

STRATEGY 2026-2030

AKTION 
AMAZONAS!

INTRO TO AKTION AMAZONAS

Amazonas is an environmental organisation specialised in conserving nature in South America.

Our purpose is to conserve the largest possible contiguous areas of tropical forests and wetlands and safeguard their ecological integrity for the benefit of the global climate and biodiversity, while promoting sustainable and regenerative development for the local communities who live in and depend on these landscapes.

Rooted in the rights, knowledge, and priorities of Indigenous Peoples and local communities, we work in partnership to reconnect forest landscapes and strengthen conservation at landscape scale.

We protect ecosystems, strengthen resilient communities, and restore biodiversity in South America, while combining field-based conservation with policy engagement, responsible markets, environmental knowledge, and public mobilisation to address the global drivers of forest loss.

Across all programmes, education and governance act as cross-cutting enablers. Governance strengthening supports Indigenous Peoples, local communities, and civil society in exercising their rights and influencing decisions affecting their territories and livelihoods. Environmental education and youth engagement strengthen environmental literacy, collective responsibility, and long-term local ownership of conservation.

Together, these efforts form an integrated conservation approach capable of confronting environmental crime, reducing systemic pressures on forests, and restoring ecological integrity across connected landscapes.

Since 2014, Aktion Amazonas has partnered with organisations in Bolivia, Brazil, and Peru to conserve more than 2 million hectares of forest across 25 territorial units, directly benefiting more than 25,000 people living in and around these landscapes.



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OUR PRINCIPLES & VALUES

Lasting rainforest conservation depends on strong connections - between people and nature, and across organisations, territories, and generations. As such, we operate at landscape scale, contributing to stronger regional conservation alliances and cross-sector collaboration to protect and reconnect critical forest ecosystems across national borders.

Our partnerships are built on trust, transparency, and solidarity. Through equitable collaboration, we strengthen local ownership, reinforce institutional capacity, and contribute to lasting results for biodiversity, climate, and people.

Long-term commitment and professionalism guide our efforts in nature conservation and the protection of rights. Our initiatives are grounded in locally identified needs and implemented in close partnership with Indigenous Peoples, local communities, authorities, and partner organisations in South America and Denmark.

Recognising that deforestation is driven by global forces, we complement field-based conservation with policy engagement, responsible market influence, and public mobilisation in Europe, contributing to the lasting protection of biodiversity, climate, and ecosystems.

A BRIEF OVERVIEW

OF STRATEGIC TRAJECTORY

2022-2025

Since 2022, Aktion Amazonas has pursued a focused strategic trajectory aimed at consolidating its role as a trusted, professional, and high-impact actor within the conservation sector.

Framed by the dual global crises of biodiversity loss and climate change, the 2022-2025 strategy pursued two core ambitions: to strengthen the organisation financially in order to expand conservation impact, and to build the organisational capacity required to deliver larger, longer-term, and more strategic conservation efforts.

These priorities have guided decisions on geographic focus, organisational development, and partnership engagement, and were operationalised through four sub-strategies covering finance, partnerships, communication, and organisational development.

Overall, goal achievement is estimated at approximately 98%, reflecting not only strong conservation results on the ground but also a substantial strengthening of AKAM's organisational capacity, systems, and strategic positioning.

A major milestone was reached in 2025, when AKAM was approved under CISU's Medium Programme modality. This marked a decisive step in the organisation's development and established a significantly stronger platform for long-term partnerships, scaled impact, and programme implementation.

Geographic consolidation and expansion

A key dimension of this trajectory has been the consolidation of a coherent geographic footprint. In Bolivia, we have deepened our engagement in two priority regions, ensuring long-term collaboration with Indigenous Peoples and local communities while strengthening partnerships with key regional actors.

In Peru, we have expanded into a new region through a strategic alliance with a well-established local partner, creating opportunities for cross-border collaboration and landscape-level connectivity.

In parallel, we have initiated exploratory engagement in Brazil, working with civil society organisations to assess opportunities for supporting forest conservation in priority ecoregions, including the Pantanal wetlands and the Amazon rainforest.

Together, these efforts reflect a strategic shift from fragmented, project-based implementation towards a more regionally anchored, coordinated, and long-term conservation presence in South America.

