



**protects the climate, preserves rainforests, and upholds human rights** by challenging corporate power and systemic injustice. In partnership with frontline communities, we run research-based corporate accountability campaigns to shift the way industry leaders and, ultimately, their sectors do business — for the benefit of our planet and its inhabitants.

**“Some of the most savvy environmental agitators in the business.”**

— *Wall Street Journal*

## OUR STORY

At Rainforest Action Network, we focus on protecting people and planet. Our mission at RAN is ambitious and global in scope. Our campaigns address some of today’s biggest and most challenging crises — and we get results.

In 1985, a small group of activists from the San Francisco Bay Area launched a new model of corporate campaigning. They knew that if they wanted to make a difference for the planet, they needed to change “business as usual” and take on some of the largest corporations driving ecological destruction. What started as a single campaign — to convince Burger King to stop sourcing its meat from rainforests that were cleared for cattle ranching — has grown to become one of the most innovative and impactful activist organizations in the world.

For more than 35 years, RAN has developed highly effective strategies to radically shift policies and practices in the world’s biggest financial institutions and corporations. We combine grassroots organizing with high-level corporate negotiations; we produce cutting-edge research and coordinate peaceful, powerful protests; we partner with Indigenous leaders and frontline communities in South America, North America and Southeast Asia and raise their voices in prominent international media outlets. Our campaigns have resulted in some of the most rigorous and ground-breaking changes from Fortune 500 companies since our founding. We strategically select our targets — from PepsiCo and Unilever to JPMorgan Chase and Disney — because when we move them, we move entire sectors and in doing so we create lasting, systemic change that affirms people and planet over profit.

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. RAN’s organizational priorities of advancing racial justice and human rights, and dismantling systemic oppression, underpin all of RAN’s long-term goals.

We often hear that our goals are too ambitious or politically unfeasible. But at RAN, we focus on what’s necessary — and we don’t back down.

## WHAT'S AT STAKE

The future of our planet lies at the intersection of forests, climate and human rights. To prevent irreversible damage to the earth and all its inhabitants, we need to keep forests standing, keep fossil fuels in the ground, and uphold the rights of Indigenous and frontline communities.

There is no real solution to our climate crisis that does not prioritize keeping forests standing. Forests provide the air we breathe, and are home to Indigenous Peoples and half the world's biodiversity. They also **act as carbon sinks**, pulling carbon out of the atmosphere. And yet, big brands and banks are fueling deforestation and the burning and bulldozing of forests to plant monoculture crops that produce huge profits. At the same time, big banks and insurers are profiting off of the destructive **fossil fuel industry that releases greenhouse gases** such as methane and carbon dioxide into the atmosphere, which drive climate chaos. Meanwhile, communities all across the globe—particularly those at the frontlines of extractive industries—are already experiencing the worst impacts of climate change: heat waves, Arctic ice melt, coastal flooding, and the growing intensity of storms and wildfires.

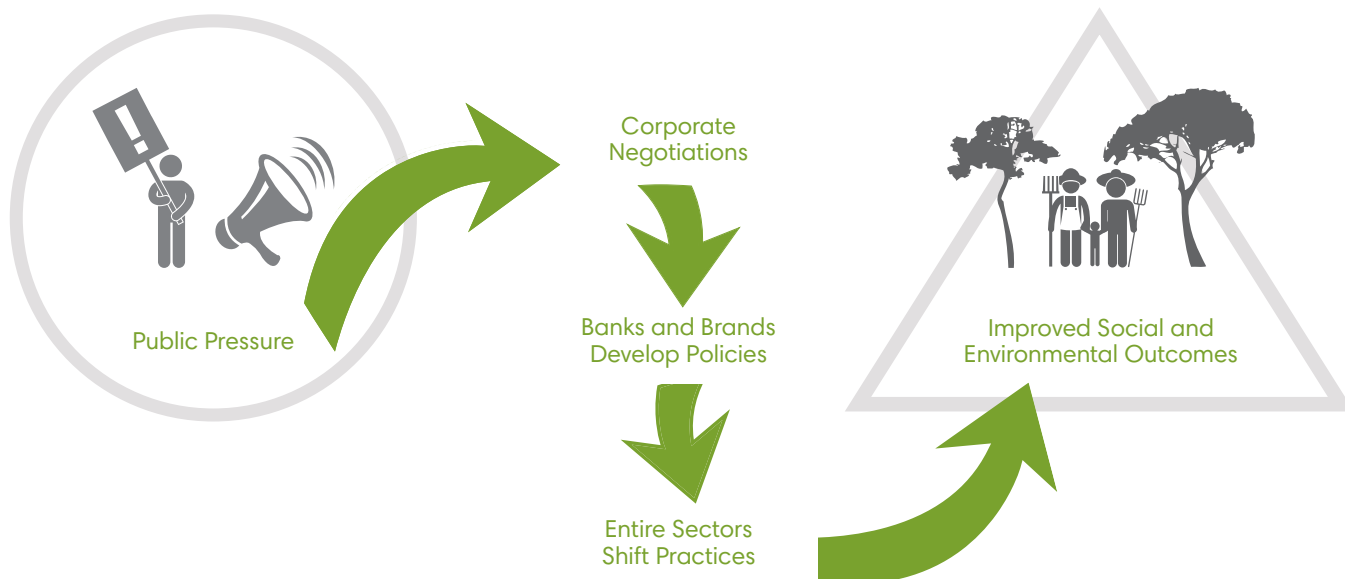
According to the Intergovernmental Panel on Climate Change (IPCC)—the internationally recognized authority on climate change—we have less than a decade left to halt our current course of climate chaos and ecological destruction being fueled by profit-driven interests. That's why RAN is firmly committed to working at **this intersection of stopping deforestation, defunding climate change, and upholding human rights**. It is our best, if not only, hope.

