



Policy Plan 2023-2025

Resist • Oppression & Destruction

Reclaim • Heritage & Land

Restore • Nature & Tradition

Organisational structure

Name: Stichting Sinchi

Address: Admiraal de Ruijterweg 471, 1055MH, Amsterdam, Netherlands

KVK number: 77846974

Board of Directors:

Executive Director: Thomas Wheeler

Treasurer: Ross Nichols

Secretary: Javier Perroud

Key Staff Members:

Head of Forest Crime Prevention: Tim Boekhout de Solinge

Head of Operations: Jesse van t'Hull

Indigenous Advisory Council: Consists of 3 members (One of which is responsible for reporting procedures)

Volunteers: Approx. 10 volunteers and / or interns consisting of photographers, videographers for editors, designers, production staff , researchers, coordinators.

Policies, Regulations, Code of Conduct and Reporting Procedures can be accessed here -

<https://www.dropbox.com/s/iiobph4j8h2yo0/Regulations%20%3A%20Procedures%20%26%20Code%20of%20Conduct.pdf?dl=0>

Mission Statement

Indigenous Peoples are responsible for protecting over 80% of the world's biodiversity but receive less than 1% of the global funding towards environmental preservation . Our mission is to combat this by providing the tools / resources required to effectively protect their lands and access to justice, so they can uphold their rights.

Our work can be categorised in two ways;

- 1) On the ground; working in collaboration with Indigenous leaders, we create disruptive models and theories of change which enable communities to safeguard their territories and protect the rich tapestry of life and biodiversity within.
- 2) For the mind; Through various creative means, initiatives and communications, we aim to shift how people everywhere think and act. Promoting Indigenous values and the importance of our relationship to nature, community and living sustainability. These knowledge systems and ways of seeing the world are not remnants of the past, they are the way forward!

2022 Outcomes

On the Ground

- 3 Forest Force teams operational, which protect over 710 km² rainforest (Including Borari – Maro Territory / Munduruku – Planalto / Munduruku – Belterra)
- Land Rights application for Planalto region in process (The only one of its type in Brazil under the Bolsonaro government) . This was handled by the Maparajuba Legal Collective who we pay a monthly retainer.
- Kumaruara community removal of logging concessions from territory.
- Formation of a 15 member Indigenous Media Team with multiple short documentaries now in production.
- Creation of organisational statutes for the Indigenous Council, which provides a stronger legal standing for both governmental funding and upholding their constitutional rights.

For the Mind

- Launch of bi-monthly radio show w. musician and knowledge keeper from the Gawlo Mame N'Diack Thiam, West Papua activist and journalist Julia Jouwe, and Ojibwe/mestizja U.S. Colonial Violence Scholar Manon Portos Minetti.
- Our Media Channel featured 5 Indigenous Guest Editors: Josué Rivas (Otomi Photographer , World Press Photo winner and Magnum Fellow), Rose B. Simpson (Pueblo Mixed Media Award Winning Artist), Raki Ap (Free West Papua Leader), Oke Oluwasegun Moses (Nigerian Photo journalist) and Bomgiizhik / Isaac Murdoch (Ojibway Storyteller and Cultural Leader).
- 2022 Indigenous Artist Award won by As Karuana (Amazonian Music & Art Collective) Received global media coverage and visibility via our 3 media partners (Atmos Magazine / Brightvibes and Majestic Disorder). Award presented by celebrity ambassador Nat Kelly (1.5 million followers)
- Feature in Atmos Mag online with Josué Rivas and Rose B. Simpson about remembrance as a tool for healing..

General

- Private donor support increased by over 20%
- 100% of private donations were distributed to front-line forest defenders.
- Secured 5 external grants and successfully reached our phase 1 funding goal.
- Chief Dada (One of our key leaders / partners of the project) was featured in 'the Letter' (A film following him from the Amazon to the Vatican to meet the pope) as the voice of the Indigenous and Amazon. Viewed over 8m times in the first 2 months of release.

2023-2025 Planning

General

In January 2023, Forest Forces Foundation becomes part of Sinchi. Founder of FF, Tim Boekhout van Solinge (UN Author & World Leading Authority on Forest Crime) becomes our Head of Forest Crime Prevention. The Forest Forces support team will also be integrated into Sinchi during the first quarter of the same year.

