

OUR IMPACT

2008-2025



Wilderness
International

A photograph of a large brown bear and a smaller cub in a grassy field. The large bear is on the left, facing left, and is eating a bunch of green grass. The cub is on the right, also facing left, and is also eating grass. The background is a blurred forest.

In wilderness lies the preservation of our world

Protecting our last wilderness areas is essential for our survival. Wild nature is not only fascinating; its unique ecosystems play a pivotal role in regulating the climate, purifying the air, and preserving biodiversity. It provides a habitat for countless species

and is indispensable to the ecological balance. When we preserve wilderness, we are protecting not only nature but, above all, our own foundation for life and that of future generations.

Time to give 100%

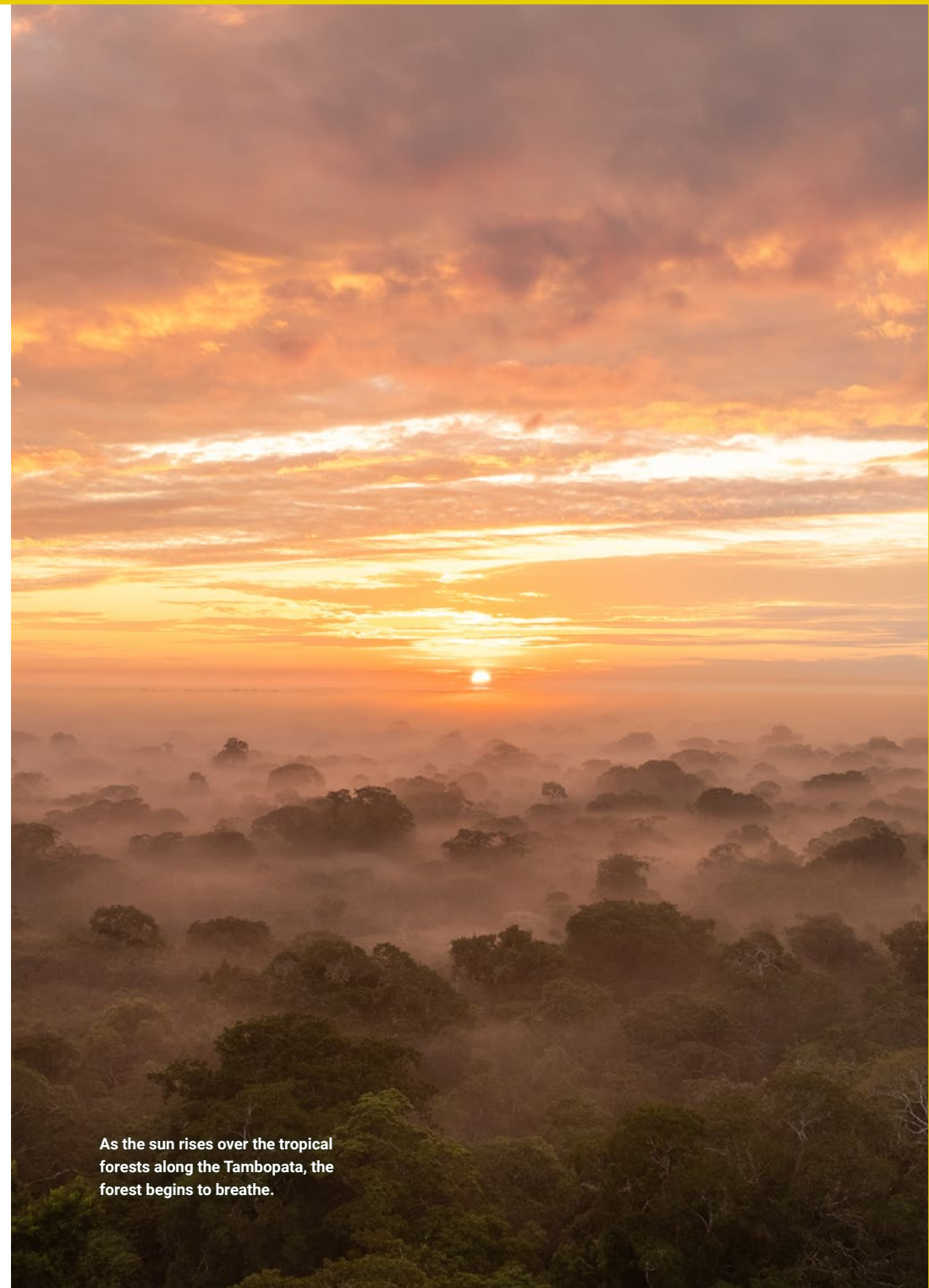


FOR THE LAST REMAINING

2.8

PERCENT

of the Earth's intact land surface.



As the sun rises over the tropical forests along the Tambopata, the forest begins to breathe.

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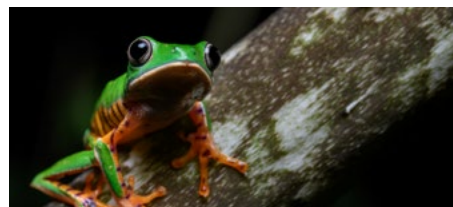
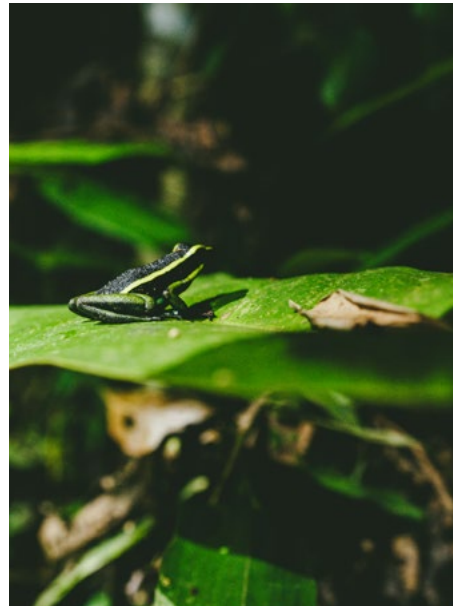
Protecting nature effectively

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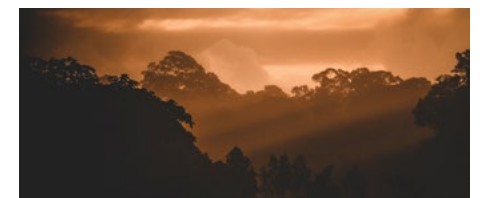
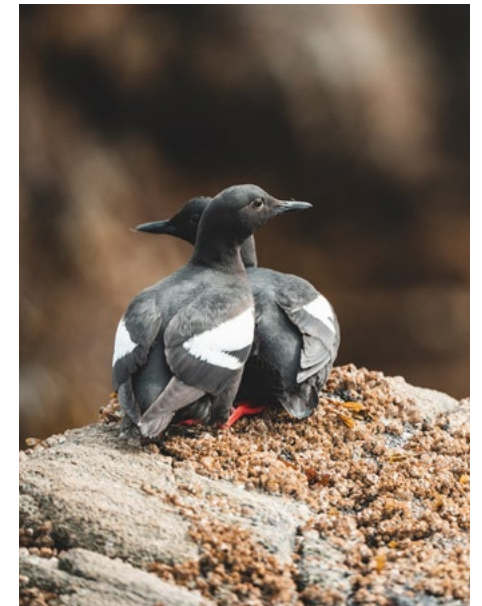


The best partners nature could ask for

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INTRO

British Columbia, in Western Canada, is home to the last large, contiguous area of temperate rainforest.

Our shared path to saving the world

When I look back on eighteen years of foundation work and see what we—as a team and together with so many people—have managed to achieve so far, I feel it once again: that deep sense of purpose that has driven us from day one. Sometimes the tasks ahead seem so monumental that our courage threatens to falter. Yet real change always begins on a small scale. Square meter by square meter. We walk this path together. This very truth lies at the heart of an ancient indigenous legend I love to share:

Here on Canada's west coast, where vast rainforests grow, fierce storms frequently rage. One day, a storm whipped up waves so massive that the entire coastline was blanketed with colorful, five-armed creatures: starfish as far as the eye could see.

A young warrior was out hunting when he spotted an old fisherman sitting on the beach—amidst great, colorful mounds of starfish. The old man was picking up starfish one by one and tossing them back into the sea. The young warrior could hardly believe his eyes; he walked over to the fisherman and asked, "Old man, do you think what you're doing makes any difference? Millions of starfish are dying on this beach right now—aren't you just wasting your time?"

The old fisherman did not look up. He picked up the next starfish—a perfectly healthy strawberry starfish—examined it lovingly, and gently placed it back into the water. Then, he looked the young warrior in the eye and said in a calm voice: "For this one, it makes a difference."

**Every starfish, a life.
Every square meter, more life than we could count together.
Every euro donated, one square meter.
Our shared journey to save the world.**



Some of the ancient forest giants on Canada's west coast can reach heights of up to 100 meters.

Thank you, and see you soon on our shared journey!

Kai Andersch

Chairman of the Executive Board
Wilderness International



ABOVE: Starfish in a wide variety of colours can be found in the tide pools on the beaches of British Columbia.

Tested & recommended

In September 2023, we received the [Phineo *Wirk!* \(Impact!\)](#) seal. It confirms that our work has a demonstrable impact and that we are a high-performing, transparent organization.

To obtain the seal, we underwent a four-stage assessment process conducted by independent experts over the course of six months.

As donors or partners, you can therefore be confident that your contribution is being used effectively.

The non-profit organization Phineo offers an independent and reliable assessment of the impact of social engagement initiatives.

For a renewed, in-depth impact assessment, we commissioned a [comprehensive process review](#) in the spring of 2025 from the *Bundesdeutscher Arbeitskreis für Umweltbewusstes Management* (BAUM e.V.). The assessment was conducted by Rainer Kant (qualified forester), Senior Advisor for Biodiversity and Ecosystems at BAUM e.V.

“

Through its project "Transforming Climate Change – Protecting Old-Growth Forest as a Climate Savior, Square Meter by Square Meter," the Wilderness International foundation makes a valuable contribution to climate protection by purchasing threatened forest areas in Canada and Peru. Key project-level highlights include a systematic and thoughtful approach to the problem and its solution, quantified objectives based on scientific evidence, and the involvement of relevant stakeholders (...).

Excerpt from the Phineo assessment



ABOVE: The WI team at the presentation of the PHINEO "Wirk!" seal in September 2023.

LEFT: During our 2026 Peru expedition, Rainer Kant from BAUM e.V. thoroughly evaluated our projects.



The result: Wilderness International's work is **demonstrably effective, transparent, and ensures long-term protection.**

Our foundation's work is recognized as a best-practice example of integrated, scientifically grounded forest conservation.

Assessor Rainer Kant highlights our organization as an "integrated, systemic

model for modern forest conservation." You can find more information about the assessment process and its findings on our website.

[More information here](#)



“

Wilderness International pursues a comprehensive approach to protecting primary rainforests—one characterized by integration, systems thinking, multidimensionality, interdisciplinarity, and a holistic perspective. The organization brings together diverse perspectives, methods, and stakeholders to achieve its goals effectively and sustainably. This modern, multifaceted approach to conservation represents a pioneering model for protecting wilderness areas—a top priority if we are to save the climate.

Rainer Kant
Senior Officer for Biodiversity and Ecosystems at BAUM e.V.

"Protecting old-growth forest down to the last square meter is a climate saver."

WIRKT!
geprüft & empfohlen

**PHI
NEO**

Wirksames Projekt,
leistungsstarke
Organisation.
09/2023

[More information about the Phineo Wirkt! seal](#)

An aerial photograph of a vast tropical primary rainforest. The forest is a dense, continuous canopy of trees in various shades of green. In the bottom left corner, a wide, muddy river with reddish-brown water flows through the landscape. The sky above is overcast with grey clouds.

WHY WE NEED TO PRO- TECT OLD- GROWTH FORESTS

View of the tropical primary rainforest
with its countless shades of green.

The background consists of several overlapping, organic, leaf-like shapes in various shades of green, ranging from a light mint green to a dark forest green. These shapes are arranged in a way that creates a sense of depth and movement, resembling a close-up of foliage.

Because old-growth forests
are the all-round solution
to the environmental
problems of our time.

What is wilderness?

Wilderness is often understood as a natural area free from any human influence. In a world shaped by human life for millennia, truly "untouched" landscapes are rare. Nature devoid of a human footprint exists only in the Earth's most remote regions, such as Antarctica.² However, there remain areas with intact ecosystems that have evolved over millennia through natural processes—often in harmony with their human inhabitants—whether they are ancient forests, peatlands, or grasslands.³

These landscapes, which have evolved over long periods with humans as an integral part of nature, are of inestimable value. They serve not only as vital habitats for numerous species but also as crucial carbon sinks and climate regulators.

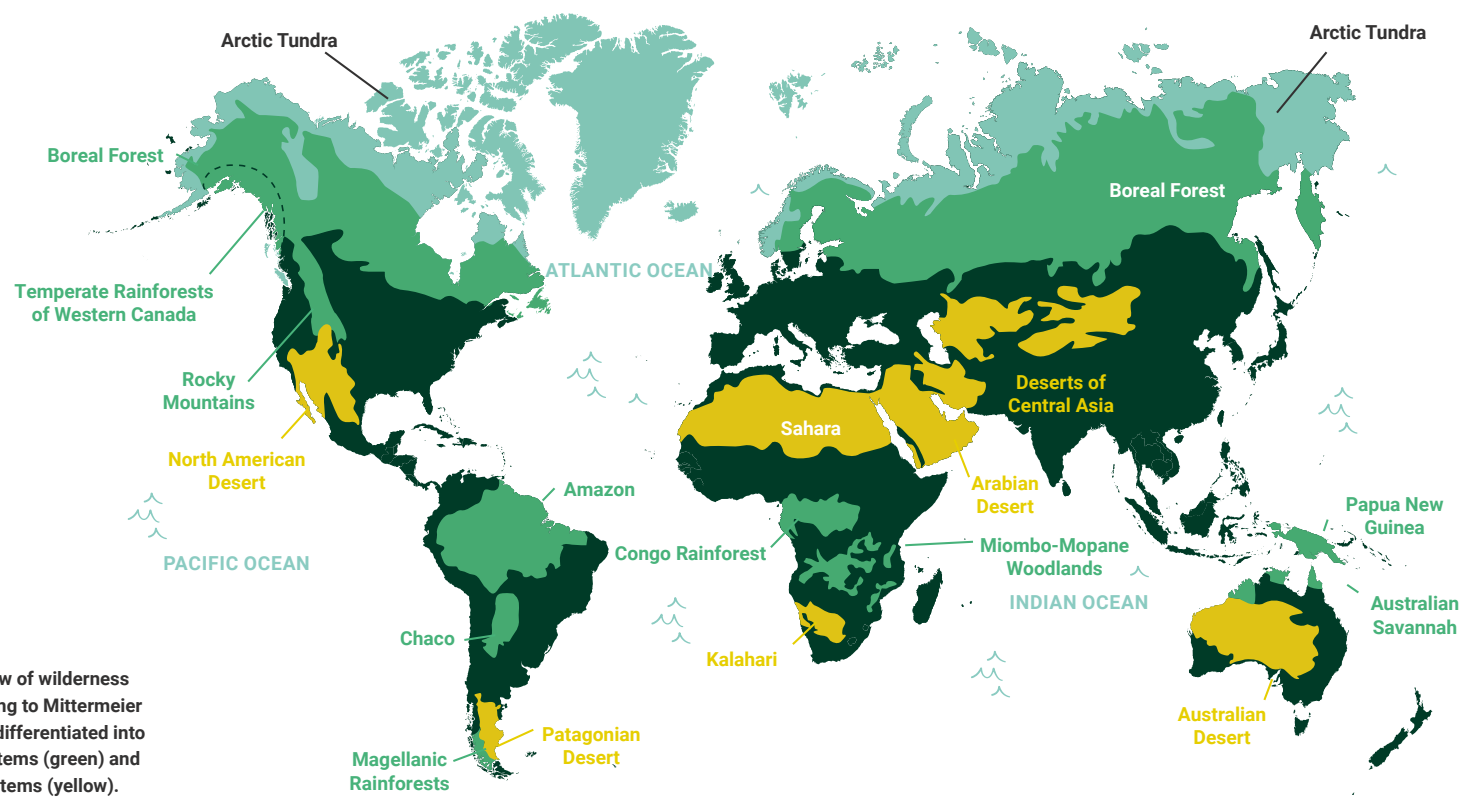
For this very reason, we include them in our definition of wilderness, interpreting wilderness areas in a broader sense: as spaces where natural processes have existed largely undisturbed for a long time.⁴

Ancient forests, too, are not "untouched forests" where no human has ever set foot; rather, they are old, natural ecosystems composed of native species, where natural processes can happen undisturbed in harmony with humanity.⁵

Only 20% of global tree cover remains as primary forest (2020) – equivalent to just 9% of Earth's ice-free land area.

Just five countries—Canada, Russia, Brazil, Peru, and the Democratic Republic of the Congo—are home to three-quarters of the remaining intact forests today. If we lose further intact forest habitats at current rates of degradation, it will inevitably lead to species extinction on an unprecedented scale.

Broad overview of wilderness areas according to Mittermeier et al. (2003), differentiated into forest ecosystems (green) and desert ecosystems (yellow).



Because forests give us more than we think.



1 — Steady rainfall

The plants of the Amazon basin release 20 billion tons of water into the atmosphere every day. That is twenty times the amount of water that evaporates from the ocean!⁸ In doing so, they create the largest flow of fresh water on Earth. Through constant evaporation and the exhalation of water vapor, the forest itself generates the rain it needs—and which makes it a rainforest.