Organisational development

In parallel with this geographic consolidation, AKAM has significantly strengthened its organisational capacity. Administrative and technical competencies have been expanded, enabling compliance with increasingly complex donor requirements while maintaining high standards of accountability and transparency. This professionalisation has enhanced AKAM's ability to design and deliver larger, multi-year programmes and has further strengthened its effectiveness as a conservation partner.

Strategic communication and institutional positioning

Recognising the importance of clearly communicating its identity and approach, AKAM strengthened its strategic communication and institutional profile. A key milestone was the organisational rebranding, including the transition from Earth Advocates Association (EAA) to Aktion Amazonas, alongside the rollout of a new name, logo, and visual identity across all platforms. This established a coherent and consistent institutional expression.

In parallel, AKAM expanded its digital presence and implemented targeted communication initiatives linking field-based conservation efforts with stakeholders in Denmark and internationally. This included a clearer articulation of AKAM's conservation model and a deliberate shift towards English-language communication to engage an international audience and reflect the global relevance of tropical forest conservation.

Together, these efforts have strengthened AKAM's institutional positioning and clarified its role as a leading Denmark-based organisation with specialised expertise in Amazon conservation.

Fundraising diversification

Financial resilience has been a central pillar of AKAM's strategic progress. The organisation has diversified its funding base, transitioning from reliance on a limited number of sources to a broader and more balanced portfolio of institutional donors, foundations, private sector partners, and membership contributions. This diversification has strengthened financial sustainability, reduced dependency risks, and increased flexibility to respond to emerging opportunities and strategic priorities.

Looking forward

These achievements provide a strong foundation for the 2026-2030 strategy. Building on demonstrated results, trusted partnerships, and strengthened organisational capacity, AKAM is well positioned to scale its impact and pursue new strategic opportunities. Through this next phase, AKAM will further expand its role in delivering landscape-scale conservation, contributing to lasting outcomes for forests, biodiversity, and climate stability.



[Photo, small circle: Aktion Amazonas]
[Photo, medium circle: Claudia Bealunde]
[Photo, big circle: Claudia Bealunde]



[Photo: Claudia Bealunde]

FRAMING THE 2030 STRATEGY

ENVIRONMENTAL CONTEXT

Aktion Amazonas (AKAM) operates in one of the world's most critical and ecologically significant biogeographic regions, where the Amazon, Chiquitano, and Pantanal biomes converge to form vast, interconnected tropical forest and wetland ecosystems. These landscapes play a fundamental role in regulating the global climate, storing immense carbon stocks, and sustaining some of the planet's highest levels of biodiversity. They are also home to millions of people, including Indigenous Peoples and local communities whose livelihoods, cultures, and identities are inseparably linked to the forest.

However, these ecosystems are under accelerating pressure. South America stands at the frontline of the interconnected climate and biodiversity crises. Deforestation, ecosystem degradation, and increasingly severe wildfires are advancing rapidly, driven by agricultural expansion, cattle ranching, logging, mining, infrastructure development, and the growing influence of organised criminal networks operating across borders.

The Amazon Basin has already lost nearly 20% of its original forest cover, approaching critical tipping points beyond which large-scale ecosystem collapse could occur, with far-reaching consequences for continental rainfall systems and global climate stability. The Chiquitano dry forest - the largest intact tropical dry forest in the world - is similarly under severe threat, with recurrent mega-fires destroying millions of hectares. Meanwhile, the Pantanal wetlands, one of the world's most important freshwater ecosystems and biodiversity hotspots, are increasingly impacted by prolonged drought, upstream deforestation, and climate change.

The human dimension is central to this crisis. Indigenous Peoples and rural communities are among the most effective stewards of tropical forests, yet they remain highly exposed to land grabbing, environmental crime, and violence. Weak enforcement of territorial rights and increasing restrictions on civic space further undermine their ability to defend their territories. In this context, civil society organisations - including AKAM's local partners - play a critical role in strengthening community governance, advancing legal protections, and supporting locally led conservation.

Within this context of accelerating environmental and social pressures, AKAM's mission is both urgent and strategically relevant. Our approach recognises that conserving tropical forests requires integrated strategies that combine territorial protection, sustainable livelihoods, ecosystem restoration, and policy engagement. By working in partnership with Indigenous Peoples, local communities, and civil society actors - and by linking local conservation efforts with international advocacy - AKAM contributes to strengthening both ecological integrity and the long-term resilience of the communities who protect these globally significant ecosystems.

