

FOR IMMEDIATE RELEASE

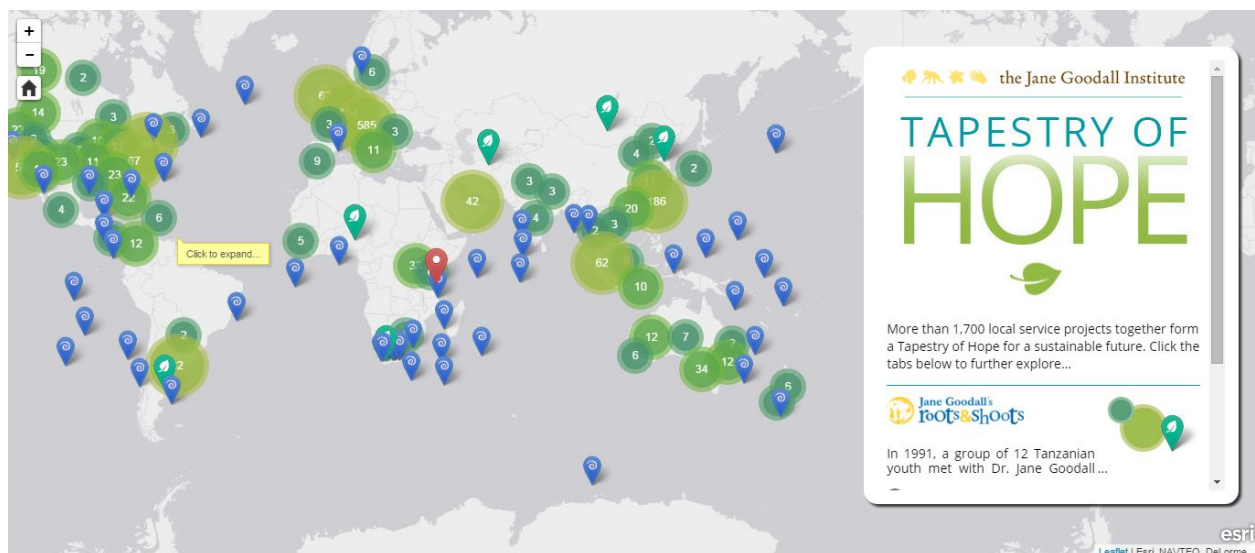
**VISUALIZING IMPACT OF YOUTH LEADERSHIP FOR THE NATURAL WORLD:
JANE GOODALL LAUNCHES TAPESTRY OF HOPE INTERACTIVE MAP**

Famed primatologist and conservationist launches new online tool with Esri at COP21 in Paris.

WASHINGTON, DC (December 7, 2015) - Today, with deep thanks to Esri, Dr. Jane Goodall and the Jane Goodall Institute are launching the Tapestry of Hope, an interactive online tool to visualize the thousands of projects led by young people around the globe who are passionate about protecting our shared environment.

As world leaders struggle to make progress in Paris for the 21st Conference of the Parties to the United Nations Framework Convention on Climate Change, Dr. Jane Goodall, spreading her message of hope for our world, is calling on each of us to take action ourselves to protect our natural world.

Founder of the Jane Goodall Institute and UN Messenger of Peace, Dr. Jane Goodall, through her Roots & Shoots program, has inspired hundreds of thousands of people around the globe to take action to make the world a better place for people, animals and the environment. Together, these individual actions weave together a story of true impact — a narrative of change for what Dr. Goodall has come to call the Tapestry of Hope.



--more--

“The launch of Tapestry of Hope reflects just a snapshot of the projects young leaders have led in the past several years through Roots & Shoots,” said Erin Viera, associate vice-president of Jane Goodall’s Roots & Shoots. “Moving forward, the map will be a critical tool to document, manage, visualize and share the actions and impacts of Roots & Shoots projects that are making a positive difference for the environment, animals and people. The map will continue to grow and populate with the launch of each new Roots & Shoots community project that young people continue to pioneer around the world.”

“Esri and the Jane Goodall Institute have collaborated on conservation programs across Africa for more than ten years now. These projects have included applications ranging from using geospatial technologies for chimpanzee behavior research in Gombe to supporting the development and implementation of conservation action plans and improving village land use using geodesign and community mapping across East Africa and Congo basin,” said Dr. Lilian Pintea, the Jane Goodall Institute’s vice-president of conservation science.

Esri technology that powers the mapping behind JGI’s conservation work forms the basis of the Tapestry of Hope. The map connects the work of young people around the world with other young people who are passionately making the world we all share a better place through local projects.

In addition to documenting and visualizing the work of young people around the world, the Tapestry of Hope map serves to further Dr. Jane Goodall’s message of hope. It brings together the critical observations, creative ideas and clever solutions of thousands of passionate young minds all working to make a difference in the world. It represents and inspires a global movement of change showing that young people care about the future of the world they are inheriting, and are taking action. It is for this reason Dr. Jane Goodall, and everyone everywhere can know there is hope for the future of our world.

To access the Tapestry of Hope, visit storymaps.esri.com/stories/2015/tapestry-of-hope.

About the Jane Goodall Institute

Founded in 1977, the Jane Goodall Institute continues Dr. Goodall’s pioneering research on chimpanzee behavior started more than 50 years ago — research that transformed scientific perceptions of the relationship between humans and animals. Today, the Institute is a global leader in the effort to protect chimpanzees and their habitats. It also is widely recognized for establishing innovative community-centered conservation and development programs in Africa, and Jane Goodall’s Roots & Shoots, the global environmental and humanitarian program for youth of all ages, which has groups in more than 130 countries. For more information, visit: janegoodall.org.

--more--

About Jane Goodall's Roots & Shoots

Founded in 1991 by Dr. Jane Goodall and a group of Tanzanian students, the Roots & Shoots program is about making positive change happen — for our communities, for animals and for the environment. With hundreds of thousands of young people in more than 120 countries, the Roots & Shoots network connects youth of all ages who share a desire to create a better world.

Young

people identify problems in their communities and take action. Through service projects, youth-led campaigns and an interactive website, Roots & Shoots members are making a difference across the globe. For more information, please visit rootsandshoots.org.

About Esri

Since 1969, Esri has been giving customers around the world the power to think and plan geographically. The market leader in GIS technology, Esri software is used in more than 350,000 organizations worldwide including each of the 200 largest cities in the United States, most national governments, more than two-thirds of Fortune 500 companies, and more than 7,000 colleges and universities. Esri applications, running on more than one million desktops and thousands of web and enterprise servers, provide the backbone for the world's mapping and spatial analysis. Esri is the only vendor that provides complete technical solutions for desktop, mobile, server, and Internet platforms. Visit us at esri.com/news.

Media Contacts

Shawn Sweeney, the Jane Goodall Institute

Phone: 703.682.9283

Email: ssweeney@janegoodall.org

Brian Peterson, Esri

909-793-2853, ext 1283

bpeterson@esri.com

###