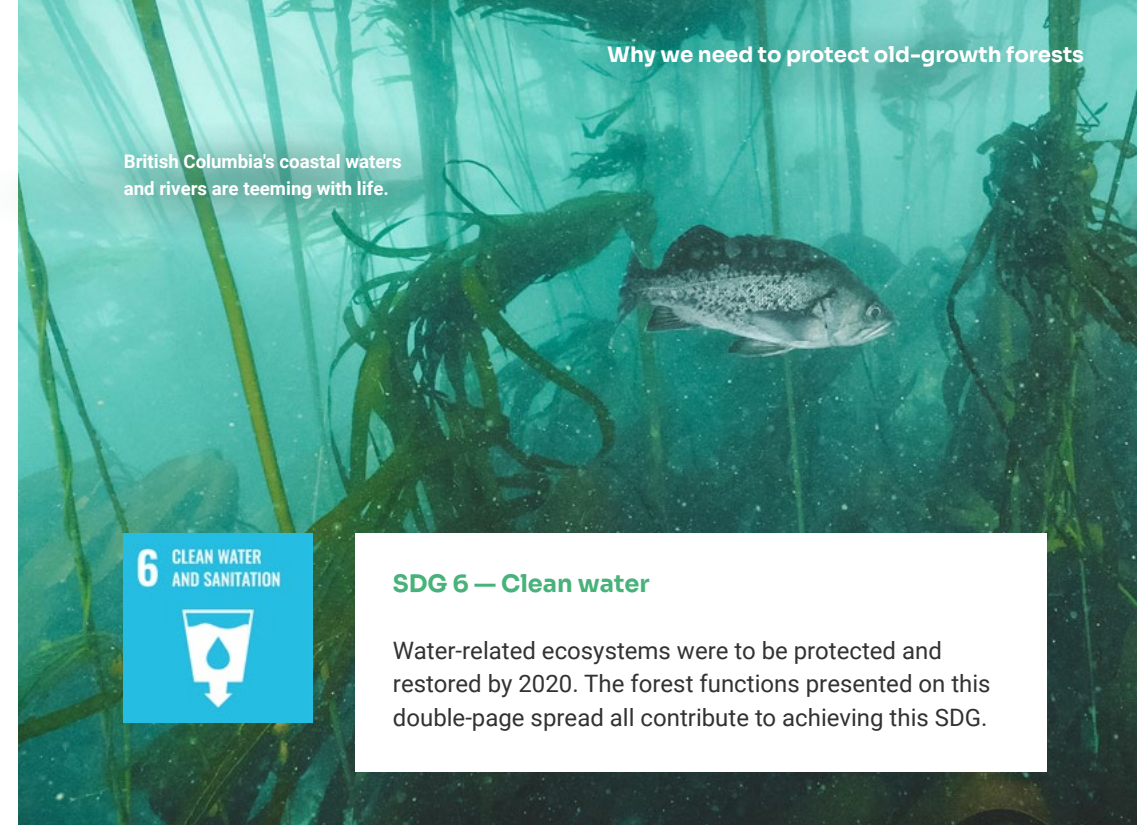
2 — Water storage

The rest of the rainwater seeps into the forest soil. Without the forest, rainwater would flow directly into the rivers, resulting in a lack of drinking water and rainfall in the region. This would cause conditions to become significantly hotter and drier.



3 — Water purification

Our protected areas also contain rivers and wetlands, such as forest bogs. Forests purify the water in streams and rivers. By protecting them, we contribute to achieving **Sustainable Development Goal 6 (SDG 6)**.



Why we need to protect old-growth forests

British Columbia's coastal waters and rivers are teeming with life.

6 CLEAN WATER AND SANITATION



SDG 6 — Clean water

Water-related ecosystems were to be protected and restored by 2020. The forest functions presented on this double-page spread all contribute to achieving this SDG.

4 — Forests and oceans

When forests are cleared, their nutrient-rich topsoil is washed away by rain. The soil is carried into rivers, causing eutrophication and transporting excessive nutrients into the ocean. By protecting forests and their rivers, we therefore also prevent marine pollution and help achieve **SDG 14**.



SDG 14 — Life below water

SDG 14 calls for preventing and significantly reducing all forms of marine pollution by 2025, particularly that arising from land-based activities.

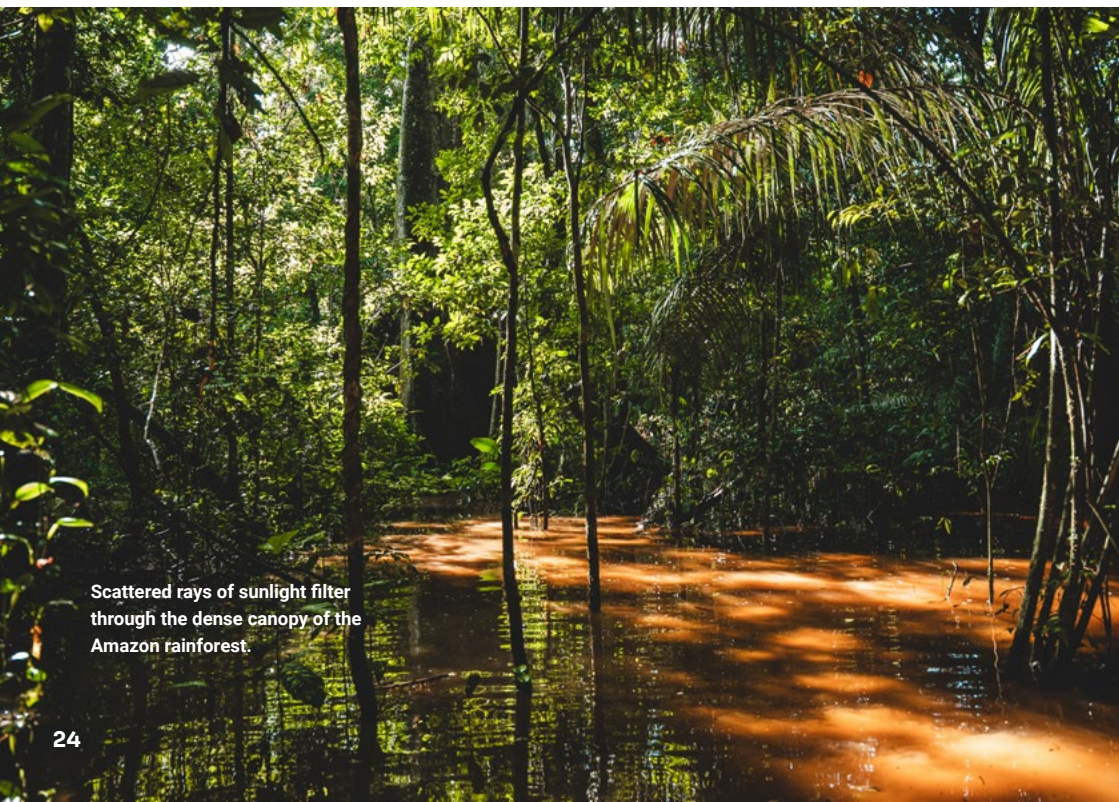
5 — The forest as a sunshade

The dense foliage of forests ensures a cool, moist microclimate. We are all familiar with this from seeking refuge in the shade of a tree on a hot summer day—tree vegetation cools the immediate surroundings.



6 — Nutrient vault

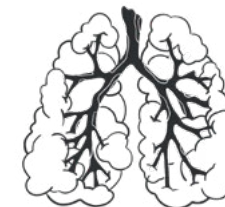
Forests use their roots to prevent the erosion of nutrient-rich soils. If the forest disappears, the nutrient-rich topsoil is washed out or washed away by rain.



Scattered rays of sunlight filter through the dense canopy of the Amazon rainforest.

7 — Green lungs

On a global scale, trees have for millennia produced the vast majority of the oxygen essential for human life, **securing the very basis of our existence**. Above all, forests filter fine particulate matter—such as heavy metals, nitrogen oxides, and soot particles generated by industrial and vehicle emissions—out of the atmosphere. They are, in fact, the "**green lungs**" of our planet.



8 — Domino effect

Deforestation of rainforests causes not only direct damage; it also has a negative indirect impact on the remaining forests in the surrounding area. Conditions become hotter and drier, making the forest less resilient. Nutrient-rich soils are washed away, depriving the forest of essential resources, and **biodiversity is irretrievably lost**.

9 — Irreplaceable

Even reforestation can never restore the original state of a rainforest. Therefore, protecting existing forests is the top priority—even more important than planting new trees.⁹



10 — A Refuge for biodiversity

Wilderness areas are the only places where countless species find suitable habitats. The older forests become, the greater their genetic diversity.¹⁰ Consequently, primeval forests ensure the long-term survival of numerous species. The extinction of a single plant species is often linked to the **extinction of 10 to 30 other animal and plant species**, as most organisms in the rainforest are interdependent.¹¹



11 — Nature heals itself if we simply let it

By protecting intact rainforests, we contribute to achieving **SDG 15**. We help put an end to deforestation and the resulting soil degradation and desertification. At the same time, we enable ecological restoration; for only when existing nature is preserved can biodiversity spread outward from there. This is an essential prerequisite for the recovery and rehabilitation of damaged forests, land, and soils—especially those affected by desertification, drought, and flooding.

12 — Adventure and relaxation

Last but not least, forests are **places of peace and relaxation**. Their magnificent landscapes offer opportunities for adventure, challenge, and reconnecting with our roots. "Forest bathing" even has medically proven positive effects on human mental and physical health.¹² For instance, it improves breathing, heart rate, blood pressure, and the immune system.



Why we need to protect old-growth forests

The rainforests in the Madre de Dios region are considered the most biodiverse place on Earth.



SDG 15 — Life on Land

SDG 15 calls for the protection and restoration of terrestrial ecosystems—particularly forests—by 2030.

For all these reasons, forests—especially old-growth forests—are our **most important buffer** against human-induced climate change and the associated loss of habitat and species extinction. Many scientists consider it more effective to protect existing forests than to plant new trees.

That is why we see the protection of intact old-growth forests as the most important nature conservation measure currently.

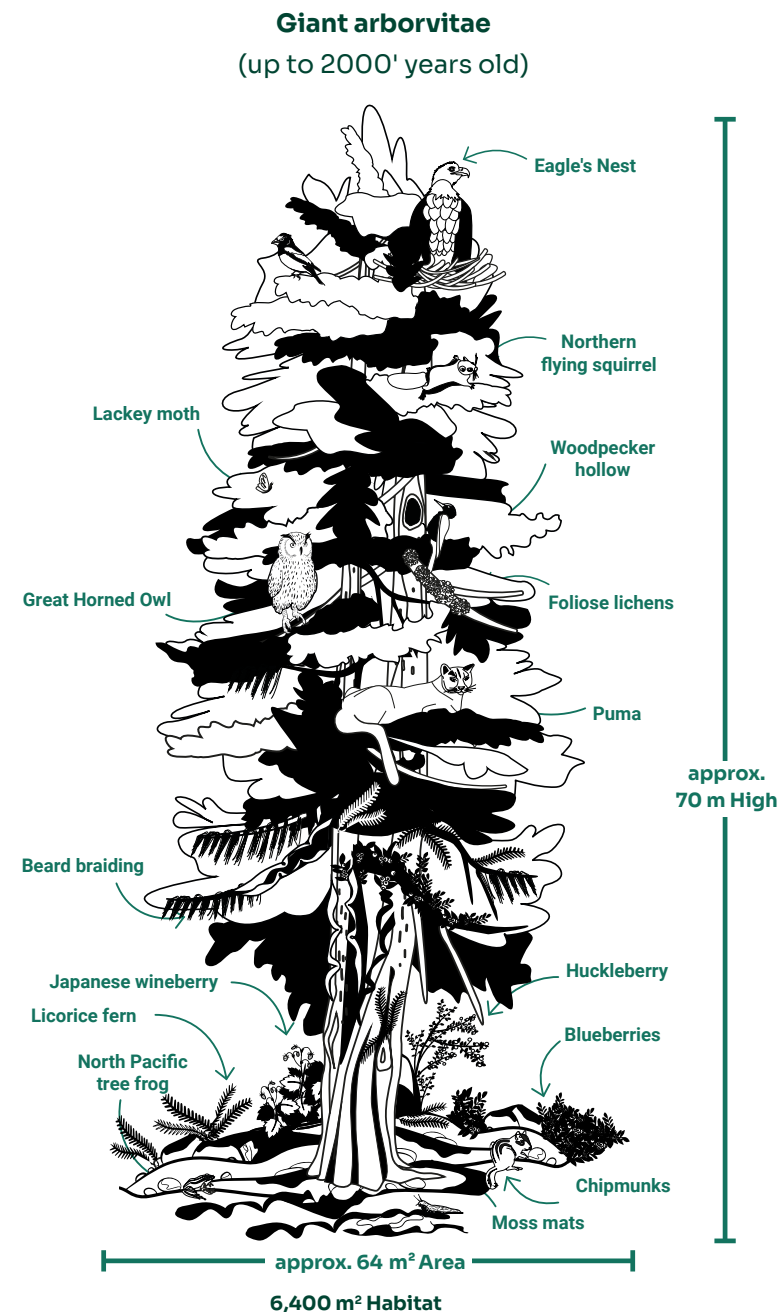
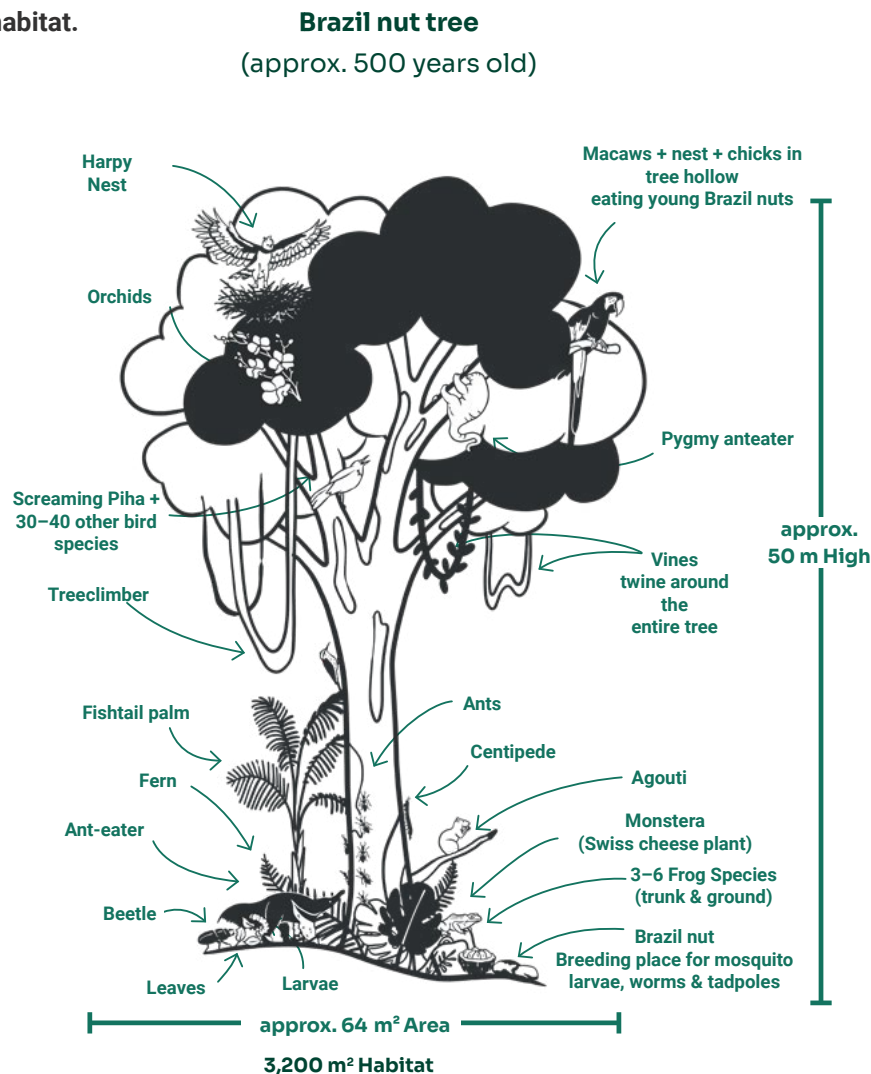
Living tree. Living space.

Every dollar saves a square meter of habitat.
Sound good? But it gets even better.

A donation of \$64 to Wilderness International protects a **64-square-meter patch of forest**. This equates to a **3,200-square-meter habitat** featuring countless micro-habitats for a huge variety of animals and plants that interact in symbiotic relationships.

Our graphic illustrates the abundance of life—from roots to canopy—supported by a **single Brazil nut tree** in the Amazon rainforest.

The situation is very similar in the temperate rainforests along Canada's west coast, where colossal western red cedars provide a safe habitat for numerous animal and plant species.



Because we need to **rethink** our current practices.

The world's forests store as much CO₂ as is present in the entire atmosphere. When such carbon-rich ecosystems are destroyed, they release more CO₂ than could ever be sequestered again within a timeframe relevant to humans.¹³ 10–15% of all annual emissions are caused by deforestation and the draining of forested peatlands.¹⁴

Global deforestation releases as much CO₂ annually as 2 billion people would emit on a round-trip flight from Frankfurt to New York.



And the worst part is: for every tree we cut down, we not only release more CO₂ into the atmosphere, we destroy our **greatest ally** in the fight against climate change.

“On a global scale, ancient forests are our most important buffer against human-induced climate change. Protecting them is a top priority if we want to save the planet.”

Kai Andersch
Forest Scientist & Chairman of the Board

Why we need to protect old-growth forests

An average of 60 kg of CO₂ is permanently stored in just one square meter of our protected areas.

13 CLIMATE ACTION



SDG 13 — Climate Protection Measures

We must limit the global rise in temperature to 1.5 degrees Celsius by 2030. By protecting existing forests with high carbon content, we and our partners contribute to achieving **SDG 13**.



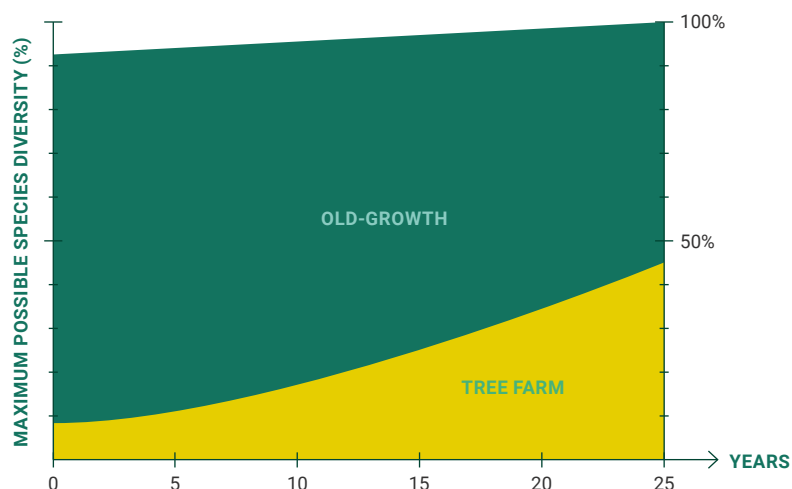
Forest loss

Every year, more than **14 million hectares of tropical forest** are cut down. Another **16 million hectares of boreal, subtropical, and temperate forests** are lost annually. That amounts to nearly **30 million hectares of destroyed forest** each year—an area equivalent to the size of Italy.¹⁶

Protect trees or plant trees?

