



WORKING  
TOGETHER TO  
HELP SAVE  
1 BILLION TREES

# Sky Rainforest Rescue



**“The support we have received from the British public and the partnership with Sky and WWF is making an important difference to our forest communities, and is helping improve their livelihoods. Partnerships like this are key to supporting low-carbon development in the Amazon. This joint effort has been unique in terms of building understanding and solutions in Brazil and the UK at the same time.”**

Tiã Viana, Governor of Acre State, Brazil

© Brent Stirton / Getty Images / WWF-UK



**Jeremy Darroch, Sky Group Chief Executive**

We are incredibly proud of what our partnership with WWF has achieved over the last six years. Together we have raised over £9 million and helped save one billion trees in the state of Acre, north west Brazil.

Through the partnership we've also inspired and engaged people on the issues of deforestation and have given 7.3 million people an increased understanding of climate change. The Sky Rainforest Rescue legacy will continue into the future as learnings and funds continue to support people in the Amazon and protect the future of this precious and irreplaceable rainforest.

Sky remains committed to minimising our environmental impact and we will continue to work with WWF to raise awareness of the environment and inspire consumers to take action on climate change.



**David Nussbaum, Chief Executive, WWF-UK**

Sky Rainforest Rescue has been an amazing six year journey that we can reflect on with a great sense of pride and hope.

Globally, deforestation and forest degradation cause up to a fifth of all greenhouse gas emissions and are robbing future generations of rich, beautiful natural resources. But by joining WWF's conservation expertise with Sky's vision and with the commitment of the Acre state government, we found ways to help keep deforestation at bay in this fragile part of the Amazon.

And thanks to the generosity and passion of Sky's customers, who embraced the message that we all have a stake in keeping the rainforest standing, we raised the funds needed to make it happen.

We achieved this at an ambitious scale that will have lasting impact, and are now taking our learnings beyond Acre to inspire conservation efforts in other parts of the Amazon.



## The impact of Sky Rainforest Rescue

### Acre, Brazil

- ♥ **One billion trees** still standing in the project area
- ♥ Avoided over **3.7 million tonnes of carbon emissions**
- ♥ **1,500 farming families** engaged in sustainable agriculture
- ♥ Growing the market for wild rubber with **60 rubber processing plants**
- ♥ **50% growth in wild arapaima** numbers in project lakes
- ♥ **3,000 local school children** learning about protecting their precious rainforest

### UK and Ireland

- ♥ **£9 million** raised in six years (including £4 million matched funding from Sky)
- ♥ **7.3 million people** in UK and Ireland with an increased understanding of deforestation
- ♥ **Eight commissioned Amazon programmes** shown on Sky, part of **12 weeks of environment-themed programming**
- ♥ **One million visitors** to our UK rainforest experiences
- ♥ **Five million people** engaged with our online campaigns
- ♥ **80,000 children** learning about the rainforest with our I Love Amazon Schools programme





“The rainforest is important not just for the people of Brazil but the whole world. There’s a reason for every one of us to care about the Amazon. That’s why we’re working so hard to fight deforestation in Acre.”

Sarah Hutchison, Sky Rainforest Rescue programme manager, WWF

- South America
- Amazon rainforest
- Acre State in Brazil, home of Sky Rainforest Rescue

## Into the rainforest: Acre, our project area

The Amazon is both the world’s largest rainforest and river. It’s a vast treasure trove of biodiversity that also plays a vital role in regulating our climate.

Sky Rainforest Rescue’s flagship conservation project is in the state of Acre, north-west Brazil. Rainforest covers an incredible 87 per cent of its territory and over half of the state is designated as protected areas or indigenous lands.

Acre’s forests are teeming with life. They are home to the mighty jaguar, once found throughout south and central America but now found mainly in the Amazon. Thousands of bird and insect species can also be found. And here too, thousands of families depend on the rainforest for their livelihoods.

Yet the rainforest is under threat. In Acre most deforestation is driven by small to medium sized farming activities in the more accessible areas along the main rivers and roads.

Back in 2009 at the beginning of the partnership, our project area (an area the size of Belgium) was particularly at risk from deforestation. The rainforest did not have any protected status and we knew from experience in other parts of the Amazon that the imminent paving of a road cutting through the area would bring increased threats. Poverty was high, with most families depending on subsistence farming and the harvesting of forest products. The forest offered few economic options and land was worth more to local people once it was deforested.



© Zig Koch / WWF

Our solution: to develop a unique partnership between Sky, WWF and the Acre state government to promote economic development whilst preserving the rainforest and its rich biodiversity, to support local families in managing their land more sustainably and to give them access to better market conditions for their forest products.



