



## KEYNOTE

### Reimagining old thinking for Jane Goodall's Roots & Shoots

James Forbes, Jane Goodall Institute

#### Abstract

Roots & Shoots began in Tanzania in 1991. The brainchild of Dr Jane Goodall, it has since spread around the world as a grassroots movement to more than 50 countries. In Australia, it has been present since the mid 2000s. The strength of Roots & Shoots is its mission to inspire young people to take action for animals, people and the environment. It empowers young people to believe they have agency, the power to choose how they will make a difference.

The challenge with the program has been its very grassroots nature has meant the program has expanded and contracted on the basis of certain very driven volunteers. When that volunteer leaves, the program has contracted or stopped altogether. This session will explore how the current Jane Goodall Institute (JGI) CEO has sought to overcome those challenges, to overcome old thinking, by creating programs that drive awareness of Roots & Shoots but appeal to its audience: young people, in the place they are open to new information: school. But also, to establish elements that ensure continuity, irrespective of who is around to drive them forward.

Through reorganising the program and bringing in new ideas to change the tide new ways of operating are emerging at JGI that means Roots & Shoots as an idea, will persist long after its eponymous founder is no longer around to inspire others to join Roots & Shoots. By linking to the growing space of environmental and sustainability education, JGI is creating curriculum aligned resources, workshops and more that support teachers, parents and students in their journey to understand Australia's unique natural environment and how they can take action today to make a difference. As educators, you can be poised to take up Jane's call to arms, and become an agent for her clarion call that "what you do makes a difference, and you have to decide what kind of difference you want to make."

#### Speaker Profile

Prior to joining JGIA as CEO, James held senior marketing and fundraising roles with the Australian Indigenous Education Foundation, Nature Conservation Trust of NSW and WWF-Australia. He is the co-author of a peer reviewed paper, 'Monitoring and evaluating the social and psychological dimensions that contribute to privately protected area program effectiveness'. In 2019 James was appointed to the Board of the Murray Darling Wetlands Working Group - an on-ground organisation protecting and enhancing wetlands throughout Australia's largest inland river system.

#### Website Links

<https://www.linkedin.com/in/jamessforbes/>