These days, it feels like you can save the climate by planting a new tree with every purchase you make. That sounds great, but how effective is this method compared to protecting existing old-growth forests?

Biodiversity and biomass¹⁷



Conclusion

Even after 25 years of growth, tree plantations and planted forests achieve only a fraction of the biodiversity and biomass found in old-growth forests. A meta-analysis showed that natural regeneration leads to better outcomes regarding biodiversity and carbon storage than active planting projects in over 90% of the cases studied.¹⁸

Cost/benefit factor



Climate change is an urgent problem. Fast and efficient measures are necessary to stop it. If you had a limited budget, what would be the best option using trees to ensure a healthy environment?

Requirements

- **100,000 m² area**
- **Objective: fulfillment of all ecosystem services** (*air filtration and cooling, oxygen production, water storage and filtration, soil formation and erosion control, flood and avalanche protection, recreation and tourism, food supplier, research object, role model function (bionics), environmental human well-being effect, genetic resource*).

Option A Protect old-growth forest

- **Donate US\$100,00** to Wilderness International (WI)
- Protect **100,000 m²** of old-growth forest without an expiration date or additional costs

100% effective immediately

Option B Plant trees

- Invest **US\$200,000** minimum
- Buy **50,000 m²** of land and reforest it with site-appropriate, native and bio-diverse tree and shrub species

50%* effective after 25 years

*max

CO₂ storage

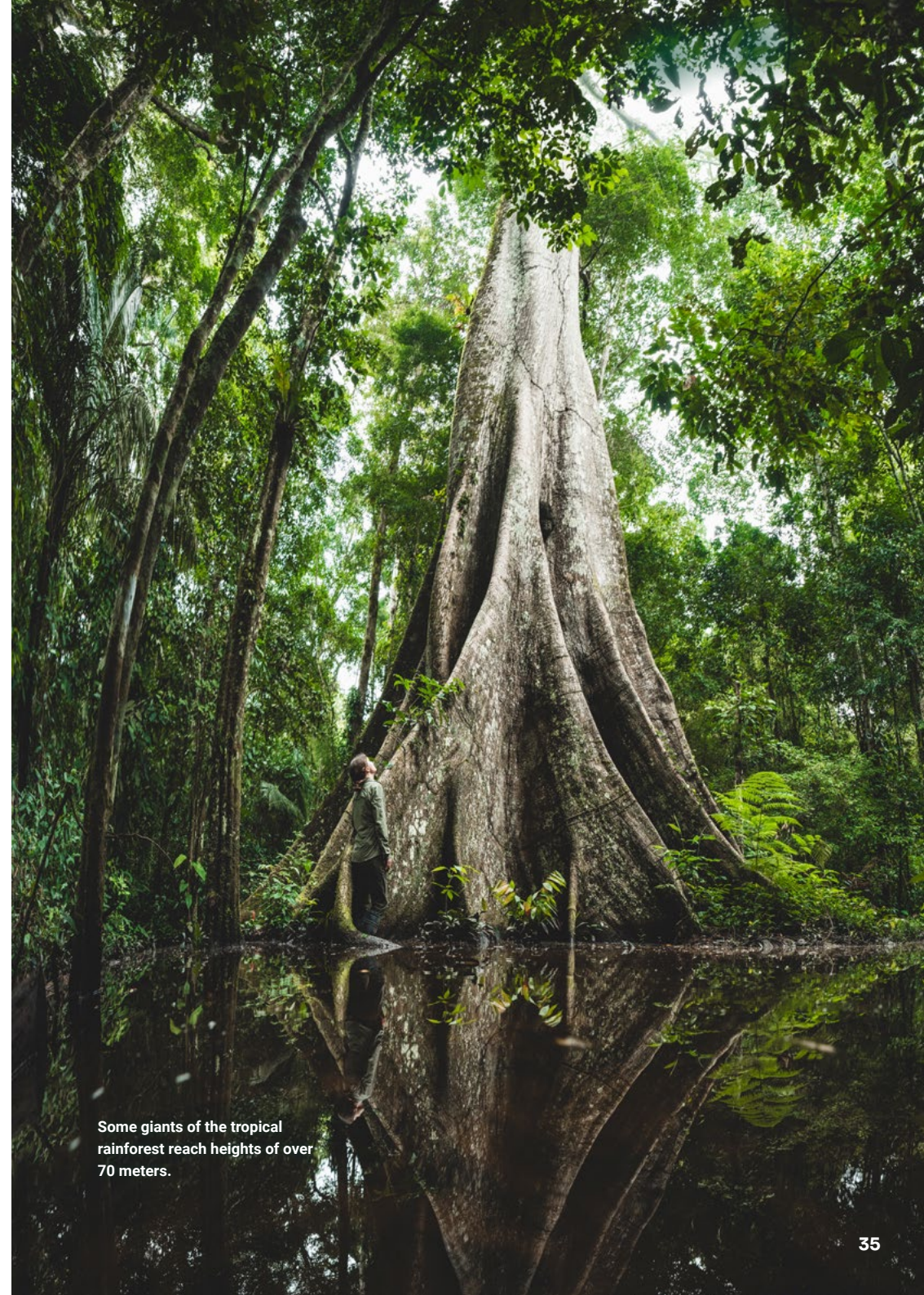


Tree plantations take about 25 years to become "climate-positive." In the initial years after planting, they carry a heavy "CO₂ backpack"—filled with greenhouse gases emitted during the nursery phase and the planting process itself. Furthermore, the soil emits additional CO₂ for the first few years after planting.¹⁹

Conclusion

Don't get us wrong: **planting trees today is important and beneficial!** After 25 years, they help the climate by acting as CO₂ "vacuums". This makes sense in locations where forests naturally belong but would not regenerate on their own. You can learn more about the complexities of selecting the right sites—and where new planting makes sense—in the study by Fesenmyer et al. (2025).²⁰

The most important and urgent measure to prevent climate change is the protection of existing forests.



Some giants of the tropical rainforest reach heights of over 70 meters.

Dear NATURE, **THANK YOU** for everything!

Without the forest, our air would be too polluted to breathe. There would not be enough reliable rainfall. Our water sources would dry up, and we would suffer from drought and heat. Our soils would be washed out and lacking in nutrients. Instead of birds chirping and bees buzzing, there would be silence.

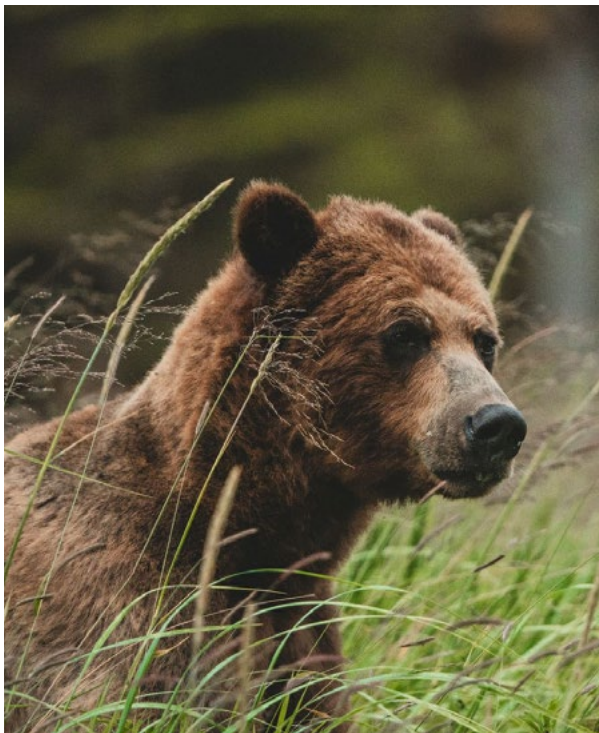
**That is why we think it's time to say “thank you” to nature.
For all the free services it so naturally provides us with every
day, without which, our lives would be impossible.**

Together, we give back to nature by preserving and protecting the last intact, high-carbon, and biodiverse ecosystems.



TOP: A squirrel monkey eyes our expedition team curiously.

RIGHT: Grizzly bears in western Canada hibernate for 4 to 6 months.





PROTEC- TING NATURE EFFECT- TIVELY

So far, 162 amphibian species
have been discovered in the
Secret Forest – including this
poison dart frog.

Mission.Vision. **ACTION!**

Mission

Protect wilderness areas from vanishing forever and preserve them for future generations.

The Wilderness International team dedicates its daily work to the legal and secure purchase of ecologically valuable and acutely threatened wilderness areas around the world in order to protect them for all time.

Vision

By 2050, protect the last 2.8 % of our planet's remaining intact habitats through the purchase of secure title.

We still have the opportunity to **save the Earth's last wilderness areas**. This knowledge and our passion for the wonders of the natural world drive us to turn our vision into reality, step by step.

Many species, such as this giant otter, rely on very specific habitats.

What does our work achieve?

To answer this, we'll take a closer look at the **United Nations Sustainable Development Goals** (SDGs). These 17 goals provide an internationally recognized framework outlining what a **fair, livable, and sustainable future for all people and the planet** can look like. They integrate **ecological, social, and economic aspects**, demonstrating that nature conservation is always part of a larger whole.

For Wilderness International, the SDGs serve as a compass: they help us **measure the impact of our work** and ensure that our projects not only protect forests but also foster education, reduce inequalities, and strengthen climate resilience. By aligning our impact with the SDGs, we demonstrate how our local actions have a global effect—and contribute to our collective achievement of sustainable development goals.

[Learn more here](#)

Direct

- 4 Quality education
- 6 Clean water
- 13 Climate action
- 14 Life below water
- 15 Life on land
- 17 Partnerships for the goals



Indirect

- 10 Reduced inequalities
- 11 Sustainable cities and communities
- 12 Responsible consumption and production



Together we can protect forests for the future.

Truly lasting protection is only possible if it is rooted in the hearts and structures of the people who live with the forest. Just as a tree thrives only when the soil is rich in nutrients, our nature conservation efforts need social roots to endure across generations—roots that, like their ecological counterparts, require patience, care, and shared responsibility.

SDG 4 — Quality education

Long-term nature conservation begins with knowledge, participation, and the opportunity to take action oneself. That is why we are active in environmental education in **Canada, Peru, and Germany**. In Peru, forest rangers conduct local environmental education projects in the communities surrounding our protected areas. In Canada, together with our partner "**Eagle Wing Tours**," we take school classes to the fjords of the temperate rainforests to teach them about the importance of ecosystems firsthand. And in Germany, through the "**Wildnislauf**" (Wilderness Run), we motivate thousands of students each year to take responsibility for nature and see themselves as part of a global solution.



SDG 10 – Reduced inequalities

We operate in regions characterized by structural power imbalances—between North and South, urban and rural areas, and the wealthy and the poor. We consciously acknowledge this disparity and aim to help reduce it through **long-term partnerships, fair wages, scholarships, and capacity building**. We do not view ourselves as a "Western solution"; rather, we are three local organizations led by people from the region, maintaining a constant dialogue and partnership with local and Indigenous communities. This requires critically reflecting on our own role and considering our responsibility regarding structural justice.



SDG 11 — Sustainable cities and communities

We are also driving change at the local level. Since 2023, our agroforestry project has combined **sustainable production, local self-sufficiency, and ecological restoration**—fostering resilient communities that actively contribute to climate adaptation.

In Dresden, we previously established tree sponsorships through the "Mein Baum – Mein Dresden" (My Tree – My Dresden) project; these initiatives not only improve the urban climate but also raise awareness of global interconnections.

Agroforestry is a sustainable land-use practice dating back millennia that is based on an ecologically balanced system.

How we protect wilderness:

Our guide to saving the world

1

Find land plot

In rapid assessments, we work with researchers to determine whether a forest area is worthy of protection. The decisive factors are whether the area has high biodiversity and carbon storage capacity, whether it is threatened, and whether it is located in a strategically important place.

2

Buy in advance

The purchase of the land is financed with loans. We do not collect donations for a piece of land that we do not yet own.

3

Receive land title

We work in countries with a high degree of legal security and only purchase land with clear and secure title. All three foundations are entered on title in the land register.

4

Create georeferenced aerial images

With the help of drones, we create high-quality aerial panoramas of our land parcels. These are uploaded to our website. Each square meter is provided with exact geo-coordinates.

5

Refinance through donations

Everyone can donate for the protection of a specific piece of this wilderness area. The donation refinances the purchase and ensures long-term protection. Each square meter is allocated only once.

6

Show geo-coordinates with a certificate

Donors receive a personalized certificate with the exact geo-coordinates of the forest they have helped to protect. This makes protection tangible and directly traceable.

7

Research, document, communicate

Environmental ambassadors and researchers visit the areas, conduct research together and experience the forest they are protecting first-hand. They then use the research findings, photos and videos for environmental education in schools and to inspire others with their love for wild nature.

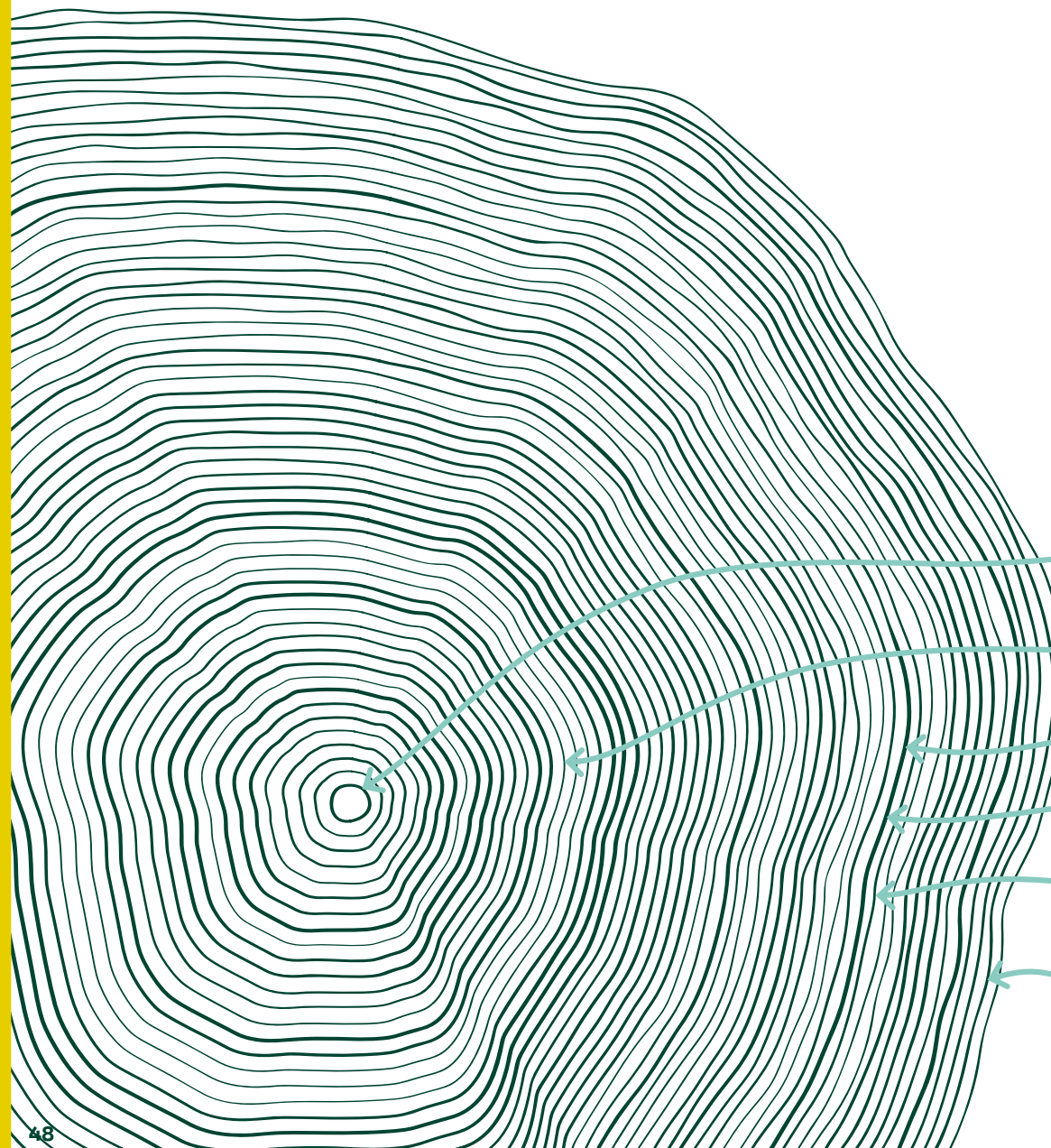
8

Ensure long-term protection

Regular visits, local partnerships, forest guardians, payment of property taxes and the foundation concept ensure the long-term protection and ecological integrity of the areas. Read more about this on p.50 (Why a foundation).

A tree has witnessed history

Some of the giant trees in our protected areas are already 1,000 years old. And they can live for another 1,000 years. But how do we guarantee that they won't be destroyed before then?



1203

Tree is born

1492

Discovery of Americas

1865

First industrial use of crude oil

1867

Canada becomes a nation

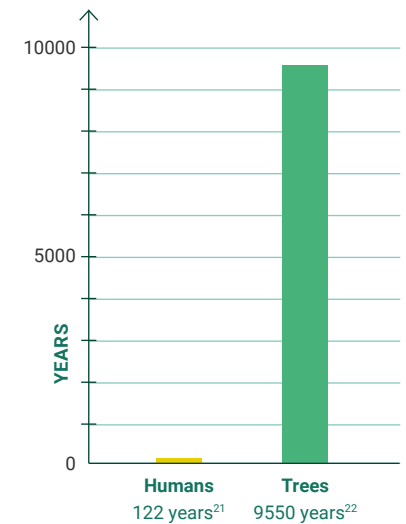
1872

Foundation of the first national park

2015

Paris Climate Agreement

Maximim age*



*oldest known individual

I would like to be as old as a tree.

