What does ACTION mean to RAN?

As we prepare to set ambitious goals for the next five years, we want to take a moment to reflect on the methodology behind the “Action” in Rainforest Action Network and how we went from a small group of activists to one of the most effective and impactful organizations in the world.

Our time-tested and meticulous tactics employ...

» **Globally recognized, cutting-edge research and reports** like our annual *Banking on Climate Chaos* report and the groundbreaking Forests & Finance online database.

» **Collaborative partnerships** with international NGOs, local community activists, and Indigenous leaders protecting forests.

» **Peaceful direct actions** from marching in the streets and occupying federal agencies to dropping banners outside the headquarters of big industry leaders.

» **Traditional and social media campaigns** spotlighting our issues and partner voices in big media outlets and connecting with over six million supporters across platforms.

» **High-level corporate negotiations** with major industry leaders such as PepsiCo, Disney, Cargill, JPMorgan Chase, Bank of America, and many more.

At the heart of our mission is our commitment to working with Indigenous and frontline communities who are directly impacted by profit-driven systems of injustice.

And with your help, we have been taking action!

» We took the message of climate emergency right to the doorsteps of bankers and decision-makers by unfurling a giant “Code Red” banner in New York City, Glasgow, and San Francisco

» We exposed the money behind the massive fossil fuel industry in our *Banking on Climate Chaos* report

» We sent petitions and made phone calls to push banks like Wells Fargo and Chase to create stronger climate policies

» We escalated public pressure on insurance companies like Liberty Mutual and Chubb with meeting requests on their calendars, distributing postcards, bus stop ads, and in-person organizing in front of the homes of CEOs

» We showed up at the Bank of America headquarters on the day of their AGM to deliver 50,000 signatures urging them to stop funding climate chaos

People power is an essential part of our strategy, and with it we hold corporations accountable. We often hear that our goals are too ambitious or politically unfeasible. But with every action you’ve taken alongside us, we’ve challenged corporate power and business as usual. And we win.
Indigenous and frontline communities suffer disproportionate impacts to their health, livelihood, and culture from the effects of the global climate crisis and from destructive and invasive extractive industry mega-projects. Though Indigenous Peoples comprise just five percent of the world’s population, the lands they steward protect a stunning 600,000 acres of Shuar territory in the Ecuadorian Amazon.

Articulação dos Povos Indígenas do Brasil (APIB) $10,000 to support 2 major Indigenous mobilizations bringing several thousand people to the Brazilian capital from the Amazon and all parts of the country to counter of ors by the Bolsonaro government to legalize mining and other industrial activities on indigenous lands, as well as spotlighting a Supreme Court case that could undermine Indigenous land rights.

International Indigenous Youth Council - Twin Cities Chapter $5,000 to support community organizing and a direct action led by Indigenous youth to uplift and amplify frontline, BPOC, youth perspectives, and stories as part of the “For the Future: Step Line 3” series of actions.

For a complete list of grant recipients, visit: grants.RAN.org

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Pueblo Shuar Arutam (PSHA)
$10,000 to support fortifying Pueblo Shuar Arutam’s Indigenous Guard program that is monitoring and protecting almost 600,000 acres of Shuar territory in the Ecuadorian Amazon.

Kelompok Studi dan Pengembangan Prakarsa Masyarakat (KSPPM)
$13,000 to support mobilizations and land rights advocacy work with 23 Indigenous Tano Batak communities in the Lake Toba region in Northern Sumatra, Indonesia, impacted by Toba Pulp Lestari — a notorious company which stole their land.

One of RAN’s founders used to talk about the important difference between being optimistic and being hopeful. The difference can seem subtle, and in fact there have been countless studies about the psychological and philosophical distinction between the two and how they each can impact our individual and collective well-being. The definition of optimism is rooted in the philosophical doctrine that ours is the best of all possible worlds. In this sense, optimism speaks to the present. Hope, on the other hand, is defined as a desire, with an anticipation, for a certain outcome. It inherently speaks to the future. This is where we find the distinction important.

At Rainforest Action Network, we don’t consider ourselves optimists. In fact, quite the opposite. We see the cup as dangerously empty, which is why we identify a critical problem, analyze the corporations who are accountable, and campaign against the biggest economic players of the world to shift entire industrial sectors. Our strategy is to focus on what is wrong and what needs to change. And as we rapidly approach our global carbon emissions deadline, with no significant action from the industrial sectors. Our strategy is to focus on what is wrong and what needs to change. And as we rapidly approach our global carbon emissions deadline, with no significant action from the corporations fueling the worst of the climate crises, it may be better to feel anything but pessimism.

But that doesn’t mean we are without hope. Our hope — our trust that a just and sustainable future is possible — is what brings life to our work.