On the Ground Activities

Our core activities in this period will be concentrated in the Amazon.

Continuing our long term collaboration with CITA (Indigenous Council of the Tapajos & Arapiuns) and having already successfully raised Phase 1 funding in 2022, we will implement the project roadmap which supports communications, renewable energies, economic development and media. Furthermore, these actions will be amplified and expanded via the launch of the Treesistance platform.

Launch of the Treesistance

Treesistance is a theory of change and represents a number of initiatives that are Disruptive / Expandable / Indigenous Led and centred on the protection of primary rainforest.

As an evolution of our long term project in the Tapajos, the proven models will be expanded across the Amazon and other tropical rainforests around the world.

Theory of Change;

To effectively combat the climate crisis and deforestation, we need big picture thinking.

Our 4 pillars are;

- Access to Justice - Indigenous Forest Forces using GPS technology to protect the rainforest. Our flagship and central component towards Forest Crime Prevention.
- Digital Equity - Internet & Communications are essential for health, education and forest crime prevention.
- Renewable Energy Transition - Stopping the reliance on fossil fuels, cycle of poverty and exploitation.
- Sustainable Economic Development - Ensuring the Forest is worth more standing than cut down.

Roadmap

- By the end of 2023 - 2000km² under Indigenous Forest Force protection in the Tapajos Region
- 2023 - Phase 2 funding of 100,000 euros sent for the implementation of a communications network through the Tapajos region. (Pilot for TV Whitespace internet solution, that can be expanded throughout the Amazon)
- 2024 - Phase 3 funding in place for renewable energy transition pilot in the Tapajos region.
- 2025 - Phase 4 funding in place for sustainable economic development pilot in the Tapajos region.
- By the end of 2025 - 10,000km² under Indigenous Forest Force protection - expanded to other areas of the Brazilian Amazon

Strategy

Our strategy is based on commercial thinking. Moving away from the concept of charity, we aim to create robust models which invite partnerships, sponsorships and investment from brands, businesses and investors.

To do so, we are creating packages which will create a bridge between ethical brands and business leaders who want to connect and directly support Indigenous communities on the front line of the climate battle.

To accompany this approach to fundraising, our communications will also be public facing incorporating storytelling from Indigenous people, activism, film and creative campaigns that capture the imagination. To create a movement which combats client anxiety by both giving hope and showing how each person can make a tangible impact.

For the Mind Activities

We continue to challenge the status quo of colonial systems by offering alternative narratives and inspiring dialogue. Tackling misrepresentation and stereotypical documentation of Indigenous peoples. Ensuring contemporary Indigenous cultures are able share their stories, in their own Voices.

- * Indigenous guest takeovers on the Sinchi Instagram channels
- * Mame N'Diak Thiam 'Indigenous Heroes' short documentary film released
- * Bi-monthly radio sharing Indigenous perspectives on Echobox (Amsterdam Radio Station). Starting from a certain topic, every show features Indigenous guests to talk about their cultures, challenges they are facing, knowledge systems, impacts of colonisation and ways for Eurocentric Allies to support their communities.
- * Indigenous Artist Awards (Next Competition to open in 2024). Aimed at raising exposure, showcasing and giving recognition to Indigenous artists from around the world. . Entry is solely open for Indigenous artists and open to all artistic disciplines. Jury members are all Indigenous stakeholders within the art industry.
- Subject to funding, we aim to launch a creative program giving space to Indigenous artists to tell their stories within the Dutch mainstream artscene.

Events

Awareness creation has also been an important part of our work and since our inception we have invested significant time into engaging people by educating them about the challenges Indigenous peoples and sharing the beauty of these cultures.

We aim to connect these events as much as possible with our partner and community projects to showcase the importance of our work. Types of events we have held include; Documentary screenings, Art Expositions, Music events, Panel-discussions and Knowledge Sharing Gatherings.

In 2023, Cacique Dada will come to Europe in May / June for a series of events to promote both the Treesistance project and also share his knowledge and experiences with European audiences (Including general public, policy makers, funds and brands).