Why a foundation?

During our short lives, we can only protect a tree in this short term. That is why we want to create structures that guarantee the protection of these ancient species for **generations** to come - regardless of political changes.

A foundation is the most long-term human construct currently known. Not even states, companies or national parks are designed for such a long term. This makes the foundation the only form of organization that is compatible with the lifespan of the ecosystems we protect.

* Our foundation purposes are:

1. Environmental protection, nature conservation, animal welfare
2. Related education, science and research
3. International understanding, development aid, art and culture for the support, implementation, and communication of climate, environmental, nature and animal welfare projects

To our statutes

- A foundation operates independently of political constructs and sometimes even states.
- For the **foundation's purpose*** it receives the foundation's assets, which are always preserved.
- It is independent of individuals and cannot be inherited because it does not belong to anyone alone. A foundation always belongs to the community of people who are committed to its purpose at the time.

"The legal foundation under civil law is designed for perpetuity. [...] In Germany, for example, numerous foundations are very old, some of them more than a thousand years. [...]"

- since 1161 Johannishof Foundation Hildesheim
- since 1177 St. Johannis-Jungfrauenkloster Lübeck²³

“The legal form of the foundation uniquely allows for the implementation of a (charitable) purpose permanently and independently of outside interests and thus makes it possible to achieve the desired effects in the long term²⁴



Some of the giant trees on Canada's west coast are over 1,000 years old.

US \$1* DONATION?

US\$1 protects
1m² of forest!

*11ft²

— initial costs
— long-term costs

Where it goes:

* The figures are based on actual spending over the last 17 years.





N50° 30' 53,872" W128° 12' 10,5"
protected by Jane Smith and John Doe

For \$100, you have protected 100 m² of
rainforest in Peru.

Aerial view of the Secret Forest
in Madre de Dios, Peru.

Your donation
to forest
conservation:
**traceable down
to the square
meter.**

View your donations from the air.

We protect forests – with 100% transparency. **We show exactly where your donation has been put to use, down to the square meter.** To do this, we create high-resolution aerial images of our protected areas and overlay them with a grid of precise geo-coordinates.

Working with high-tech drones made available to us for these purposes supports our efforts. This enables us to rapidly capture aerial imagery of vast forest areas with unprecedented resolution. We also conduct flights using **LiDAR and multispectral cameras**, allowing us to generate 3D images of the forest and gather data on tree heights, carbon storage, and biodiversity within these forest areas.

High Tech. Low Budget.

This saves us not only a great deal of time and donated funds—resources we would otherwise have to spend on costly and sometimes hazardous site inspections—but also allows us to study existing and future protected areas without entering them or disturbing them by creating trails.

Using state-of-the-art software and modern computers, we can stitch these thousands of individual aerial images together into a single, large-scale aerial view in just a few hours.



[Watch video](#)



Protecting nature effectively

TOP: Tom Andersch tests the new Trinity Pro drone from our partner Quantum Systems together with Brock Ryder from Drones for Earth.

BOTTOM: A LiDAR image of the protected areas along the Tambopata River.

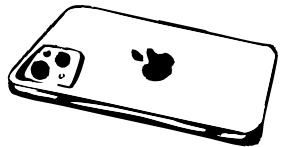


During our Peru expedition in March 2024, we flew over a total of 299 km² across four locations and captured 56,939 images!



In addition, an area of 93 km² was surveyed using a LiDAR camera—a total area roughly 18 times the size of Frankfurt Airport!

With US **\$1,000**
you could buy...



1 iPhone 17 (256 GB)



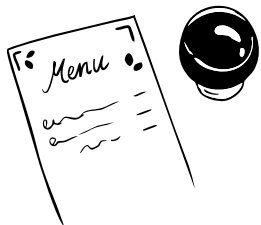
1 carat diamond



0.1 Bitcoins



1 Lego Star Wars™
Death Star



1 Michelin-starred menu for
two with wine pairing



0.15m² a condominium in
central New York

OR
protect
1,000 m²
of **wild**
nature forever

Aerial view of our protected area
in the Canadian Toba Valley.



Lianas grow extremely fast, connect tree crowns, and create pathways for many rainforest inhabitants.



The hoatzin is also called the "stinkbird" because it ferments leaves in its stomach.



British Columbia's temperate rainforests are considered the most biodiverse ecosystem in the Northern Hemisphere.



American minks hunt in the sea
and often eat their prey under the
cover of the forest.

A close-up photograph of a tiger leaf frog (Agalychnis saltator) perched on a mossy tree branch. The frog has bright green skin with orange and black stripes on its back and legs. Its large, dark eyes are prominent. The background is dark and out of focus.

WHO WE ARE

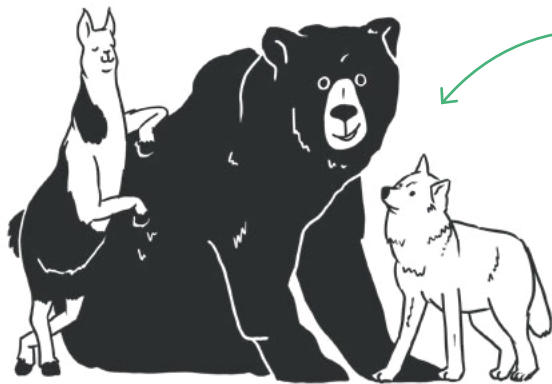
Tiger leaf frogs are an indicator of an intact forest because they rely on undisturbed rainforests.

Three sisters. One mission.

Local organizations working together for
international wilderness conservation.

Wilderness International consists of three sister foundations based in **Peru, Canada, and Germany**. Each was co-founded by local individuals, and **local people** are actively involved in each of them.

There are ongoing local initiatives, such as the agroforestry project or our scholarship program in Peru. Above all, however, the three organizations collaborate internationally on wilderness conservation and environmental education. This includes exchange projects with First Nations—such as the **Gwich'in and the Cowichan**—aimed at protecting their ancestral lands. Furthermore, all three foundations are listed in the land registry to reinforce the security of the protected status.



The three sisters:
Peru, Canada & Germany



A shared goal unites our teams
across oceans and continents.



As the number of protected areas and projects grows, so does our team.

We are a wild mix. Just like nature.

It all began with a passion for forests filled with giant trees. At the time, 26 people from six countries and 24 different professional backgrounds—ranging in age from 18 to 69—were united by a love for awe-inspiring, wild nature and a desire to preserve it for future generations. Wilderness International was founded in Germany and Canada in 2008, with the Peruvian organization joining in 2019. Since then, a great deal has been achieved, thanks to the support of many volunteers and a dedicated full-time team!

Our team



TOP LEFT: On an expedition together in the Amazon rainforest.

BOTTOM RIGHT: Kai celebrates the Phineo Seal in the middle of the rainforest.

RIGHT: Our team at the presentation of the Phineo Seal.

BOTTOM: Moments when we come together as a large group are something very special.



Get to know us better

“Nature conservation does not come about through laws or good intentions alone, but above all through committed individuals who take action and build bridges—between knowledge and practice, between organizations and individuals, and between a passion for nature and its long-term protection. When dedicated people in companies and strong ambassadors join forces with their communities to take responsibility for wilderness, genuine protection for Earth’s last intact habitats emerges—along with a measurable, lasting impact.”

Chris Hoffmann
Head of Cooperations, Ambassadors & Special Projects



“Nature conservation is an arduous and complex task, and environmental education—along with ongoing dialogue with people—is one of the most powerful tools for success.”

Ana-Paula Bezzolo
Environmental Education Project Coordinator
WIPerú Educa



“When I stumbled upon WI, it was immediately clear to me that I wanted to be part of this work. The principle is simple and highly effective: we protect ancient, intact habitats teeming with biodiversity while simultaneously preventing the release of additional greenhouse gases. No frills—just targeted, transparent wilderness conservation; what more could you ask for?”

Fabian Mühlberger
Biologist and National Geographic nature photographer



“Healthy ecosystems give us so much every day. That is why I want to do what I can to give something back and contribute to their protection. In this way, I can ensure that my children can live and play in the wild, and that nature teaches them who they are and what they can become—for future generations, too.”

Tyler Bruce
Executive Board WI Canada



“Nothing makes the case for environmental protection quite like wild nature itself. Standing beneath a colossal tree and sensing its age, seeing whales, hearing wolves howl—I cannot and do not want to imagine a world without that.”

Henriette Wessel
Communications & Board WI Peru



“To me, wilderness is a state in which human direction is absent and human presence is merely that of a respectful guest. Over the course of my life, my work as a scientist has allowed me to experience and study nature across various continents. Yet, I often encountered only remnants of pristine nature or landscapes heavily impacted by human activity, while species were disappearing back home in Germany as well. WI is constantly searching for the last remaining wilderness forests, seeking to acquire them through purchase to prevent their logging. I find this conservation concept so compelling that I am delighted to be part of WI and to contribute to the preservation of the Earth's last wilderness areas.”

Matthias Nuss
Board of Trustees





Conservation for the future, not the past

To ensure our foundation endures in the long term and operates as effectively as possible, it must constantly grow from the ground up—like grass. Our participatory structure and flat hierarchies enable intergenerational exchange and growth fueled by fresh ideas. In this way, we are already working today for the generation of tomorrow.



Tobias Hürten

before 2012	Participant Walk for the Wild
2014	Environmental ambassador
2015-2017	Volunteer service
2019	Co-founder, WI Peru Board Member, WI Peru
2017-2023	Full-time team member responsible for partnerships, Board Member, WI Canada
since 2023	Volunteer and Board Member, WI Canada

Henriette Wessel

before 2012	Participant Walk for the Wild
2014	Environmental ambassador
2015-2017	Volunteer service
since 2017	Full-time team member responsible for communications; Board Member, WI Peru



Anton Kamolz

before 2013	Participant Walk for the Wild
2013	Volunteer service
2014	Voluntary ecological year
since 2018	Member of the Governance Board



Charlotte Voigt

before 2012	Founding of an environmental group at the Frankfurt International School
2013, 2014, 2018	Scientific Expedition Supervisor
since 2018	Member of the Governance Board

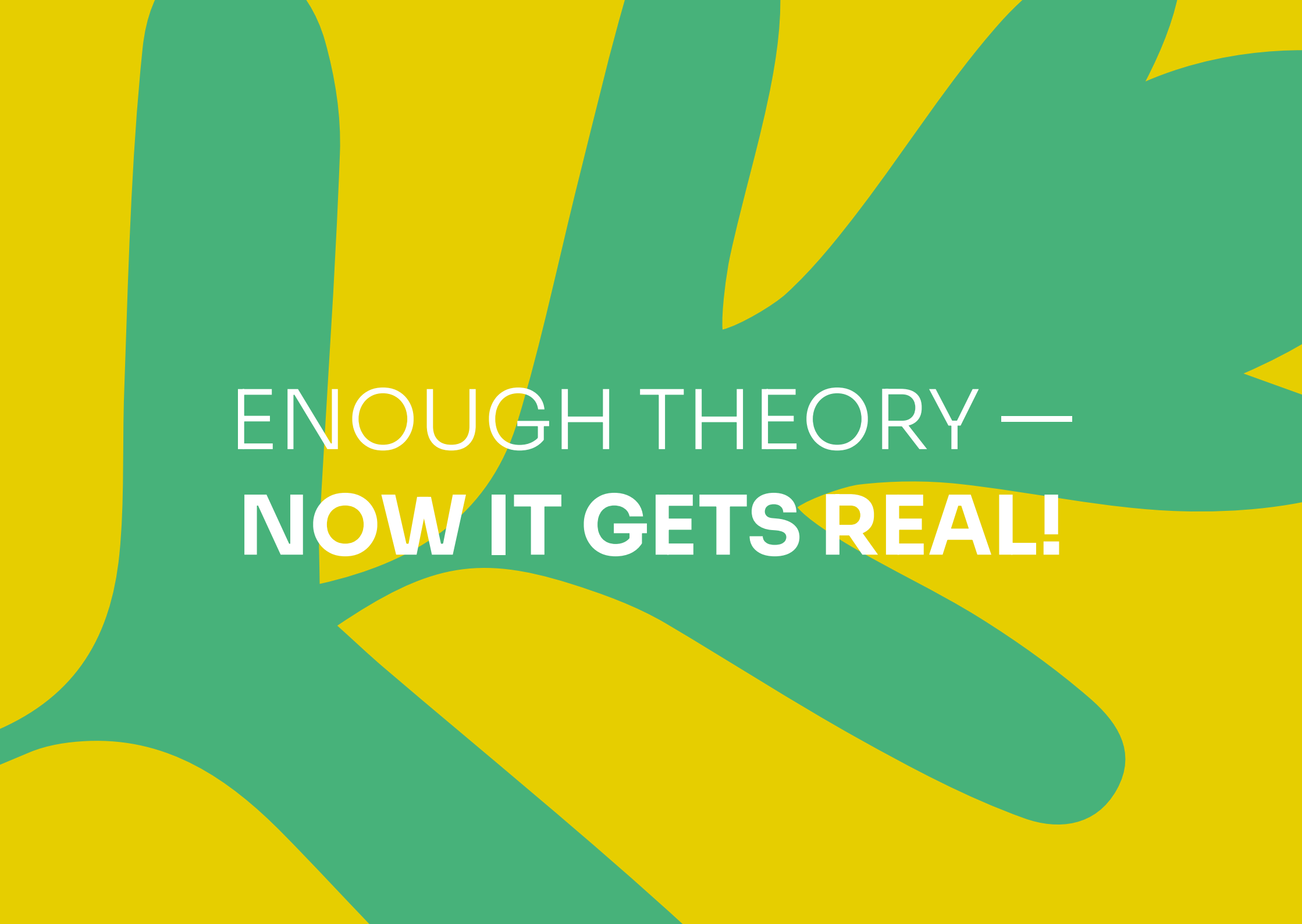
Carina Büder

2017	Voluntary ecological year
since 2021	Member of the Governance Board



Xiomara Banegas

2024	Peruvian research scholarship recipient
since 2024	Forest Guardian in the Secret Forest, Peru



ENOUGH THEORY —
NOW IT GETS REAL!

What we have achieved so far*

20,985,151 m² of forest purchased, of which ...

19,008,476 m² are already protected permanently by ...

378,603 individual donations.

1,334,412 metric tons of CO₂ contained

101,804 trees planted in the "My Tree – Mein Dresden" project

127 School environmental projects
→ [More information here](#)

65 Wilderness runs
→ [More information here](#)

48 Scientific projects & publications
→ [More information here](#)

26 Forest Guardians
→ [More information here](#)

68 Scholarships for Emerging Talent (Environmental Ambassador and Research Scholarship)
→ [More information here](#)

>300 Partners und Supporters
→ [More information here](#)

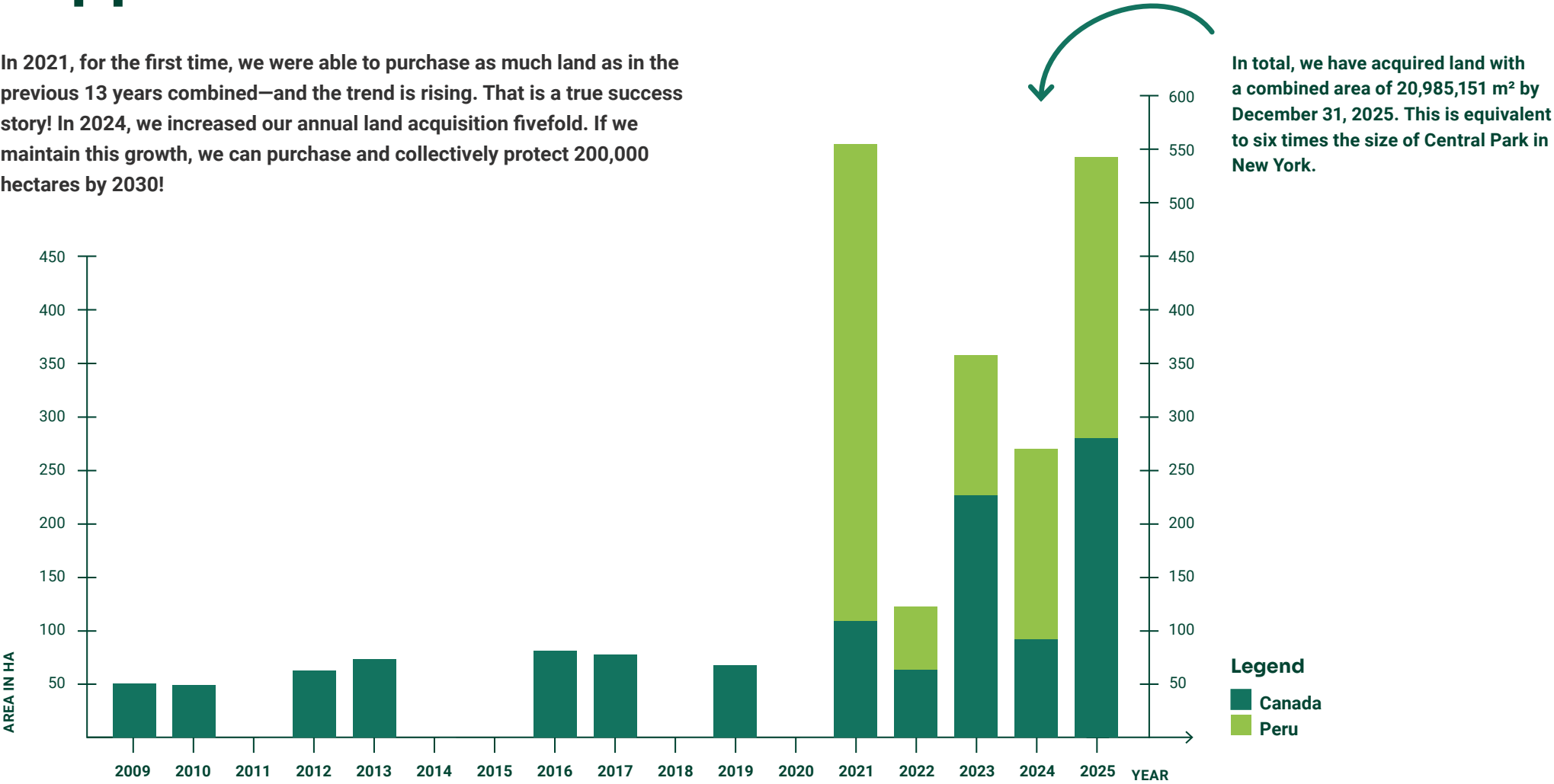
25 Wilderness Ambassadors
→ [More information here](#)