STRATEGIC DIRECTION 2026-2030

AKAM's **strategic direction towards 2030** is structured around two complementary dimensions: a strategic track focused on repositioning the organisation within a changing global conservation landscape, and a parallel effort to strengthen the enabling conditions required to scale its impact.

The strategic track involves applying a landscape-based conservation model, a clear programmatic framework, and more systematic engagement with the global drivers of deforestation.

In parallel, AKAM will strengthen its institutional capacity, financial resilience, and strategic positioning - with a Strategic Partnership Agreement (SPA) serving as a key enabler to scale and sustain long-term conservation impact.

STRATEGIC TRACK: REPOSITIONING AKAM IN A CHANGING GLOBAL CONSERVATION LANDSCAPE

TOWARDS 2030, Aktion Amazonas will reposition itself within a shifting aid architecture by moving beyond a traditional intermediary function to operate as a proactive actor in an evolving global conservation landscape.

This repositioning is operationalised through three complementary approaches: a geographically anchored, partnership-based model for landscape-scale conservation in South America; a clear programmatic framework to structure, prioritise, and scale conservation efforts across geographies and partnerships; and targeted engagement with the global and systemic drivers of deforestation.

At the **LANDSCAPE LEVEL**, the globally significant AKAM concept - the *Grand Arch of Tropical Forest* - continues to serve as a strategic framework that creates relevance and distinctiveness while delivering high biodiversity impact. The Arch represents a landscape-scale vision connecting the Amazon, Chiquitano, and Pantanal biomes.

By securing ecological connectivity across key territories and the landscapes that link them, AKAM will continue to contribute to the conservation and sustainable management of one of the world's largest remaining continuous tropical forest systems.

This approach builds directly on AKAM's vision initiated in 2018 and positions AKAM to mobilise funding around a clear, scalable, and high-impact conservation narrative toward 2030

At the **PROGRAMMATIC LEVEL**, AKAM will apply a *new* clear and structured framework to guide conservation efforts across geographies and partnerships. This framework is based on a pillar approach to structuring territorial conservation efforts in South America, complemented by cross-cutting enablers that strengthen the social and institutional foundations of conservation.

This marks a shift towards a more consistent and long-term approach to conservation design, partnership selection, and implementation, strengthening visibility and reinforcing AKAM's position as a distinct and strategic actor, while ensuring coherent delivery of concrete conservation actions and more visible, scalable results.

At the **STRUCTURAL LEVEL**, AKAM will strengthen its role in addressing the global drivers of deforestation through policy engagement, responsible market approaches, and public mobilisation, linking conservation outcomes in South America with action in Europe.

All efforts will remain rights-based and gender-responsive, aligned with Nature-based Solutions (NbS), and grounded in collaboration with civil society organisations, Indigenous Peoples, and public authorities.

ENABELING SCALE: Pathway to strategic partnership agreement (spa)

Parallel hermed will work strategically to qualify for a Strategic Partnership Agreement (SPA) with the Danish Ministry of Foreign Affairs before the end of the strategy period. This ambition unfolds in a context marked by increasing competition for development funding and growing financial uncertainty for civil society organisations.

To achieve this, AKAM will pursue a structured approach focused on strengthening its institutional foundation, strategic positioning, and financial resilience.

At the institutional level, AKAM will further strengthen its organisational capacity, systems, and governance structures to meet the requirements of larger, long-term funding modalities.

At the financial level, AKAM will continue to diversify its funding base across institutional donors, foundations, private sector partnerships, and membership contributions to meet financial SPA requirements.

At the strategic level, AKAM will strengthen its profile as a credible and relevant partner for the Danish Ministry of Foreign Affairs by clearly articulating its added value within the global conservation and development landscape. This includes demonstrating the organisation's ability to deliver scalable results, link field-based conservation with policy engagement, and contribute to addressing global environmental challenges.

As part of this, AKAM will seek to establish a strategic foothold in Africa through participation in relevant consortia, thereby expanding its geographic relevance and positioning within international partnership structures. This will support alignment with SPA requirements related to broader engagement across priority regions and strengthen AKAM's role as a globally relevant conservation actor.

Securing an SPA agreement would represent a significant milestone in this process, providing a stable financial and institutional platform for long-term partnerships and scaled conservation impact.

