



# Justice & Action Network for the Earth

'Our planet is in the midst of a human-induced mass extinction crisis. One million species are at risk, and thousands have already vanished before our eyes.'

- Dr. Cynthia Smith

UN leaders are calling for a radical approach to prevent animal extinction and support human communities in biodiversity hotspots highly threatened by wildlife crime. (UN, 2019)



## WHY WE CARE

- Wildlife crime is one of the largest threats to species survival, fueled entirely by humans.
- We have a moral responsibility to protect wildlife for our planet and future generations.
- When animals vanish, ecosystems are permanently altered and human livelihoods falter.

# OUR SOLUTION

Conservation scientists, wildlife crime investigators, and award-winning filmmakers join forces to save endangered species.



## 360° Hotspot Intelligence

Undercover investigators, operating as an intelligence agency for the planet, unravel the upper levels of wildlife crime to create a solution-oriented approach to eliminate threats.



## Community-Based Conservation

Conservation scientists partner with local stakeholders to design and build action plans to protect endangered species while strengthening affected communities.

NMFS Permit 18786



## Film Impact & Awareness

World-class filmmakers use the power of storytelling to expose wildlife crime and its consequences, raising global awareness and triggering political action.



## Blueprint for Change

Our revolutionary approach provides a framework to swiftly save endangered species in critically threatened ecosystems and biodiversity hotspots.

# IN ACTION



See our team in action in National Geographic's *Sea of Shadows*, which is applying maximum pressure to save the vaquita porpoise from extinction. [www.seaofshadows.film](http://www.seaofshadows.film)



Netflix's award-winning *The Ivory Game* sparked global awareness that resulted in the Chinese government's ban on the ivory trade, protecting endangered elephants from extinction. [www.theivorygame.com](http://www.theivorygame.com)

# THE TIME TO ACT IS NOW

An investment of \$1-10M will activate JANE in a biodiversity hotspot:

- **\$1M** - Intelligence operatives will build a **360° view of threats** targeting animals and communities.
- **\$5M** - Conservation experts will launch a community-based species conservation action plan.
- **\$10M** - Filmmakers will capture intelligence and conservation work to create a **web-based docu-series**.