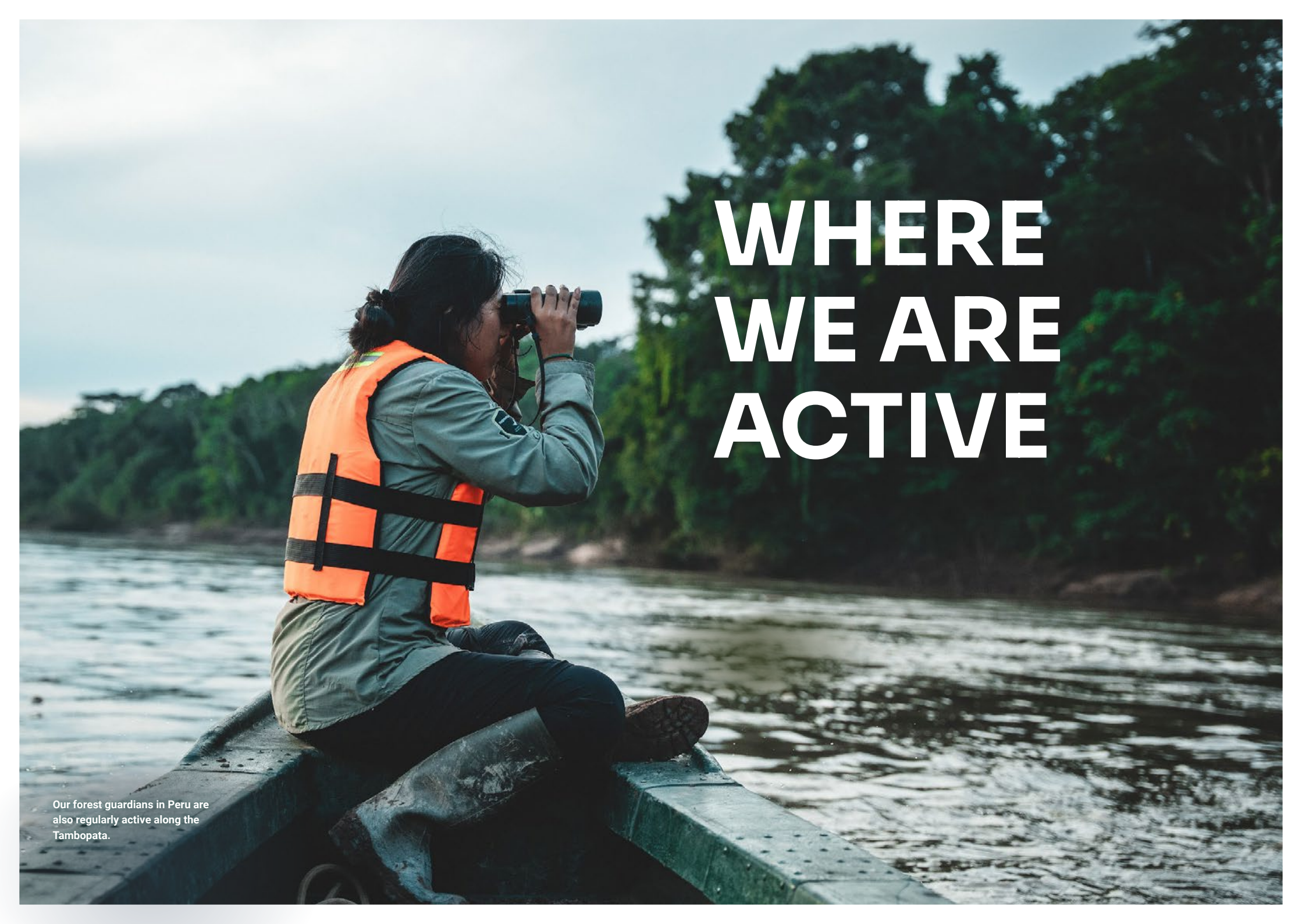
*As of 01.01.2026

A view from above of our protected areas shows us everything we have already achieved. And we aim even higher!

Nature couldn't agree more: **Money** can **buy** happiness.

In 2021, for the first time, we were able to purchase as much land as in the previous 13 years combined—and the trend is rising. That is a true success story! In 2024, we increased our annual land acquisition fivefold. If we maintain this growth, we can purchase and collectively protect 200,000 hectares by 2030!



A person with long dark hair, wearing a grey long-sleeved shirt and a bright orange life vest, is sitting on the edge of a boat. They are holding binoculars to their eyes and looking across a river towards a dense, green forest on the opposite bank. The sky is overcast and grey. The text 'WHERE WE ARE ACTIVE' is overlaid in large white letters on the right side of the image.

WHERE WE ARE ACTIVE

Our forest guardians in Peru are also regularly active along the Tambopata.

Overview of our protected areas

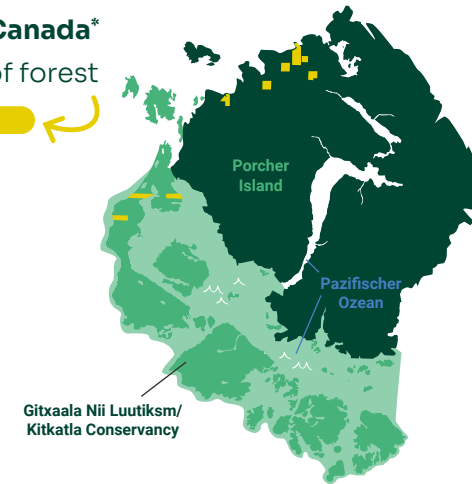
Legend

- Permanently acquired land parcels
- Concessions – land parcels managed by Wilderness International
- National parks/conservancies

Misty Forest, Canada*

6,929,207 m² of forest

[More information](#)

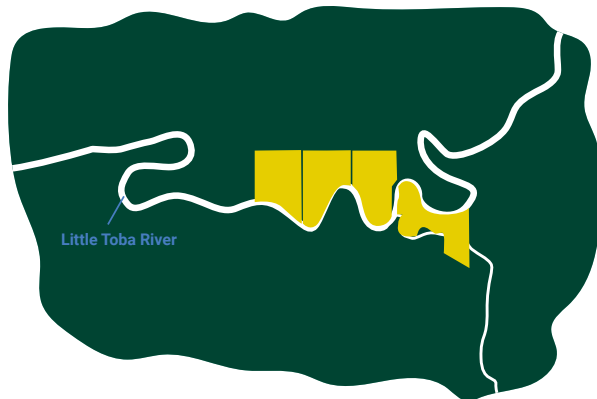


2km

Grizzly Forest, Canada

2,913,008 m² of forest

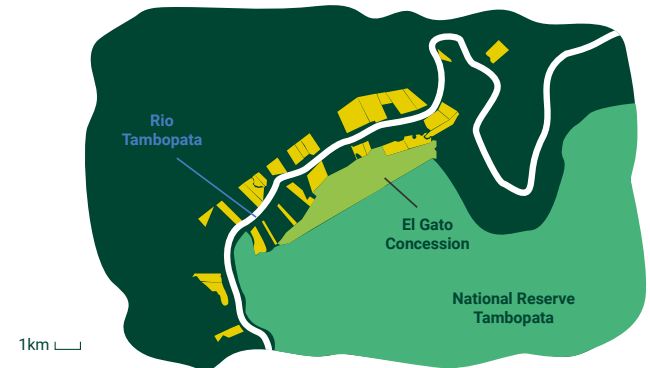
[More information](#)



Secret Forest, Peru

10,357,896 m² of forest

[More information](#)



1km

PERU TROPICAL RAIN FOREST

A rare glimpse of the canopies of tropical rainforest giants.

The most biodiverse place in the world

Streaks of sunlight pierce the dense canopy of colossal rainforest giants, which stand on towering buttress roots and are draped in lianas. High up in the treetops, a sloth stirs from its slumber, moving slowly. Leisurely, it reaches for a branch and begins plucking the tasty green leaves. In the afternoon, the cicadas begin to chirp; their deafening noise drowns out all other animals. Only a heavy thunderstorm silences them.



The Amazon rainforests are world-renowned for their biodiversity. They stretch from Brazil's Atlantic coast to the Andes in the west of the continent. This makes it the **largest continuous rainforest on Earth**.

However, species are not evenly distributed here either; even within this wellspring of life, there are distinct hotspots of species richness and biodiversity. The **Madre de Dios** region is considered the most species-rich place in the world.

Why Peru?



Old-growth forests still exist.

More than half of Peru's land area is covered by forests. This gives the country the fourth-largest expanse of tropical rainforest in the world. Of this, 87% remains old-growth forest (2020).²⁵



Existing habitats are vital for preserving biodiversity.

The rainforests of the Madre de Dios region are considered the most species-rich place on Earth. Thanks to favorable climatic conditions and geological history, the area is home to ten times as many reptile and amphibian species as Germany; approximately 10% of the world's bird species can be observed here, and a single hectare of forest may contain around 400 tree species—more than in all of Europe north of the Alps.



The ecosystem is vital for a healthy climate.

The forests of the Amazon basin are the largest continuous rainforests on Earth. They even generate their own weather: a unique water cycle that carries rain from the Atlantic up to 5,000 kilometers into the west of the continent. What sustains this water cycle is the vast extent of these continuous rainforests.



Property rights: We can purchase land with legal certainty and protect it for the long term.

Land law in Peru functions reliably. There is land with formal title registration (which we purchase for long-term nature conservation), "constancias" (certificates of possession) that can be converted into titled land, and lease concessions for forestry and mining, as well as for nature conservation.

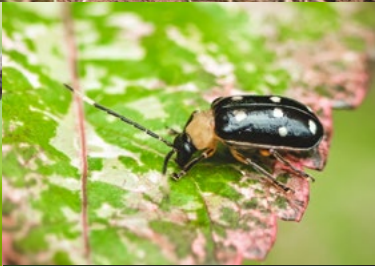


Forest areas are under threat.

According to the Food and Agriculture Organization of the United Nations (FAO), approximately 10 million hectares of tropical rainforest were lost annually between 2015 and 2020, with the Amazon region suffering the greatest annual damage²⁶. There is no sign of this trend ending; in 2024, the destruction of old-growth forests remained far above politically established targets²⁷. In 2024 alone, an area of old-growth forest larger than the whole of Belgium disappeared in Latin America²⁸. Peru holds a dismal third place²⁹. The primary causes are forestry and mining.



Even the smallest creatures—such as this leaf-cutter ant—play an important role in the health of the ecosystem.



Things to know about Peru

76,035,841

Hectares of forest³⁰

66,262,036

Hectares of old-growth forest³¹



in the south lies part of the
second driest
desert in the world³²



annual precipitation of up to
3,800 mm
in the rainforest³³

more than

48

indigenous
languages

spoken in Peru³⁴



The rain brings out the forest's
many shades of green.



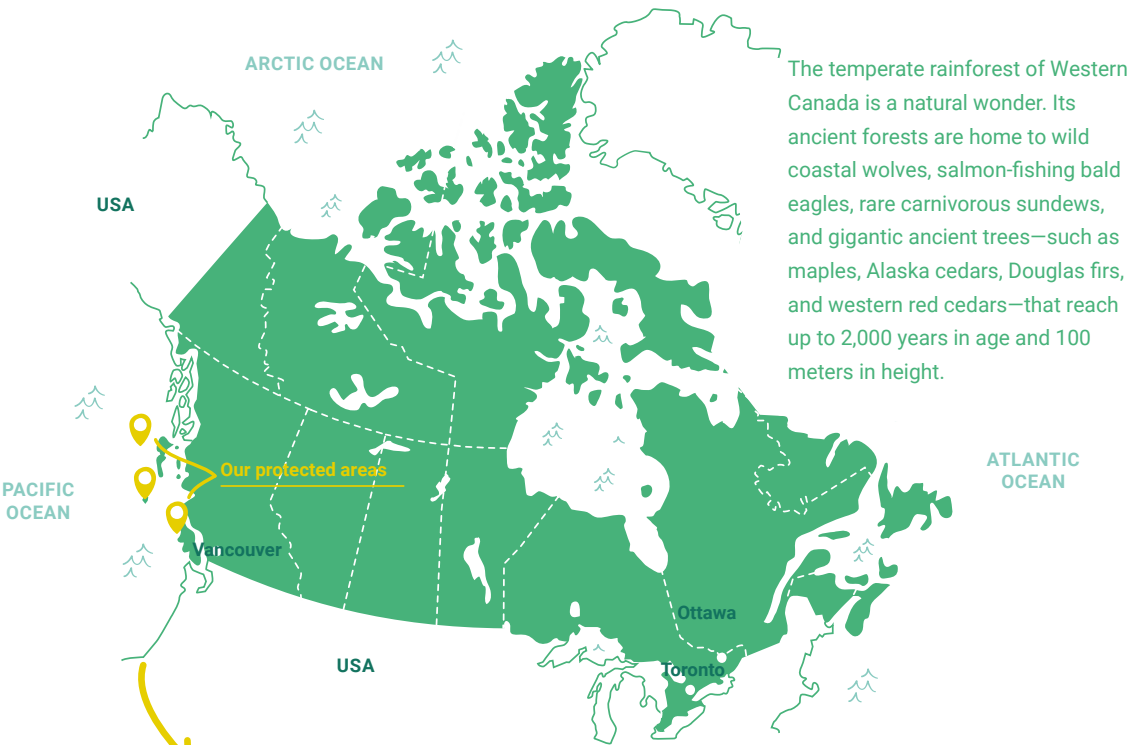
Our protected areas in Peru can
only be reached by boat.

CANADA TEMPERATE RAIN FOREST

Fallen trees, thick layers of moss, and ferns characterize the undergrowth of an old-growth forest.

A natural wonder

As the mist lifts from the lush green rainforests of the west coast, it reveals 800-year-old giant cedars, draped in lichen and thick blankets of moss all the way to their dizzying heights. Along the shore, deer and lynx have left their tracks in the sand. The awe-inspiring howl of a wolf pack echoes through the valley. Welcome to the wilderness.



The temperate rainforest of Western Canada is a natural wonder. Its ancient forests are home to wild coastal wolves, salmon-fishing bald eagles, rare carnivorous sundews, and gigantic ancient trees—such as maples, Alaska cedars, Douglas firs, and western red cedars—that reach up to 2,000 years in age and 100 meters in height.

Here you can find out even more about this unique ecosystem:

[More information here](#)

Why Canada?



Old-growth forests do exist.

Vast natural areas make up 70% of Canada. Forests cover 34% of the country, with 59% of that being old-growth forest (2010, 2020).³⁵ In total, Canada is home to 20% of the world's remaining wilderness areas (2018, 2024).³⁶



The existing habitats are important for preserving biodiversity.

The temperate rainforest is a unique ecosystem. Its ancient forests are home to a unique diversity of species and giant trees that have stood for thousands of years. Rare ghost flowers thrive here, alongside bears, wolves, and eagles.



The ecosystem is vital for a healthy climate.

The forests in our protected areas are absolute champions of CO₂ storage and one of the most important "sinks" in the Earth's carbon cycle. Furthermore, they play a crucial role in cooling and purifying the air and in storing water.



Property rights: We can purchase land with legal certainty and protect it for the long term.

Canada is a state governed by the rule of law, with strict regulations regarding property rights. This makes arbitrary expropriation impossible. Damage to the property entails severe penalties. The [British Columbia Trespass Act](#) explicitly prohibits entry onto private land; violations are prosecuted in court.³⁷



The forest areas are under threat.

Everyone is aware of the value of the Amazon rainforests and the threats facing them. Yet hardly anyone speaks of British Columbia's forgotten ecosystem: it is home to the world's last large, contiguous expanse of temperate rainforest.³⁸ And yet, British Columbia is—of all places—one of the last jurisdictions in the world that continues to permit the large-scale logging of ancient forest giants aged between 600 and 1,800 years.³⁹ The primary drivers are the timber industry, agriculture, and infrastructure development.⁴⁰



Majestic bald eagles rule the skies in the Misty Forest.



Things to know about Canada

347,000,000

Hectares of forest in Canada⁴¹

11,100,000

Hectares of old-growth forest in British Columbia⁴²

The nation with the
second largest
land area on the Earth

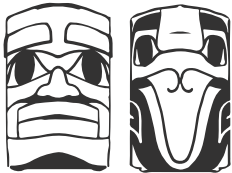
but only
39,300,000
inhabitants



by comparison:
Germany is 26x
smaller



but has more than
twice as many
inhabitants



diverse, ancient
First Nation culture

In the rainforest, a fallen log becomes a nursery for new shoots.



The raised bogs along the Canadian coast are an enormous carbon sink.



OUR PASSION PROJECTS

Two scarlet macaws above the
canopy of the tropical rainforest.



Our forest protection goes far beyond the mere protection of forest areas.

**Our core focus:
Old-growth forest protection through
sponsorships**

Forest Guardian program

Research projects and expeditions

Wilderness Ambassadors

Scholarship program in Peru

**Collaboration with First Nations / local
communities**

Agroforestry project

CO₂ calculator and carbon offsetting

Environmental education

**Protection of the Peel River Watershed with
the Gwich'in**

My Tree – My Dresden

Overview

Our projects

About our local projects



2008 to present

Research projects & expeditions

Collaboration with First Nations / local populations

Currently paused

Environmental ambassadors



2019 to 2023

My Tree – My Dresden



2023 to present

Agroforestry project

2007 to 2017

Protection of the Peel River Watershed with the Gwich'in



2009 to present

Wilderness Run & environmental education

2013 to present

CO₂ calculator & CO₂ offsetting



2020 to present

Forest Guardian program

2024 to present

Wilderness ambassadors
Scholarship program in Peru



Our core:

Forest protection through sponsorships

Every US dollar donated guarantees the permanent protection of one square meter of old-growth rainforest on Canada's west coast or in the Peruvian Amazon. Anyone who takes on such a "wilderness sponsorship" receives a personalized certificate featuring the exact geographic coordinates and an aerial photograph of their protected patch of forest.