LANDSCAPE LEVEL

AKAM's strategic area of focus is the *Grand Arch* in central-western South America. This mega-landscape spans multiple ecological regions, stretching from the Pantanal wetlands in Brazil and eastern Bolivia through the Chiquitano dry forests and into the western Amazon, reaching the northern Peruvian Amazon and extending toward Colombia and Ecuador.

Connecting the Amazon, Chiquitano, and Pantanal biomes, the Grand Arch represents a continental-scale conservation landscape. By linking protected areas, Indigenous territories, and intact forest ecosystems across national borders, it aims to secure one of **the world's largest continuous tropical forest systems** under conservation and sustainable management.

Why the Central-Western Amazon?

The original extent of the Amazon biome exceeded 647 million hectares, of which more than 85 million hectares had been lost by 2022 - around 13% of the original forest area. However, forest loss is uneven across the basin:

Eastern Amazon: ~31% forest loss! Exceeds the estimated ecological tipping point of 25%.

Central Amazon: ~11% forest loss Still below the tipping point.

Western Amazon: just over **6%** forest loss. Largely intact!

The Grand Arch

- DIRECT WORK AREAS
- INDIRECT WORK AREAS
- AREAS OF STRATEGIC INTEREST



These differences highlight the central and western Amazon as critical strongholds for long-term ecosystem stability. Aktion Amazonas therefore follows a west-to-east conservation approach, prioritising areas where forests remain most intact in order to halt the advance of deforestation and safeguard ecological resilience across the wider Amazon system.

The Strategic Role of the Chiquitano and Pantanal

The Chiquitano dry forest forms a key ecological transition zone between the Amazon and the Pantanal. As the world's largest remaining tropical dry forest, it plays a vital role in maintaining biodiversity and landscape connectivity but faces increasing pressure from agricultural expansion and wildfires.

The Pantanal wetlands, the world's largest tropical wetland system, form the southern ecological anchor of the Grand Arch landscape. Seasonal flood pulses regulate regional water cycles and influence climate patterns that affect both the Chiquitano forests and the southwestern Amazon. By maintaining hydrological connectivity and buffering climate extremes such as droughts and fires, the Pantanal strengthens the resilience of the broader forest-wetland mosaic.

Against this backdrop, Aktion Amazonas focuses its efforts on protecting forests, wetlands, and ecological connectivity across the Grand Arch, while supporting the communities whose stewardship is essential for safeguarding these landscapes.

CONNECTIVITY: CROSS-BORDER CONSERVATION & REGIONAL COORDINATION

Towards 2030, AKAM will consolidate this connectivity objective by gradually **expanding its geographic presence in priority rainforest regions and strengthening strategic partnerships** to support cross-border conservation efforts. This will reinforce the organisation's position within the Grand Arch and enable a more coherent and coordinated regional conservation approach in line with its engagement in SAFCA. Within this framework, AKAM will work to further strengthen and expand SAFCA as a key platform for regional collaboration and landscape-scale conservation, while positioning the alliance within broader regional coalitions.



[Photo: Toke F. Nyborg]

PROGRAMMATIC LEVEL

AKAM will apply a pillar-based framework, supported by cross-cutting enablers, to guide conservation across geographies and partnerships.

Each pillar targets a distinct dimension of conservation: Protecting ecosystems from immediate threats, strengthening the socio-ecological foundations that sustain conservation over time, and restoring biodiversity and ecological integrity across connected landscapes. **Together, they form a coherent pathway for achieving durable conservation impact.**

The two cross-cutting enablers complement this framework by providing the institutional, social, and knowledge foundations required for conservation efforts to succeed and endure.

By strengthening governance systems, civic participation, environmental awareness, and long-term stewardship, these enablers ensure that outcomes are socially anchored, institutionally supported, and sustained over time.

THE PROTECTION PILLAR

Safeguarding ecosystems, territories, and rights

This pillar addresses illegal and institutional threats to ecosystems and territories, including illegal logging, extractive industries, and land grabbing. Land grabbing often involves fraudulent land claims, encroachment into Indigenous territories, and progressive forest clearing to establish de facto control.

The programme strengthens territorial protection systems that enable early detection of threats, credible documentation of environmental crimes, and coordinated institutional responses. Through community-based monitoring, spatial analysis, and participatory territorial mapping, it generates reliable evidence that supports enforcement processes and protects community land rights.

Operating on an immediate time horizon, the pillar prevents irreversible ecological damage, strengthens territorial security, and reinforces accountability for illegal activities affecting forests and community territories. All activities are implemented in close collaboration with Indigenous Peoples and local communities as frontline territorial stewards.