According to the IPCC, we have **less than a decade left** to halt our current course of climate chaos and ecological destruction being fueled by profit-driven interests.



## HOW WE WIN / RAN'S APPROACH

RAN was an innovator and early proponent of a market campaign approach to environmental activism and continues to leverage its expertise as a leader in this space. We identify a critical problem, analyze the corporate drivers, and campaign against the largest economic players in order to shift the public conversation and pressure big brands and banks to adopt and implement policies that respect people and planet. Perhaps most importantly, we demand that any new corporate policies and commitments include the protection of human rights and recognition of Indigenous sovereignty.



Core to this approach is building and maintaining authentic and effective partnerships with local, Indigenous and frontline communities and their allies across the globe—many of which are directly impacted by the greed of our corporate targets. To move our targets and transform sectors, RAN campaigns employ:

- » **Globally recognized, cutting-edge research and reports on Global Finance** like our annual *Banking on Climate Chaos* report and the groundbreaking *Forests & Finance* on-line database.
- » **Collaborative partnerships** with the biggest international NGOs, local community activists, water protectors defending their rights, and Indigenous leaders protecting forests across the globe.
- » **Peaceful direct actions** from peacefully marching in the streets and occupying federal agencies to dropping banners outside the headquarters of some of the biggest industry leaders in the world
- » **Traditional and social media campaigns** spotlighting our issues and partner voices in *The Financial Times*, *The Wall Street Journal*, *Forbes*, *Bloomberg*, *The Guardian*, *The Nikkei* and connecting with over six million supporters across social media platforms including Facebook, Twitter, Instagram and email.
- » **High-level corporate negotiations** with major industry leaders such as PepsiCo, Disney, General Mills, Cargill, JPMorgan Chase, Bank of America, and many more. Relentless negotiation and continued campaigning ensures corporations are held accountable to their promises and policies

# AREAS OF FOCUS

## Keep Forests Standing

RAN pressures consumer-facing brands, oil palm, pulp, paper, and forestry sectors and financial institutions to adopt and implement policies that a) protect and restore forests, peatlands and associated biodiversity; b) reduce climate pollution associated with deforestation; c) respect human, land, labor and Indigenous rights; and d) improve transparency, traceability and accountability in forest-risk commodity supply chains globally.

## Keep Fossil Fuels in the Ground

RAN challenges financial institutions and insurers to adopt and implement policies that a) end their support for extreme fossil fuels and eventually end support for all fossil fuels; and b) ensure that projects and companies supported by these institutions respect human and Indigenous rights.

## Uphold Human Rights and Fight Institutional Racism

RAN leverages our resources and positional power to build a stronger environmental movement by financially supporting grassroots groups, and by seeking, respecting and being accountable to leadership from grassroots, frontline, and Indigenous leaders.



## CALL TO ACTION

We like to say that Action is our middle name, but we would be nothing without our Network. **Our work is made possible only with the support of our growing network.** If you are interested in learning more about the organization and how you can partner with us, please contact Emily Selzer, Individual Giving Director ([emily@ran.org](mailto:emily@ran.org)) or Samantha Smart-Merritt, Institutional Giving Director, ([samantha@ran.org](mailto:samantha@ran.org)).



425 Bush Street, Suite 300 | San Francisco, CA 94108 | (415) 398-4404 | [RAN.org](http://RAN.org)

PHOTOS: Nanang Sujana; Toben Dilworth / RAN; Andres David Lopez; Tambako the Jaguar