20,985,151 m ²	of forest purchased by WI
19,008,476 m ²	permanently protected by sponsorships through
378,603	individual donations from private individuals, schools and companies

from early 2008 to late 2025

There are many ways to contribute to nature conservation through donations. Unfortunately, however, few show measurable, verifiable results. What sets the work of Wilderness International apart? We aim to take concrete, highly effective, and directly verifiable action while giving everyone the chance to get involved: protecting a specific, valuable

piece of nature for all time. It is crucial to us that this protection is absolutely secure and long-lasting. That is why we purchase ecologically valuable wilderness areas that are under immediate threat—currently in Canada's temperate rainforests and Peru's tropical rainforests. We are entered into the land registry, ensuring the purchases



We examine every potential protected area before purchase.

are legally secure in the long term. Our wilderness sponsorship system ensures transparency and tangibility.

Every dollar donated directly guarantees the permanent protection of one square meter of ancient forest—home to trees that are thousands of years old and unique wildlife—on Canada's west coast or in the Peruvian Amazon. The donation covers the purchase cost and simultaneously enables us to ensure the area's long-term protection, as well as fund environmental education and research. All wilderness sponsors receive a personalized certificate featuring the exact geographic coordinates and a

high-quality aerial photograph of their protected forest plot. This allows them to track—down to the square meter—exactly how their donation was used and which piece of unique wilderness they have helped preserve forever.

We know the areas we protect intimately because we visit them regularly on expeditions. We take students, ambassadors, and partners along on these expeditions so they can see the areas they are helping to protect firsthand and share their experiences with others.

Guardians of the forest

In Peru, we need to maintain a presence in our forest areas and stay in contact with the local population to ensure the protection of the land. Local forest guardians carry out this task.

4 forest guardian stations

26 forest guardians

from early 2020 to late 2025

As forest guardians, locals with extensive experience and deep knowledge of the forest ensure the protection of our land. They regularly patrol our protected areas—both on foot and using drones—install signs, maintain contact with local communities regarding our projects, and report any illegal activities.

Acting as guides, they also lead and support our international expedition teams in monitoring and documenting the condition of these areas or conducting research projects. We collaborate on educational materials in which they share their forest expertise through short videos. The role of forest guardian

provides a sustainable livelihood, offering an alternative to activities such as logging, hunting, or gold prospecting.

Another key responsibility undertaken by the forest guardians is training new team members, thereby passing on their knowledge and experience within the local community. The guardians themselves also regularly participate in further training—for instance, on the use of cutting-edge technologies like drones and GPS devices to document the state of our protected areas and patrol routes, as well as to mark significant locations within the forest.

More information online



Our passion projects

No one knows our protected areas better than our forest guardians.

“Working as a forest guardian has shaped my life in ways I could never have imagined. Before I didn't understand how fragile this place is, but now I cherish it as something sacred. I have learned to be more patient and responsible, and I have come to realize that every small gesture can either protect or harm this home we share with so many living creatures. Today, I feel proud, but I also feel a deep sense of obligation: to protect this forest that has taught me so much and has become a part of me.

Branco Francisco Montalvan Curinuqui
Forest Guardian



“I am proud to be part of the change and to protect species that are critically endangered. In the past, I heard on the news about the deaths of many animals due to illegal trade, but now—seeing the beauty of the wildlife and being one of the people contributing to their protection—it is something wonderful that fills me with pride and great satisfaction.

Lenin Sangama Panduro
Forest Guardian



Nature
conservation can
be turned into
a science.
We make use of it.



Chris Ketola, Head Field Research Coordinator, examines the animals with extreme caution.



The study of the bird population takes place early in the morning.

Research for Nature Conservation

To effectively protect the last wilderness areas on Earth, we must understand them, document their biodiversity, and report on them. That is why we visit our protected areas both before and after purchase to conduct scientific research and documentation.

39 research and environmental ambassador expeditions

48 scientific projects & publications*

1 research stations in Peru

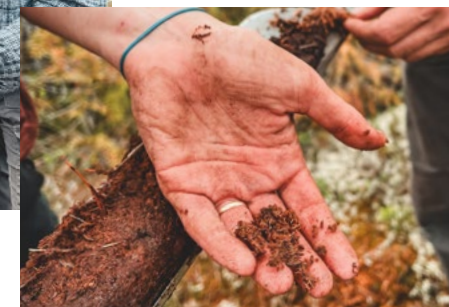
> 5 researchers in the protected area year-round

*e.g., on the subject of Canadian yarrow in cancer therapy
from early 2008 to late 2025

Our passion projects



LEFT: Researchers from the Greifswald Mire Centre have studied the peatlands in our Canadian protected areas.



RIGHT: An enormous amount of CO₂ was stored in a peat layer over four meters thick over the course of thousands of years.

In addition to wilderness protection, we are also committed to promoting education, science and research on the subject of nature conservation. To this end, we work in partnership with universities and other NGOs and carry out research projects and expeditions ourselves. We examine exactly which species live in our forests, how biodiversity develops in the forest areas you protect, and how much CO₂ is bound there. Based on scientific data, we can find well-founded, effective and sustainable solutions for faster and better nature conservation.

The heart of this work is our biodiversity monitoring, a standardized, systematic and repeated recording of the biodiversity in our areas. We have been working on this in Peru since 2019, including directly on site together with the NGO Fauna Forever. In Canada, the teams from all three foundations come together regularly for research expeditions. To date, more than 1,500 volunteers, interns and students have been able to contribute to our research and realize their own projects.

You can find updates on our nature conservation research here:

[More information](#)

Tangible impact through scientific data collection

Our research strategy follows a modular system that ranges from the initial visit to long-term observation.

Researchers and forest rangers work closely together to monitor the wildlife cameras.



- 1 **Rapid assessment**
Rapid, focused data collection helps us identify particularly valuable and vulnerable areas.
- 2 **Creating a baseline inventory**
The baseline inventory is a comprehensive initial record of biodiversity that serves as a starting point for further monitoring.
- 3 **Long-term monitoring**
Building on this, we establish long-term monitoring sites where we document developments over a period of years.
- 4 **Specialized research projects**
Insights gained from the previous steps lead to targeted, specialized research projects—for example, on the carbon content of peatlands in our protected areas or the movement patterns of specific animal species.

Our monitoring methods include:

Mammals

Transects and camera traps document primarily large mammals: jaguars, tapirs, pumas, and others.

Bats

Acoustic sensors detect elusive species at night.

Botany

On long-term study plots, we measure tree height and diameter, calculate biomass, and track growth—providing essential data for assessing carbon storage.

Birds

Point counts and banding provide insights into changes in species diversity and population sizes.

Caimans

Caiman behavior and population dynamics offer clues regarding the impact of environmental stressors, such as mercury pollution from illegal gold mining.

Amphibians & reptiles

Observations are recorded along established routes, and the animals are measured.



Wildlife cameras, like the ones Mammal Research Coordinator Nadine Holmes is installing here, are one of our most important tools for biodiversity research.

Biodiversity in our protected areas

At least **731 scientifically documented vertebrate species** inhabit our Peruvian protected areas:

477

Bird species

44

Bat species

162

Herpetofauna species (amphibians and reptiles)

48

large mammal species

By comparison

Only 21 amphibian, 15 reptile, and 25 bat species live in Germany. There are various reasons for this, ranging from differing climatic and geological conditions to human influence.



We have documented **214 species** in our protected areas in Canada so far:

96

Bird species

2

Herpetofauna species (amphibians and reptiles)

22

Insect species (using eDNA)

75

Marine invertebrates (using eDNA)

19

Mammal species

including 6 Bat species

Biodiversity also includes ecosystem diversity.

In addition to a multitude of animal and plant species, our protected areas are home to an extraordinary variety of ecosystems that have developed over millennia. Old-growth forests, together with river floodplains, bogs, and marshes, form a complex mosaic of habitats characterized by great structural diversity and countless

ecological niches. By protecting these ecosystems—which have evolved over thousands of years—we preserve not only habitats, but also natural climate regulators and evolutionary archives. Bogs, which often appear barren, are recognized as underrated gems of climate protection.

Here you can learn more about the value of Canada's coastal bogs:

[More information](#)



Strong voices for rainforest protection – our Ambassadors

They are environmental experts, musicians, education officers, and content creators—our wilderness ambassadors lend their voices to wilderness conservation. Through their public profiles, they generate vital awareness for old-growth forests.

25 Wilderness Ambassadors

4,431,741 m² protected together

from early 2024 to late 2025

At events, in YouTube documentaries, and on social media, they speak about the importance of rainforests as an essential foundation for life. In doing so, they raise awareness within their communities that preserving these ecosystems—with all their biodiversity—is the most powerful tool we have in the race against time to safeguard the global climate and biodiversity for future generations.

Thanks to the dedicated efforts of our ambassadors, we are able to reach far more people, share our work in nature conservation, environmental education,

and research with them, and place additional forest areas under protection.



Highlights

YouTube docs with Robert Marc Lehmann and Mission Erde

Thanks to **Mission Peru** (2022), **Mission Canada** (2023/24), and the tremendous efforts of the Mission Erde community, more than 2 million square meters of rainforest in Peru and Canada have already been permanently protected. Mission Canada was even broadcast on ProSieben in the spring of 2024, thereby reaching even more people!

YouTopia 2024

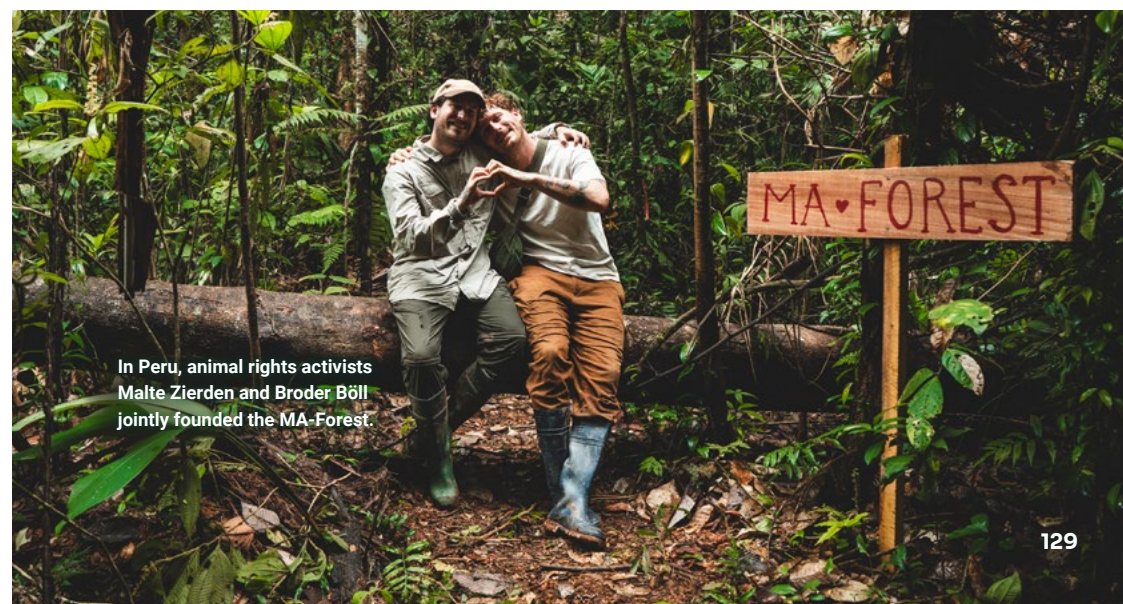
Four content creators—Tomatolix (aka Felix Michels), Breaking Lab (aka Jacob Beautemps), Theresa Kirchner, and Rick Azas—joined us on our 2024 expedition to Canada. This collaboration resulted in more than just great videos; in November

2024, we were the beneficiaries of the charity event YouTopia. During the six-hour livestream, over 100,000 square meters of Canadian rainforest were permanently protected.

MA-Forest

In October 2025, content creators and animal welfare activists Malte Zierden and Broder Böll made wilderness history: they shared their expedition experiences with their communities on social media and—in just five days—permanently protected an incredible **1,000,000 m² of rainforest** in their MA-Forest!

[More information](#)



In Peru, animal rights activists Malte Zierden and Broder Böll jointly founded the MA-Forest.

Scholarships for the next generation of environmentalists

Through our scholarship program, we aim to give young people—across many nations and economic backgrounds—the opportunity to experience nature conservation firsthand and become long-term local voices for conservation.

56 environmental ambassadors	received a scholarship to experience a wilderness expedition
13 of these	have decided to do voluntary service
3 of these	have become long-standing permanent employees
12 research grants	have been awarded to Peruvians since 2024

from early 2008 to late 2025

We began by supporting young scientists in Peru through the "Wisdom Seekers – Knowledge Keepers" environmental ambassador program.

Since the foundation's inception, young environmental ambassadors in the "Wisdom Seekers – Knowledge Keepers" program have experienced the wilderness



LEFT: The participants of the 2014 Canada expedition – some are still part of our team today.

RIGHT: The expeditions were the students' greatest adventure to date.

“Two seals are playing in the water. As I watch them, I suddenly feel an incredible sense of gratitude—not just for having made the effort to get up at three in the morning and paddle out into the darkness with a headlamp, but above all for the fact that such hidden, peaceful places still exist on our planet, and that I am allowed to be here.

Henriette Wessel
Environmental ambassador, 2014



firsthand during expeditions. Students who had previously participated in the Wilderness Run and impressed us during a multi-stage application process qualified for the scholarship. Inspired by their experiences in nature, they became passionate ambassadors who motivated thousands of others to support wilderness conservation and contributed to the foundation's work in various ways. Our environmental ambassador program is currently on hold.

[More information here](#)

Since 2024, we have been awarding annual scholarships to Peruvians, enabling them to accompany researchers in the rainforest during a four-week stay with Fauna Forever and WI Peru.

This experience has deeply motivated me to pursue a career in research and nature conservation—something particularly important in a megadiverse country like Peru, where scientific research still receives only limited support.

Alanis Flavia Cruz Flores
Scholarship recipient, November 2025

[Read the testimonial](#)



Applicants must demonstrate a genuine passion for nature conservation and research, as well as an appropriate field of study. In this way, we continue to support local people in studying their region's flora and fauna, sharing knowledge, and contributing to long-term nature conservation.

The research scholarship made such a profound impression on Xiomara Banegas—an environmental engineer—that she joined our team of forest guardians after completing the program.

[Read the testimonials](#)

“During my time in the rainforest, a phrase by Lavoisier kept running through my mind: “In nature, nothing is lost, nothing is created, everything is transformed.” I realized that this transformation applied not only to the ecosystems we were studying but also to us—as researchers and conservationists in training.

Xiomara Banegas
Scholarship recipient, April 2024



Xiomara and Alanis during their research fellowship in the middle of the Amazon.

Collaboration with First Nations & local populations

As a foundation, we care deeply about the cultural-historical value of our protected areas, not just their ecological significance: We acknowledge that the protected areas—particularly those in Canada—encompass the traditional territories of numerous First Nations. We consider it our absolute responsibility to continuously deepen our understanding of this land and its history.

We maintain a constant and essential dialogue with Indigenous peoples and local communities: they possess extensive knowledge of the intact, "wild" natural landscapes we aim to protect together. They have lived sustainably with nature for millennia and have been the rightful guardians of these wilderness areas since time immemorial. To date, we have had the privilege of collaborating with the **Gwich'in First Nation** of the Canadian Western Arctic and the **Cowichan people** of Vancouver Island.

In 2008 and 2017, we conducted two expeditions with Gwich'in youth and elders to advocate for the protection of the Peel River Watershed. The Gwich'in have also visited us in Germany.

The Cowichan have likewise participated in our lectures and "Wilderness Runs" in Germany, inspiring thousands of students to support the protection of Canadian wilderness. During expeditions in the West Coast forests in 2010, 2011, and 2012, they offered us insights into their traditional way of life and warmly welcomed us into their cultural events. From potlatches with elders, spear fishing, drum making, traditional cedar plank harvesting, and hat weaving to learning about medicinal plants, we received a wealth of knowledge—and were able to give something back during a joint Wilderness Run in the Cowichan Valley.



Exchange with Cowichan Paganism during the 2011 expedition.

In 2013, a particularly significant event took place in the city of Cologne: master carver Harold Joe from Duncan, assisted by George Rice, created a unique totem pole from an ordinary Western Red Cedar log.



[Learn more](#)

BELOW: A Cowichan elder introduces us to the ancient art of carving (2012).



Our agroforestry project

Our agroforestry project, launched in 2023, focuses on training farmers in sustainable cultivation practices in collaboration with local partners. In doing so, we aim to minimize the causes of deforestation, develop sustainable sources of income with local communities, and thereby preserve primary forests in the long term.

8.5 ha	fallow land converted into agroforestry area
3000	seedlings planted
15	native species per area

from early 2024 to late 2025

Rather than clear-cut the forest, they plant their crops in the shade of large trees, allowing both organisms to benefit from one another. If the land has already been cleared, shade-providing trees are planted alongside agricultural crops.

Farmers participating in our program do not cultivate monocultures or use pesticides. Instead, they grow a **wide variety of local crops and improve the soil**—for instance, by adding charcoal during planting. This prevents plants

from succumbing to diseases, thereby eliminating the need for pesticides. Additionally, these areas remain cooler and more humid, preventing soil depletion. This is also crucial for the health of adjacent old-growth forest areas, which would otherwise be negatively affected by the dryness of the neighboring land. This enables the land to be used for agriculture in a sustainable, long-term manner.

In recent months, we conducted a **successful pilot project** with 15 families in Monte Grande and established control and experimental plots that are being permanently monitored scientifically in collaboration with our partners. We are currently studying the behavior and production potential of honeybees and

wild bees at these sites, with the aim of equipping local families with bee colonies in the future.

[More information here](#)



ABOVE LEFT: Agroforestry coordinator Alejandro is preparing the beds in the greenhouse for raising new seedlings.



ABOVE RIGHT: The growth progress of the plants is regularly checked and documented.



RIGHT: Local youth groups also got involved in a major planting initiative.



CO₂ calculator and CO₂ compensation

Whether for businesses, individuals, households, travel, or events—we have developed specialized CO₂ calculators that allow you to calculate, analyze, and reduce the carbon footprint of various activities for free. In addition, we offer a voluntary offset project that enables you to protect the world's most biodiverse forest, thereby helping to save the climate and biodiversity.

4610 compensations completed

> 315,455 m² old-growth forest protected

18,927 t CO₂ offset

[More information here](#)

from early 2013 to late 2025

The advantages of our calculator



Transparency & traceability

We use exclusively publicly available data for the calculation and disclose all emission factors used in the calculation.