Detecting, documenting, deterring, and responding to environmental crimes and land encroachment through community-based monitoring, spatial technologies, and participatory territorial mapping, ensuring that violations are identified early and addressed through coordinated legal and institutional responses.



Integrated Approach

COMMUNITY SURVEILLANCE TEAMS (PATROLS)

Function: Detection, early warning, and territorial presence

Community surveillance teams form the operational backbone of territorial monitoring. Indigenous and rural communities are supported in establishing, equipping, and training structured patrol units that systematically monitor their territories using standardised reporting tools, participatory mapping, and georeferenced photos and videos. Patrols document environmental crime or destructive land-use activities that threaten forests and Indigenous territories such as territorial encroachment, illegal logging, mining, and forest clearing for agricultural expansion. This structured monitoring generates primary, verifiable evidence while ensuring continuous territorial presence. Surveillance teams enable rapid detection and documentation of environmental crimes and destructive activities, contributing to deterrence by reinforcing territorial governance and control. Community surveillance teams are further supported in using formal reporting mechanisms so that documented violations can be formally submitted and acted upon by competent authorities.

REMOTE SENSING AND GIS-BASED ANALYSIS

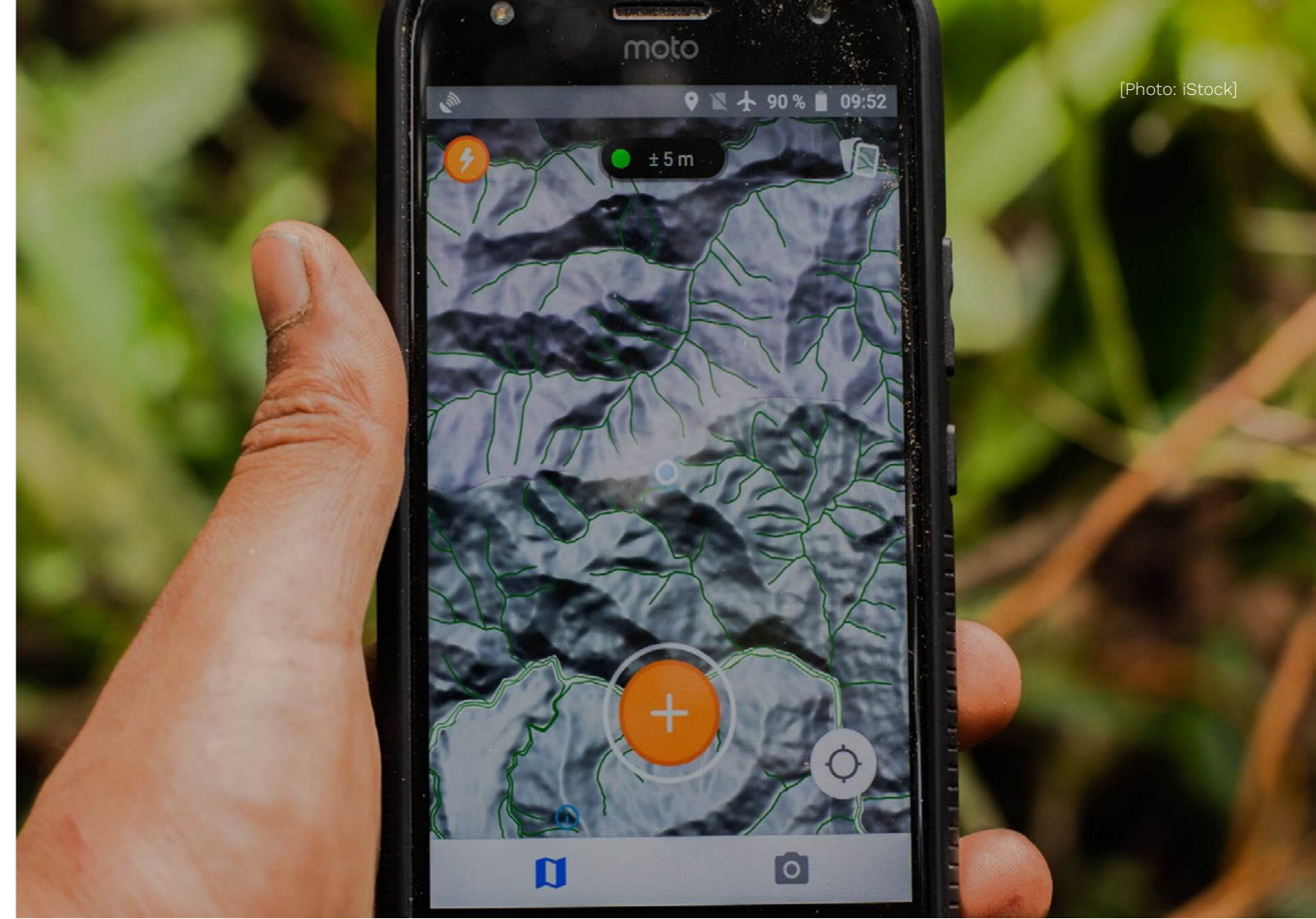
Function: Verification and evidence generation