At this time last year I was honored to be in solidarity with a Native matriarch Mama Julz and hundreds of Water Protectors on Anishinaabe land in Northern Minnesota who were powerfully resisting the Enbridge Line 3 pipeline. I spent over ten hours locked to the pipeline while it underwent active construction and was eventually extracted and arrested. I spent the night in the county jail with dozens of other organizers, most of them Indigenous and people of color. I listened to them for hours into the evening as they shared stories about the many ways they had been oppressed, harassed, and profiled, as well as their deep commitment to defending and protecting their ancestral lands.

It gave me a lot of time to reflect on the critical moment of this resistance, the role that RAN has played in it for the last 35 years, and what makes the time-honored tradition of civil disobedience a crucial catalyst for change. It takes courage to remain hopeful — the institutions we target are unfathomably powerful with seemingly bottomless resources. But as long as their drive remains rooted in personal gain and profit, they will never match the strength that comes from weaving together a mobilization of dedicated and hopeful individuals.

So, faced with one crisis after another, where do we turn? Where do we find hope, strength, and resilience? The answer is always the same: we find it in each other. At Rainforest Action Network, we know the only way to face the biggest challenges — the only way to make lasting, positive change — comes from people coming together. Communities on the front lines, ancestral leaders, trusted allies, new friends, family across the globe. It comes from people’s power. It comes from you. And that fills us with hope.

Thank you for joining us in the fight of our lifetime — the fight for people and planet.

In solidarity,

Ginger Cassady
Executive Director

FROM THE CANOPY

Not Optimistic, But Hopeful

Ginger Cassady, RAN Executive Director

PHOTOS: Isis Medeiros / Amazon Watch; Pueblo Shuar Arutam

THE PANTHER SUMMER 2022 | RAINFOREST ACTION NETWORK | PAGE 2
We are stewards of the land

How a Small Indigenous Community in Indonesia is Fighting for its Lands - and Why

How a Small Indigenous Community in Indonesia is Fighting for its Lands - and Why

Fights Like These are Key to Keeping Forests Standing

“The day I die, (the land) will stay with my children for generations. It will not be given away.”

We know that loss of forests worldwide not only harms local Indigenous peoples but is also associated with the biodiversity crisis and the global climate crisis. And it’s proven that Indigenous people protect 80% of the world’s remaining biodiversity.

Like so many other Indigenous communities in Indonesia and across the world, Pargamanan-Bintang Maria is fighting back — and there’s a way we can join the fight and show solidarity from the other side of the world. What feeds the ruthless expansion of Big Agribusinesses like TPL is the demand for more and cheaper commodities from international brands. Brands like Procter & Gamble and Kao who are complicit in destroying the lives and livelihoods of communities like Pargamanan-Bintang Maria. Because the palm oil they use to make their products is from the same ruthless corporate giant that’s stealing Rajes’ communities’ lands — products that line our store shelves, from Crest toothpaste to Bioré facial cleanser to Heads and Shoulders shampoo.

Rajes Sitanggang gently touches the benzoin tree he had cut into earlier. He looks up into the tree canopy where the evergreen, lush leaves are glistening.

Rajes Sitanggang walks quietly and confidently through the dense shrubs and trees. Then, at a tall, slender tree, he stops. It’s a benzoin tree. Rajes touches its bark, pulls out a knife, and cuts into it: “The forest is the source of income for our daily needs. We earn so much from the forest. We are a part of the forest, and it is a part of us.”

“We will continue to cultivate our land like our ancestors did. That’s how the Indigenous community here lives. [Because] we are the stewards of our customary land.”

The climate movement has awakened to a powerful fact: Insurance is critical to the expansion of fossil fuel infrastructure. Whether it is a multibillion dollar liquified natural gas terminal, a thousand mile long tar sands pipeline, or a new deepwater drilling platform, you simply cannot build it without insurance. Insurance companies are built on the presumption that they protect us from catastrophic risks. But when it comes to the biggest risk of all, climate chaos, the industry is actively pouring fuel on the fire. That’s why the climate movement is ramping up pressure tactics on U.S. insurers. And it’s working! Recently...

Will you help us pressure insurers to take responsibility for their actions?

TAKE ACTION AT RAN.org/CallOutInsurers
Asad Rehman joins RAN Board of Directors

In April, we were thrilled to welcome our newest RAN Board Member Asad Rehman. Asad is the Executive Director of the radical anti-poverty and social justice organization War on Want and a leading climate justice activist whose work over the last 20 years has helped to reframe the climate crisis as a crisis of neoliberal capitalism, inequality, and racism. Asad helps to coordinate the Global Green New Deal Project and was one of the founders of the COP26 Coalition. Over the last 35 years, he has worked with many social movements both globally and nationally including the anti-racist movement, the alter-globalisation movement, and the anti-war movement.
When you plan for a gift to RAN as part of your legacy, you become a member of our Lasting Impact Circle – a community bound in a vision of a just, renewable future.

By planning for a future gift to Rainforest Action Network, members of the Lasting Impact Circle contribute to a legacy that will protect our climate, keep forests standing, and uphold human rights.

Learn more at » RAN.org/planned_giving