Thoroughness

The emission factors were selected based on numerous quality criteria from relevant scientific sources. The factors are regularly updated, optimized, and expanded.



Holistic

As far as the availability of data permits, the entire life cycle of a product or activity is factored into the CO₂ calculation. We also use CO₂ equivalents, meaning that other greenhouse gases—such as methane—are included in the calculation.



Calculation & offsetting in one

Following the calculation, you can directly offset your carbon footprint through the tangible protection of primary rainforest.

for example, not only the burning of gasoline by the car, but also emissions from raw material extraction, manufacturing, and vehicle disposal, etc.

“

Climate protection is not a luxury, but a duty we owe our children. However, we won't manage to stay within the 1.5°C limit unless we step on the gas. That is why the foundation's CO₂ offsetting initiative is a fantastic idea: it combines climate protection with the preservation of incredibly beautiful ancient forests.

Prof. Dr. Bernd Klauer
Professor of Sustainability & Water Resources Management



Carbon footprint compensation

When people hear the word "offsetting," they usually first think of emitted CO₂ being recaptured somewhere else. While this is the case for some projects, many offsetting approaches actually rely on verifiably avoiding further CO₂ emissions. We consider preserving intact natural areas—before it is too late—to be a more urgent and effective measure. After all, these areas store vast amounts of CO₂ in living biomass and perform many other vital functions for a healthy climate.

The Earth's forests and peatlands store as much CO₂ as is present in the entire atmosphere. If such carbon-rich ecosystems are destroyed, they release more CO₂ than could ever be recaptured within a timeframe relevant to humanity. On average, one square meter of protected forest stores 60 kg of CO₂ in its above-ground biomass.

You can find out exactly how this value is calculated here:

[More information](#)

Our protected areas also store enormous amounts of carbon underground. Canadian forested peatlands, in particular, have been shown to store up to five times as much CO₂ as Canadian coastal rainforests (Martens and Kreyling, 2026).⁴³

Find out here how to navigate the jungle of terminology surrounding various offset projects, CO₂ certificates, and emissions trading:

[More information](#)



“The goal of offsetting should not merely be to compensate for unavoidable emissions. Rather, it should aim to preserve life on Earth itself.

Kai Andersch
Forest Scientist & Chairman of the Board, WI

We view the calculation of the carbon footprint as a useful tool for making individual responsibility measurable. It helps to avoid and reduce emissions, and to offset them only as a last resort. When offsetting is necessary, emissions should be compensated through effective projects—such as the protection of intact forest ecosystems and peatlands, which is the work we do.

ABOVE: The forests and peatlands in our protected areas store enormous amounts of CO₂.

BELOW: Initial research data are analyzed directly on site.



The following quality criteria for offsetting via forest conservation projects have been externally verified and validated.

Carbon content in the biomass

CO₂ sequestration capacity and annual growth are scientifically plausible.

Achievement of objectives and permanence

The statutory objectives set by the foundation are fully met.

Additionality

The protection would not have occurred without our conservation project.

Permanence

Long-term security is ensured through land titles.

No leakage

Thanks to the holistic approach, there is no displacement of deforestation to neighboring areas.

[More information](#)

Our own footprint: responsibility begins with us

As an organization dedicated to protecting the climate and biodiversity, we consider it essential to scrutinize our own ecological footprint. After all, anyone who speaks credibly about climate protection must also be honest about their own impact. That is why, since 2021, we have been systematically tracking our emissions—ranging from electricity consumption and office infrastructure to business travel and expeditions to our protected areas.

In recent years, the foundation's per-capita emissions from operations have averaged approximately 8 tons of CO₂ per employee annually—a figure that places us at the higher end of the spectrum for sustainable non-profits but below that of many commercial service providers. Unfortunately, emissions rose alongside the foundation's growth in recent years. We are actively fighting this trend through various measures, avoiding and reducing emissions wherever possible. Consequently, our per-capita emissions have been steadily declining for several years. Nevertheless, travel remains our single largest source of emissions. Our work begins in our protected areas—encompassing rapid assessments,

legally binding land purchases, research expeditions, and the establishment of local structures. As an international nature conservation organization, we rely on travel, whether for occasional face-to-face team interaction or to visit our protected areas. We take this responsibility very seriously. To minimize travel, we avoid short-haul flights, utilize rail transport and digital tools, bundle appointments, and engage local partners whenever possible. We scrutinize every flight: Is it truly necessary? Could someone on-site handle the task?

We offset our remaining footprint through the targeted protection of primary forest, adhering to our own standard of 60 kg of

Our measures are:

- ✓ **Immediate:**
Focus on digital meetings and communication; use of BahnCard and public transport as the standard; vegetarian/vegan catering
- ✓ **Long-term:**
Expansion of local capacities to reduce travel
- ✓ **Raising awareness:**
Partners and creators accompanying us on expeditions are also made aware of their carbon footprint

“For us, sustainability means not only protecting forests but also constantly questioning our own work. After all, real change begins with us.”

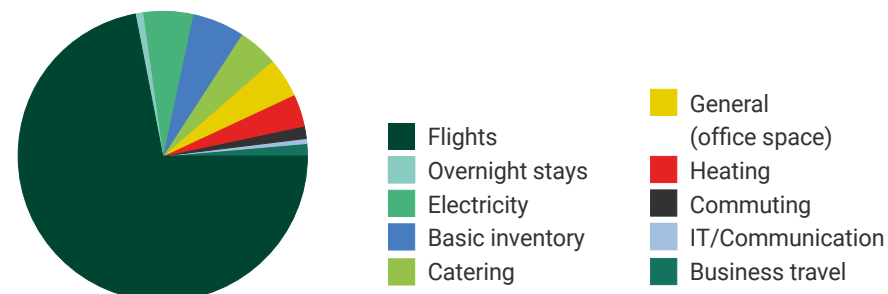
Marie Schreiber

Co-head of Science, Wilderness International



CO₂ placed 2,159 m² of rainforest under permanent protection. It was important to us not to finance this offset using standard donation revenue; instead, it was made possible by the personal commitment and

creative initiative of each individual team member—through private contributions, fundraising campaigns, or project-specific partnerships. In this way, we demonstrate responsibility not only through our core operations but also through our own actions.



Environmental education

Environmental education is a core part of our mission. Whether through the "Wilderness Run," school projects in Peru, or digital formats, our goal is to share knowledge and inspire enthusiasm so that people understand nature and its significance. After all, that is how we can protect it in the long term and in a sustainable way.

65 Wilderness Run events	between 2012–2025 in 68 schools throughout Germany
> 43,000 students	participated in our class sessions and Wilderness Runs
> 19,000 of these	have actively protected wilderness themselves

from early 2009 to late 2025

Wilderness Run

Since 2009, students have been actively protecting wilderness areas through the Wilderness Run by finding sponsors and engaging in physical activity. In the lead-up to the run, we work closely with schools to educate students about the rainforest ecosystem, its unique characteristics, and the threats facing the world's remaining wilderness areas. We encourage children to ask questions and to both activate and update their existing knowledge. Above all, it is important to us to highlight potential solutions. The Wilderness Run offers students a tangible way to take voluntary action for

nature conservation. Through a collective review of the results, we demonstrate the impact that individuals and communities can achieve through their commitment. In the process, the children learn not only about rainforest conservation but also experience a genuine sense of self-efficacy through their role as multipliers.

This environmental education work is a fundamental component of the Wilderness Run, and through it, we contribute to achieving SDG 4.

[More information](#)



Highly motivated primary school students at the 2021 Wilderness Run in Dresden.

SDG 4 — Quality education

This SDG aims to ensure "that all learners acquire the knowledge and skills needed to promote sustainable development, including, among others, through education for sustainable development and sustainable lifestyles."



Environmental education projects in Germany

15% of the donations raised during the Wilderness Run can be used for green projects at the participants' own schools. This has already led to the creation of

ponds, gardens, and insect hotels on school grounds, as well as the planting of trees.

116 projects financed and implemented

22x	Establishment of habitats in the form of ponds, orchards and dry habitats	5x	Insect hotels, beekeeping, nest boxes
2x	Soil aeration and tree planting	27x	Schoolyard/house greening: tree and shrub planting, roof greening
13x	Green classrooms	22x	Environmental education: butterfly monitoring, field trips, environmental library, equipment (e.g. binoculars), bat projects, workshops
7x	Interior spaces made greener		
18x	School gardens: renaturation, raised-bed gardening		

Environmental education projects in Peru

Our environmental education program is coordinated by Ana-Paula. The economy of the Madre de Dios region is heavily shaped by gold mining and agriculture, activities that provide a livelihood for a large portion of the population. This project aims to foster knowledge of and enthusiasm for the rainforest and its inhabitants, while also providing

arguments for why it is important to actively protect this fragile ecosystem. Activities include themed events in towns and communities, various school-based projects, and visits by students to our research station in the Secret Forest.



[More information](#)

613 people

involved directly within the program

7 educational events

in local communities

7 school visits

to the Secret Forest

from August 2024 to late 2025

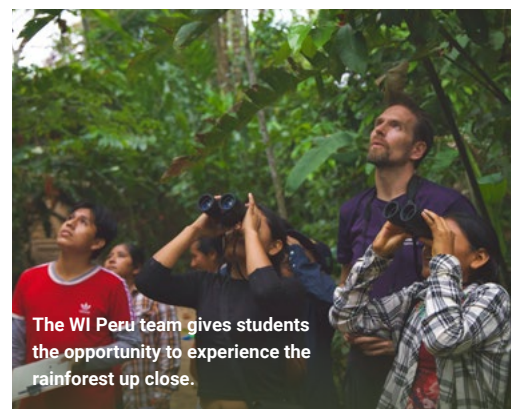
“Together with Wilderness International Peru, I planned and carried out the first "Sembratón Amazónica" as a collective educational initiative for young people in the region. During this planting event, we deliberately combined educational elements with direct action. This fostered a shift in awareness among the youth of Madre de Dios, showing them that through commitment and collective action, our region can be protected and we can work towards a healthy, non-violent future.

Christy

Coordinator of the Peruvian partner organization ECIJ and participant in the Sebratón Amazónica education and planting project



More than 70 students, forest rangers, and other members of our team pitched in for the "Sembratón Amazónica."



The WI Peru team gives students the opportunity to experience the rainforest up close.



The aim is to bring the forest right on their doorstep closer to the people of the region.



Ana-Paula knows how to delight even the youngest ones.



The team shares its knowledge in a playful and engaging way.

Protection of the Peel River Watershed with the Gwich'in

Together with members of the Gwich'in First Nation, we campaigned for the protection of the Peel River Watershed from 2007 to 2018—and won! It is a unique, pristine mountain wilderness area the size of Austria, located in the far north of Western Canada.

The **Peel River Watershed** is home to the largest land mammal herd in the world, the caribou. It is also home to rare Barren Ground grizzly bears and wolves. Three rivers give it its name, all feeding the Peel River, the lifeline of the North. The region is the very basis of life for the Teetl'it Gwich'in's food, history and culture - it is their identity.

And yet, the Yukon territorial government decided to open 71% of this watershed to mining corporations.²² Subsequently, an unprecedented court case in conservation began, led by three First Nations and two Canadian NGOs. It was the first to go all the way to the Supreme Court of Canada.

In cooperation with the Teetl'it Gwich'in, we organized two joint expeditions in which youth and elders visited their traditional territory. In addition, the Teetl'it Gwich'in traveled to Germany where they shared their culture and raised their voices for the protection of their homeland. In combination with numerous media publications, including newspaper articles and a movie (aired on APTN), we were able to draw international attention to the issue.

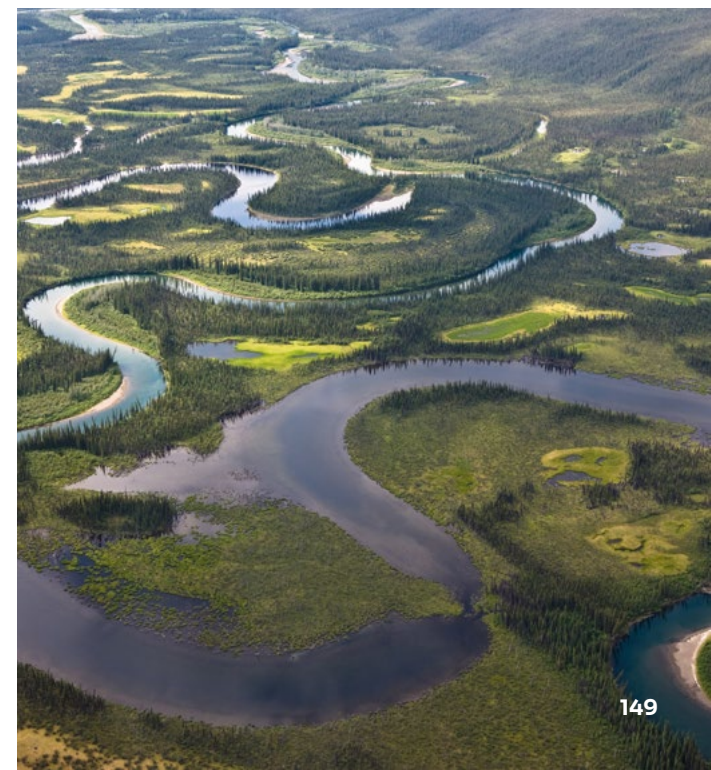
In 2017 the great decision came: **80% of the area will be permanently protected!** That's 55,858 km² of valuable mountain wilderness - an area larger than Costa Rica - that will remain untouched by industry.

[Learn more](#)



ABOVE: During an adventurous conservation expedition with the Teetl'it Gwich'in in rafts on the Snake River, 2008.

RIGHT: Aerial view of the Peel River



My Tree – My Dresden (MBMD)

MBMD launched in Dresden in 2019 as a blueprint for independent tree-planting initiatives. Working in a non-political and collaborative spirit, citizens green their city, thereby improving the climate, biodiversity, and quality of life.

101,804 trees and shrubs planted

220,000 € donated*

3 other cities have adopted the project

*via crowdfunding in partnership with Startnext
from early 2019 to late 2023



As part of the project, native trees and shrubs were planted, thereby enhancing regional biodiversity and creating new habitats—for butterflies, wild bees, and songbirds. For clean air and a healthy community. For a greener, healthier, and more livable Dresden. And as a model for future initiatives of this kind.

Financial donations made it possible to purchase the plants and organize the project, while the City of Dresden provided the planting sites. Working together on the planting events fostered a sense of community among neighbors, colleagues, and friends. In this way, we have created a lasting space for a positive quality of life!



SDG 11 — Sustainable cities & communities

With this project, we contribute to the achievement of SDG 11. It aims to improve air quality, ensure access to safe and inclusive green spaces, and increase the number of cities and towns implementing projects to mitigate climate change, adapt to climate change, and promote resilience to disasters.

ABOVE: Volunteer Natalie at the first planting event in Dresden

With heavy hearts, we decided in 2023 to conclude this major, wonderful, yet highly resource-intensive project and to focus on protecting existing wilderness areas.

We have gathered all the successes, insights, and information on the website. They are available there to anyone wishing to start a similar project.

[More information](#)

A photograph of two black guillemots standing on a rocky, shell-covered shore. The birds have dark grey bodies with a prominent white band across their wings. They have long, dark beaks and red feet. The background is a soft, out-of-focus brown. Large, bold, white text is overlaid on the right side of the image.

THE BEST PARTNERS NATURE COULD ASK FOR

Black guillemots usually choose
a lifelong partner.

We protect better when we do it together.

Our partnerships in numbers

11	scientific partners
>75	conservation partner
>400	conservation supporter

Building bridges

Without our corporate partners, we would not be able to protect as much rainforest as we have. They take responsibility

and, through their commitment to nature conservation, sometimes even lead the way as pioneers in their industries.



SDG 17 — Partnerships for the goals

In line with **SDG 17**, we form effective civil society partnerships to promote sustainability, particularly within the private sector.

Achieve more together

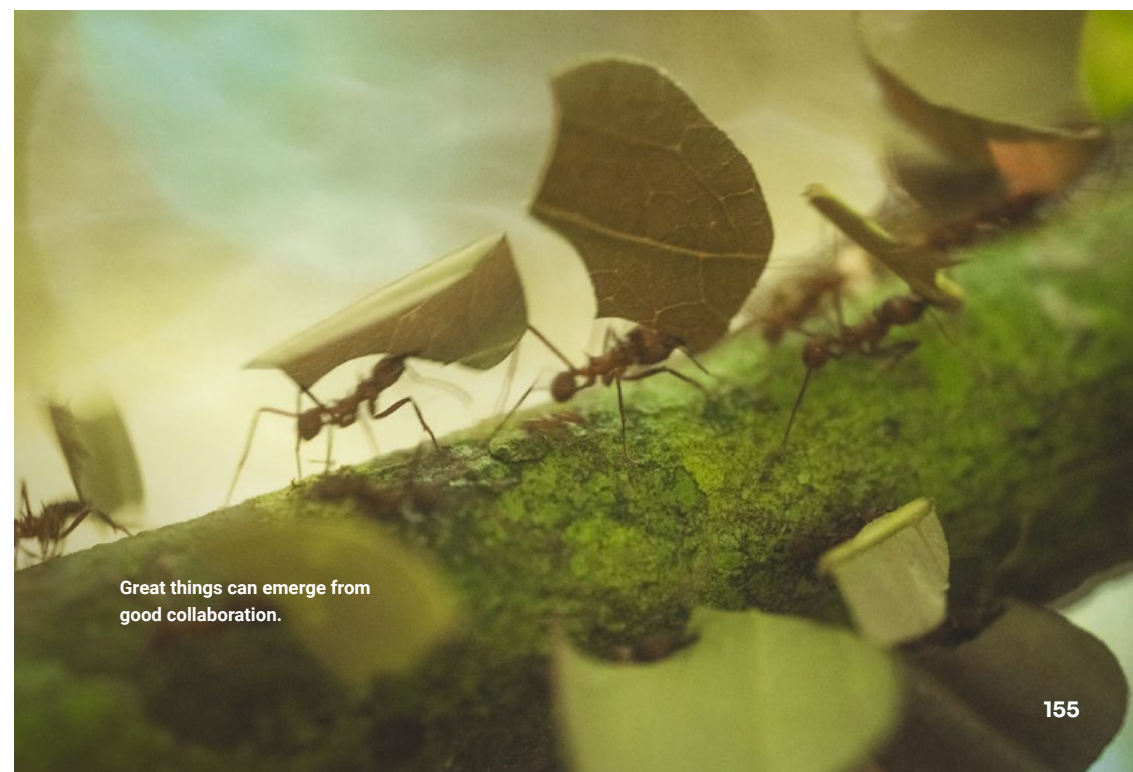
Partner companies protect a portion of rainforest with every product or service. Alternatively, they calculate and reduce their carbon footprint and offset remaining CO₂ emissions through rainforest conservation. They also

involve their customers, who receive a personalized certificate with geo-coordinates and can help the company forest grow further through additional donations. In this way, we contribute to **SDG 12**.



