acción Comunal de Belén de los Andaquíes y San José del Fragua**  
Caquetá, Colombia

**Medische Zending Suriname**  
Paramaribo, Suriname

**Ministério Público de Santana**  
Amapá, Brazil

**Ministry of Culture**  
Bogotá, Colombia

**Ministry of Education**  
Bogotá, Colombia

**Ministry of Physical Planning, Land and Forest Management**  
Paramaribo, Suriname

**Ministry of Regional Development**  
Paramaribo, Suriname

**National Herbarium Suriname**  
Paramaribo, Suriname

**National Institute for Environment and Development in Suriname**  
Paramaribo, Suriname

**Nature Conservation Division/ Natuurbeheer**  
Paramaribo, Suriname

**Organização Metareilá do Povo Indígena Suruí**  
Rondônia, Brazil

**Organización Uitoto del Caquetá, Amazonas y Putumayo**  
Caquetá, Colombia

**Organización Zonal Indígena del Putumayo**  
Putumayo, Colombia

**Pan American Development Foundation**  
Washington, DC

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**Peace Corps**  
Paramaribo, Suriname

**Red Amazónica De Información Socioambiental Georeferenciada**  
Brazil

**Royal Tropical Institute**  
Amsterdam, Netherlands

**Secretaria de Meio Ambiente**  
Pará, Brazil

**Servicio Nacional de Aprendizaje**  
Bogotá, Colombia

**Suriname Conservation Foundation**  
Paramaribo, Suriname

**Tareno ma Wajanaton-Akoronmato (TALAWA) (Organization of Trio and Wayana Representatives of Southern Suriname)**  
South Suriname

**Tropenbos International Colombia**  
Bogotá, Colombia

**Tropenbos International Suriname**  
Paramaribo, Suriname

**UNESCO**  
Paramaribo, Suriname

**Unidad Administrativa Especial del Sistema de Parques Nacionales Naturales**  
Bogotá, Colombia

**Unión de Médicos Indígenas Yageceros de la Amazonia Colombiana**  
Putumayo, Cauca, and Caquetá, Colombia

**United Nations Development Program**  
Paramaribo, Suriname

**United States Agency for International Development**  
Washington, DC

**Universidad de la Amazonía**  
Caquetá, Colombia

**Universidade Federal do Amapá**  
Amapá, Brazil

**University of Amsterdam**  
Amsterdam, Netherlands

**WCS Colombia**  
Cali, Colombia

**WWF Colombia**  
Cali, Colombia

**WWF Guianas**  
Paramaribo, Suriname

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