## Future-proof farming

Sky Rainforest Rescue's mission was to keep the rainforest standing by making it possible for local people to make a sustainable living from the forest without having to cut it down.

Small-scale farming and ranching have been the main causes of deforestation in this part of the Amazon. Farmers have traditionally cut down and burned sections of rainforest each year to grow crops and create cattle pasture. To compound this problem, the fertility of these rainforest soils quickly degrades, and so after a few years the farmers have to move on and clear another section of rainforest.

Starting in 2009, experts from WWF-Brazil worked with the Acre state government to give more than 1,500 small-scale farmers new ways of working that keep the soil fertile and allow them to work the same area of land year after year.

WWF has been giving the farmers technical advice about managing their land as well as providing seeds and seedlings to grow fruit trees like banana and papaya, subsistence crops, valuable timber species and 'green manure' plants, like mucuna beans, that enrich the soil as they grow. In exchange, families commit to managing their land more sustainably.





“The support that comes with committing not to deforest is very good, and we’re optimistic that we can live without the need to deforest.”

Edinaldo, Acre rubber tapper

© WWF / Simon Rawles

## Going wild for rubber

**Wild rubber is a traditional rainforest-friendly product that gives people in the Amazon a reason to value the living forest.**

The Amazon rainforest is the only place in the world where rubber trees grow in the wild. For generations, skilled rubber tappers have made their living by extracting the milky sap (latex) without harming the trees.

Acre state was once a global centre of rubber production, but has historically been out-competed by cheaper synthetic and plantation rubber. This led many of Acre’s rural communities to turn away from livelihoods that were in harmony with the rainforest.

One of the biggest problems facing the remaining rubber tappers was that they had no way of processing the raw latex once they had allowed it to form rough blocks of rubber. They were forced to sell it to industrial processing plants for whatever price they could get.

Sky Rainforest Rescue wanted to help the rubber tappers get the most from this sustainable resource and create better market conditions for wild rubber to ensure their way of life has a future.



We’ve helped build 60 small rubber processing units in the rainforest where the rubber tappers live. And we’ve given them the know-how to produce ‘FDL’ rubber – these are semi-processed sheets they can sell direct to goods manufacturers at a higher profit. Thanks to better prices and a higher subsidy for these sheets that we helped negotiate, a kilo of FDL is more profitable than a kilo of beef, making it a viable and sustainable alternative to cutting down trees for grazing livestock.

Building on the success in Acre, we’ve started to facilitate the sharing of knowledge between rubber tappers in Brazil, Peru and Bolivia, so other parts of the Amazon can benefit from the project.

By giving the rubber tappers the means to make a fair living, we’re ensuring both they and the rainforest are winners.





## Conservation innovation

Protecting a billion trees is a complex task and the solutions aren't always obvious. Schoolchildren, berries, giant fish and drones are all helping to keep the rainforest standing.

### Acre schools


With farming the main economic activity in this part of the Amazon, and a major cause of deforestation, we created a schools programme to raise awareness of environmental issues amongst the next generation of Acre farmers, reaching 3,000 children.

### Açaí berries

This little purple fruit (pronounced ah-sigh-ee) has recently been heralded as a superfood in the UK but has been a staple in the Amazon for centuries. It can be collected without harming the forest, so we helped promote best practice in harvesting and processing rainforest-grown açaí berries.

### Sustainable fishing

We supported the sustainable management of the Amazon's largest freshwater fish, the arapaima, an ancient species and top predator that can grow to three metres in length. This freshwater giant is helping to protect the rainforest by providing a sustainable source of food and income for local people.




### Raising our voice

By sharing our learnings from the project area, we're helping to strengthen government policies that support a sustainable forest-based economy. Our voice has been heard not only in Acre but in the wider Amazon region, as far as Bolivia.

### Monitoring impact

We used innovative approaches to measure our impact, from satellite imagery and drones to equipping local 'citizen scientists' with smartphones to capture vital information on the ground. We estimate that by reducing deforestation in Acre, the project will have avoided over 3.7 million tonnes of carbon emissions by 2016.



“I love the forest and think it is so important for us to protect it and the rivers that run through it. We need to deal with the threats the forest is facing.”

Joseniêre, Acre school pupil



“My daughter’s passion for saving the rainforest combined with a hardcore physical test was too good an offer to turn down. Becoming a heavyweight boxer was a breeze compared to cycling the Amazon rainforest and I hope what Rob and I have done can make a small difference.”