SDG 12 – Responsible consumption and production

This sustainability goal calls for initiatives that encourage companies to adopt sustainable practices and include sustainability information in their reporting.



Great things can emerge from good collaboration.

Research and project partners

support our scientific work and research projects.

This is just a selection of our partners –
you can find all scientific partners here:

[More information](#)

The best partners nature could ask for



- Peruvian research and conservation organization
- Comprehensive support for local activities related to our conservation projects in Peru—including providing research data on biodiversity and biomass storage in our protected areas, and conducting local environmental education projects
- Partner since 2020



- The Environmental Robotics Lab at ETH Zurich researches and develops innovative robotics solutions to address environmental challenges.
- Scientific collaboration on a biodiversity pilot project involving drone-based environmental DNA sampling.
- Partner since 2024.



- “Zero Emission University” offering opportunities for interdisciplinary degree programs
- WI enables practice-oriented training in environmental protection and sustainability
- Support for research projects provided by university subject-matter expertise since 2023



- Research on reconciling a healthy environment with societal development
- Scientific partner in researching the CO₂ storage capacities of our protected areas
- Supervision of joint scientific projects



- Ethnobotanical research in collaboration with the Gwich'in First Nation in the Western Arctic and research on the flora of Western Canada's temperate rainforests
- Prof. Dr. Thomas Efferth, Head of the Institute of Pharmaceutical and Biomedical Sciences, coordinates scientific studies with us



- Extensive international scientific research and environmental education (nature conservation museums)
- Scientific partner in biodiversity research within our protected areas, e.g., collaborating with Dr. Matthias Nuss on insect diversity, etc.



- One of Germany's largest technical universities and one of the eleven German Universities of Excellence
- Research partner for the study of environmental management systems and sustainability strategies in university operations
- WI acts as a practical partner organization and collects biomass data as part of a joint multi-year research project



- Internationally recognized center of expertise for peatland research, conservation, and rewetting, with a focus on climate, biodiversity, and nature conservation
- Joint peatland research project investigating the ecological functions and climate impact of peatland ecosystems in protected areas



- Practice-oriented University of Applied Sciences
- Joint water research project in Peru in collaboration with the Institute of Hydraulic Engineering and Water Resources Management



- Internationally recognized research and education center for marine, coastal, and freshwater ecology on Canada's Pacific coast, with a strong focus on interdisciplinary environmental research
- Education and research partnership focusing on integrating coastal and aquatic research with land-based forest and biodiversity monitoring



- Technology company specializing in satellite-based Earth observation and data-driven environmental analysis
- Provision, analysis, and evaluation of remote sensing data for monitoring protected areas and conducting rapid assessments, as well as for scientific analysis and external communication regarding conservation impact

Why companies work with us

Real impact for biodiversity and climate stability! With innovative and transparent solutions to protect threatened habitats and species for all time.

1 Time & effectiveness: forest protection as the greatest global lever

Given the inseparable link between the climate crisis and the loss of biodiversity, protecting intact primary forests—such as the tropical rainforests of the Peruvian Amazon or the temperate rainforests of Canada—represents the most effective lever for climate stabilization in terms of both time and effectiveness. These ecosystems store vast amounts of CO₂; their destruction would release this carbon and massively exacerbate the climate crisis. At the same time, as intact systems, they regulate global weather patterns—a function that newly planted forests could only begin to replicate over the course of many decades.

2 Forest conservation as a foundation for livelihoods and economic stability

The preservation of the world—and thus the foundations of human life—lies in the wilderness. For businesses, protecting

intact ecosystems means securing indispensable ecosystem services that are fundamental to global supply chains, economic stability, and long-term value creation. Direct forest conservation is unmatched in its effectiveness, as it simultaneously preserves massive carbon sinks and prevents species extinction—safeguarding the biodiversity that ensures the resilience of our planet and our economic systems.

3 Diversity of engagement = diversity of topics

By partnering with Wilderness International, companies address four essential sustainability topics: the protection of globally significant carbon sinks, the preservation of biodiversity in global hotspots, the promotion of local educational projects, and support for innovative research and pioneering initiatives. This results in a diverse range of topics that can be covered and communicated through this engagement.

4 Proven effectiveness, additionality, permanence, and a holistic approach

Companies partnering with the non-profit foundation Wilderness International can be confident that their engagement delivers demonstrable impact and meets the highest standards of transparency. This is confirmed, among others, by the PHINEO “Wirk!” seal and an expert assessment by BAUM e.V. Both attest to the clear achievement of objectives, the high CO₂ storage capacity of Wilderness International’s protected areas, the additionality and permanence of the projects, and the holistic approach.

5 Security, continuity, and scalability of engagement

The organisation comprises three foundations (in Germany, Peru and Canada), all of which are registered as the owners of all the protected areas in the land register. This prevents ownership rights from being held by a single ‘person’ and ensures the areas’ long-term survival across generations. Consequently, our work is also ongoing and scalable for our partners: there is no set ‘end’ to the project; the purchase and protection of the land are permanent and we’re continuously expanding our protected areas.

6 Transparency and participation

The core concept of Wilderness International is the protection of intact forests—transparently and concretely, down to the exact square meter. Every financial contribution, regardless of amount, can be directly and immediately verified (using geocoordinates and aerial imagery). Through a variety of technical and communication solutions, companies have the opportunity to involve their customers and communities in this commitment just as directly as their employees.



Conservation partners

Joint partnerships for wilderness conservation starting at 10,000 m²

Nature conservation partners join our wilderness protection mission for the long term and on an ongoing basis through a wide range of cooperative arrangements: for example, they establish their own corporate forests, mobilize their employees and/or communities for fundraising campaigns, or offset their emissions.

[More information online](#)

- ✓ Customized partnership arrangement
- ✓ Establish a corporate forest & launch your own fundraising campaign
- ✓ CO₂ offsetting available
- ✓ Donation certificate featuring your company logo
- ✓ Environmental education package (text, images, and video content)

The best partners nature could ask for

We say thank you to over 75 nature conservation partners! Among others, the following companies have shown their commitment and contributed:

Adventure Menu s.r.o.
AMPri Handelsgesellschaft mbH
Anton Gerl GmbH
Atolls GmbH
Audi Stiftung für Umwelt
Bertelsmann SE & Co. KGaA
Betterplace.org gGmbH
Bühnenkunst Ulhaas & Co. GmbH
Campbell River Whale Watching
Carstensen Import Export Handelsgesellschaft mbH
CAUDALIE
CLAC
Craghoppers
CSMM GmbH
DIAMIR Erlebnisreisen GmbH
Eagle Wing Tours
Fenten GmbH
Fjordkind-Reisen GmbH
Games Forest Club gGmbH
Gesunde Erde – Gesunde Menschen
HAIRLIKE Distribution Service GmbH
Heimplanet Entwicklungs GmbH
HEROLÉ Reisen GmbH
J. G. Mayer OHG
JMTRONIC
Karawane GmbH & Co. KG
Katadyn Deutschland GmbH
Körber AG
KUGLER REISEN GMBH & CO. KG
Lederhosen Aigner
Less Waste GmbH
Mercedes-Benz Mobility AG
Motor Presse Stuttgart GmbH & Co. KG

Muggelig Records GmbH
MyMerch GbR
Nø Cosmetics
Nordisk Freizeit GmbH
Nullzehn99 GmbH
ORTLIEB Sportartikel GmbH
Otinga GmbH
Penguin Random House Verlagsgruppe GmbH
Peras GmbH
POLYGON Deutschland GmbH
Postcode Lotterie DT gemeinnützige GmbH
Revor Group NV
Rhowerk GmbH
Robert Marc Lehmann (Mission Erde e.V.)
Schultz GmbH & Co. KG
SK Touristik GmbH
space artist management
SumUp Services GmbH
Telekom Deutschland GmbH
Terranova Zimmermann Touristik KG
The UK Online Giving Foundation - Benevity
Träume Leben GmbH - Canada Dream Tours
Umfulana GmbH
US Supermarket GmbH
VARTAN.GROUP GmbH
WOA Festival GmbH
WSR Cintinus
Steuerberatungsgesellschaft mbH
Zapf Immobilien GmbH

Further details on our collaboration with our nature conservation partners can be found at:

[More information](#)

Solutions for nature conservation

Business partnership options

1% for forest protection



Create your own nature reserve by establishing your own company forest—using 1% of your revenue. Secure habitats and protect species forever while giving back to nature! In doing so, you actively safeguard our future and demonstrate genuine responsibility to your community.

→ Example: Wacken

1m² of rainforest per product



Protect the world's most biodiverse forests: 1m² per product sold. One square meter of wilderness is preserved with every order or upon reaching a certain price point. If you wish, your customers can receive a code from you to redeem for their own certificate, complete with exact geo-coordinates.

→ Example: Ortlieb

CO₂ offsetting



Offset your remaining carbon footprint by protecting endangered forests—transparently and effectively. One square meter of protected area sequesters 60 kg of CO₂. For \$16.70, you secure forest that stores one ton of CO₂—while also protecting the last intact habitats for countless animal and plant species. Many companies even share the cost of carbon offsetting with their customers.

→ Example: Diamir

Forest gifts



Give a meaningful gift that lasts forever—a gift with real impact! Seize occasions like Biodiversity Day, Christmas, or birthdays to protect the last remaining intact habitats on behalf of your employees, partners, and/or clients. You will receive personalized certificates featuring the exact geo-coordinates of the protected forest area—a sustainable gift that endures forever for you (or the recipient) and for future generations.

→ Give the gift of a forest

Community forest



Make your community a proud part of your mission! Inspire your community and engage them actively and personally. With our innovative code-gifting feature, you can work together to protect one square meter of wilderness. You can include these codes with orders, send them via newsletters, or use them for giveaways and loyalty campaigns. Customers redeem their code to receive precise geo-coordinates and aerial images—and can even choose to increase the area they are protecting. Simple, personal, and impactful!

→ Example: Ortlieb

Donation matching



Achieve more together—double donations and your impact! Set a maximum amount and match the donations from your community—including the Wilderness International community—so that 5m² becomes 10m², and 10m² becomes a full 20m²! Boost the visibility of your commitment; it's the perfect initiative for occasions like Rainforest Day, Christmas, Easter, or Mother's Day. Greater impact, wider reach—double the good!

→ Example: PUR Hair

[More information](#)

What companies say about our partnership

(Selection from well over 400 corporate partnerships)

“Since 2012, we have been convinced of the need to protect the natural resources used in our products. That is why we joined the "1% for the Planet" collective, pledging 1% of our annual revenue to environmental protection and restoration. In 2024, we chose to partner with Wilderness International, an organization that purchases land to permanently protect ecosystems that act as carbon sinks. We recognize that the fight against climate change cannot be limited solely to reducing greenhouse gas emissions; it is also essential to preserve and restore natural carbon sinks—which absorb CO₂—just as Wilderness International does. Our partnership with Wilderness International is a tangible example of our long-term commitment to environmental protection.

Angélique Vacher
Sustainable Development Manager, Caudalie



“At HomeToGo, we recognize that enabling global travel comes with a fundamental responsibility to protect the cherished destinations people love. Our HomeToGrow forest is a direct way to take action, rooted in the simple truth that every protected habitat is a home in nature. This partnership unites our entire team behind a vital mission, makes our commitment to sustainability tangible, and ensures we can continue to offer unforgettable travel experiences to future generations.

Dr. Patrick Andrae
Co-founder and CEO of HomeToGo



“We are a proud member of 1% for the Planet, a global network of individuals and businesses dedicated to addressing critical environmental issues worldwide. We pledge to donate 1% of the revenue generated from Solo card readers to initiatives that strengthen communities and protect our planet, thereby driving positive change for a sustainable future.



Marc-Alexander Christ
Co-founder of SumUp



Conservation supporter

Donations of up to 10,000 m² per year

Companies can easily make nature conservation donations themselves via the donation form. Here, too, companies can choose from various donation options and immediately download their donation certificate, complete with a supporter logo and images for their communications.

[More information here](#)

- ✓ Independent donation via the donation form
- ✓ Various donation options
- ✓ CO₂ offsetting available
- ✓ Donation certificate available for immediate download
- ✓ Supporter logo & Environmental education materials

The best partners nature could ask for

We say thank you to the more than 400 nature conservation supporters who have gotten involved with us over the past few years.

Among others, the following companies have stepped up and contributed as supporters:

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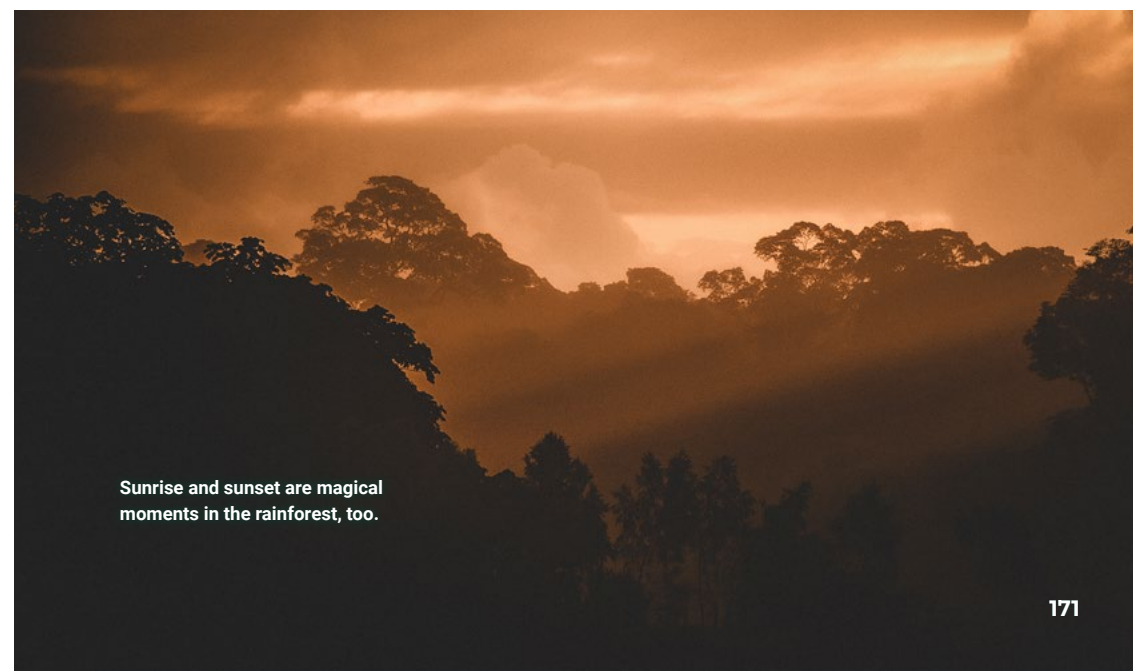
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Sunrise and sunset are magical
 moments in the rainforest, too.

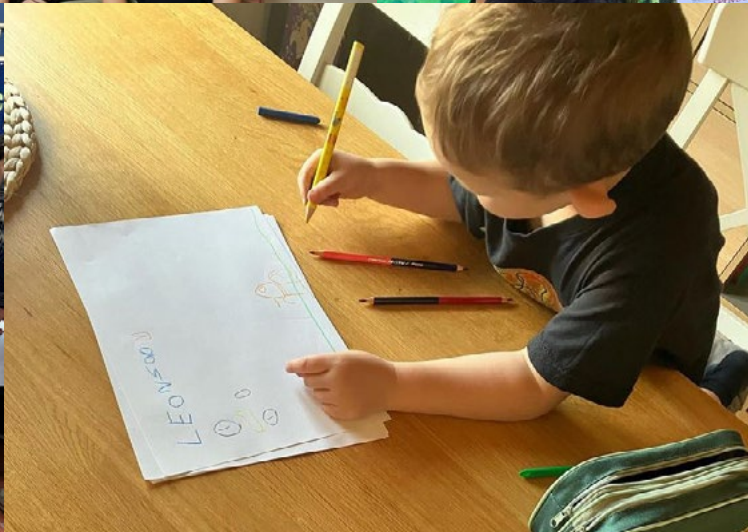
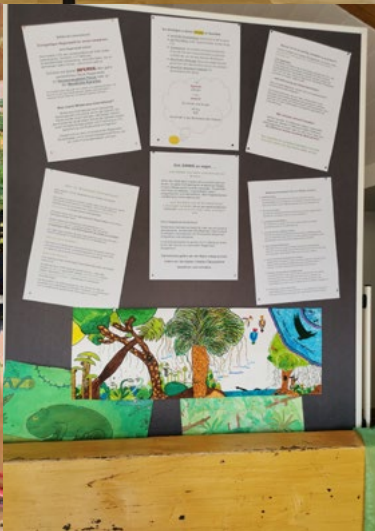
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Image directory

We are proud that all photographs shown in this impact report were taken during our expeditions and other ventures and were created exclusively by our team.

Many thanks to all photographers!

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Many thanks to our amazing media team!

References

- 1 The figure of 2.8% for intact land area is based on a study by Plumptre et al. (2021), which identifies areas with minimal human impact and fully intact fauna. Due to its global scope, the study excludes areas smaller than 10,000 km²; consequently, our protected areas do not fall under these specific definitions. Nevertheless, we use this figure because it conveys a clear and memorable message regarding the urgency of nature conservation. It is important to note, however, that our goal is not to preserve the specific 2.8% of wilderness identified in that study, but rather wilderness areas in a broader sense. You can find our precise definition of wilderness on page 20. We are currently compiling an overview of which areas meet these wilderness criteria. In the meantime, we are relying on the best available data and maintaining transparency regarding our conservation strategy.
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