Freddie Flintoff

## On TV: raising awareness of deforestation in the UK

Every year since 2009, Sky has commissioned Amazon themed programming, which has brought the wonders of the rainforest to life in people’s homes.

Over the lifetime of Sky Rainforest Rescue we’ve made eight Amazon programmes and aired 12 weeks of environment-themed programming to focus attention on the crucial role of our rainforests in helping to limit the effects of climate change.

Our programming shown on Sky 1, Sky Arts and Sky 3D includes:

Ross Kemp: Battle for the Amazon, Steve Jones: Jones Boys’ Amazon Adventure, Rooftop Rainforest, The Great Treehouse Challenge, Lily Cole’s Amazon Adventure, Secret life of the Rainforest, Flintoff’s Road to Nowhere and Richard Hammond’s Jungle Quest.



“The Amazon rainforest is truly one of the most beautiful things I’ve ever seen. The Amazon rainforest is quite simply very important for all of us.”

Ross Kemp



“Visiting the rubber tapper families really inspired me and I wanted to find a way to bring their story back to the UK.”

Lily Cole



“Trekking through the Amazon rainforest with a camera to photograph wildlife was a childhood dream. I hope viewers will get a sense of the magic, splendour and wonder of the place.”

Richard Hammond





“I loved learning about the thousands of species struggling to live in the rainforest’s incredible atmosphere. I also liked finding out what we can do to help protect all the rainforests in the world.”

Charlie, Young Reporter competition winner

## Bringing the Amazon to life in the UK

In addition to Sky’s Amazon programming, more than a million people have taken part in our Amazon experiences across the UK over the last six years.

At the Eden Project in Cornwall, families learnt how rubber tappers collect and process liquid latex from the Amazon rainforest. Our six Amazon Discovery Trails hosted at Forestry Commission locations across the country and our Amazon dome at the Edinburgh Botanical Gardens and Hay Festival gave visitors a close encounter with the sights and sounds of the rainforest.

Through our I Love Amazon Schools programme, 80,000 primary school children have learnt why forests are so crucial to the health of our planet.

And we were wowed by the entries to our Young Reporter competitions. Pupils showcased their writing and film-making skills to highlight the plight of the rainforest for a chance to win a prize for their school and a visit from a Sky News presenter.



## Best feet forward

While supporting rubber tappers in the Amazon, we put wild rubber products on the map in the UK.

Sky Rainforest Rescue Ambassador Lily Cole and Brazilian designer Flavia Amadeu teamed up to create a sell-out wild rubber jewellery collection, inspired by Lily's trip to the rainforest to raise awareness of Amazonian wild rubber.

Vivienne Westwood also joined the campaign and designed a dress using the same wild rubber, which Lily wore to the Met Ball.

A year later, and Lily in partnership with fashion brand Veja designed a limited edition footwear collection with soles made from Amazonian wild rubber.

Veja work with local rubber tapping communities across Brazil including those located in the Sky Rainforest Rescue project area in Acre. They buy the rubber at a price that guarantees a better income for the rubber tappers and enables them to keep the trees standing.



“I am excited to explore the rubber industry as a vehicle for green economics, which, if scaled, I see as offering real hope to the rainforest. If the value of wild rubber can exceed what can be made from products that cause deforestation, then there is the real potential for a sustainable green economy.”

Lily Cole, Sky Rainforest Rescue Ambassador

## Making a change, making a difference

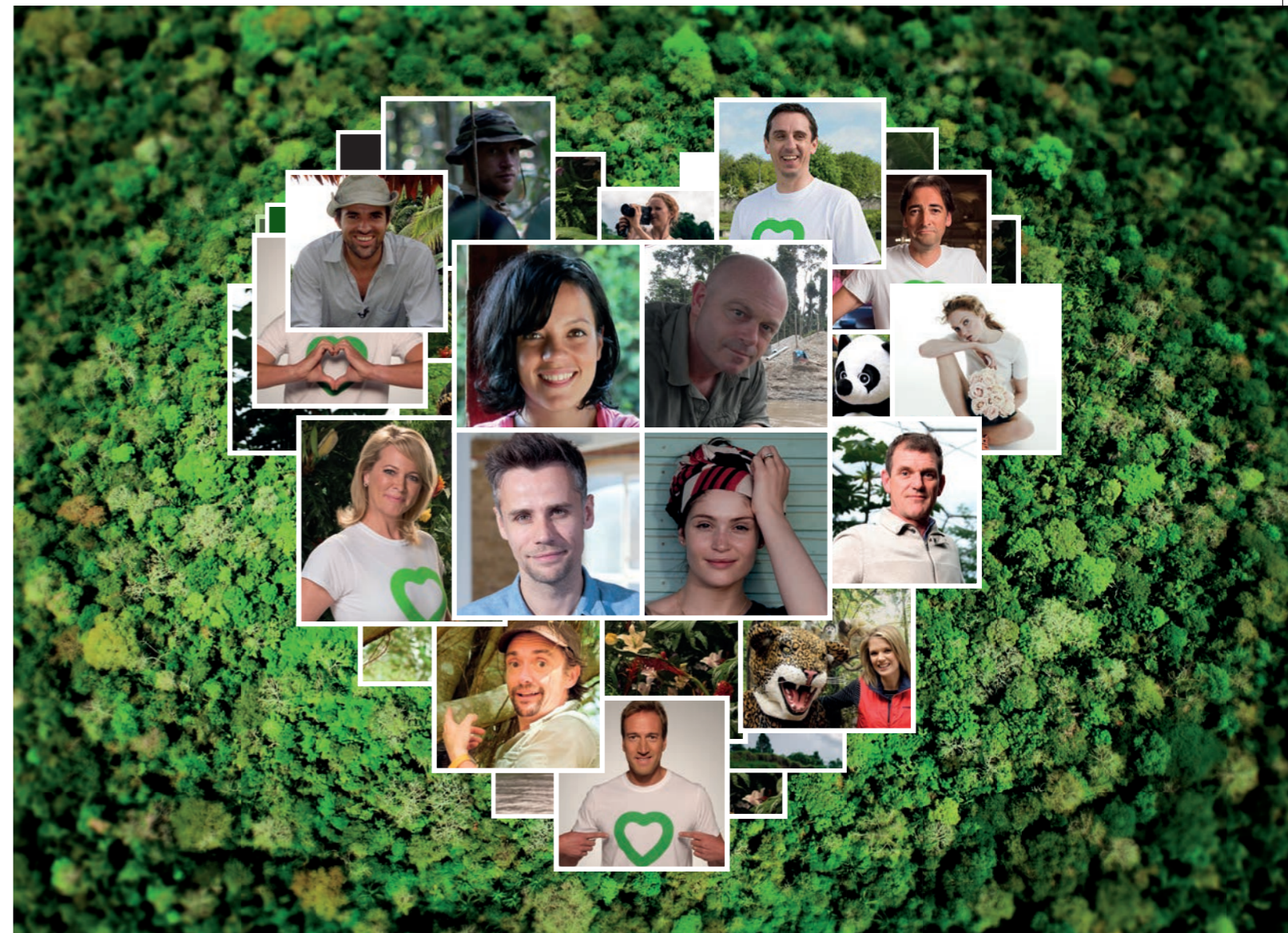
Throughout Sky Rainforest Rescue we've used Sky's presence in 12 million homes to inspire and engage audiences on why rainforests are so precious. Our campaigns, championed by a host of famous faces, have taken new approaches to communicating with the public about the Amazon, deforestation and climate change, and have brought these issues to life in fun, innovative, inspiring ways.

Our award winning Instagram Tap-for-Trainers campaign took five million people on a virtual rainforest tour from the river basin right up to the canopy of the Amazon.

Our Blink and it's Gone campaign opened people's eyes to the issue of deforestation and our many Sky Rainforest Rescue ambassadors encouraged people to make one small change in their daily lives to be more forest friendly.

Generous Sky viewers and staff took the Amazon to their hearts by taking up a Sky Rainforest Rescue jaguar adoption, adopting an acre of rainforest, or making a regular donation. Together they raised an incredible £5 million, to which Sky contributed another £4 million, to fund our rainforest protection projects.

As a result of Sky Rainforest Rescue, 7.3 million people in the UK and Ireland have an increased understanding of deforestation and 1.2 million have made a change in their behaviour.



## What's next

As Sky Rainforest Rescue comes to a close, its legacy continues. Our learnings will inform future conservation projects and the funds we raised will continue to support people in the Amazon and protect the future of this precious and irreplaceable rainforest. You can continue to support the Amazon at [Sky.com/rainforestrescue](https://www.sky.com/rainforestrescue)

Sky remains committed to minimising our environmental impact. We have a series of strong environmental targets and commitments to reduce our own impact and improve the sustainability of our products and services. We will continue to work with WWF to raise awareness of environmental issues and inspire consumers to take action on climate change.

[Sky.com/environment](https://www.sky.com/environment)



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