Remote sensing and GIS systems verify and analyse field observations to produce legally credible evidence. Satellite imagery, drone surveys, and spatial analysis platforms detect changes in forest cover, illegal mining expansion, fire occurrence, and infrastructure encroachment. Spatial analyses and technical reports are shared with environmental authorities, prosecutors, and law enforcement agencies to support investigations and enforcement actions. Capacity building in spatial monitoring also strengthens institutional ability to detect and respond to environmental crimes.

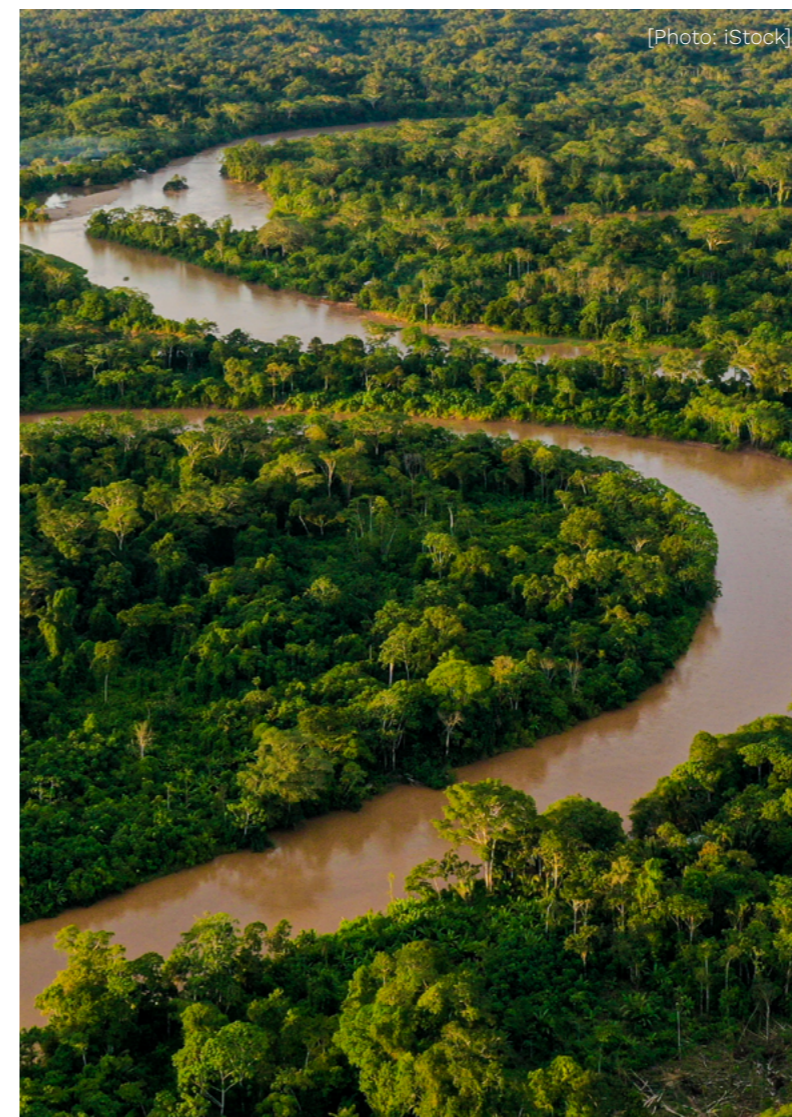
TERRITORIAL MAPPING

Function: Long-term territorial security

Participatory territorial mapping strengthens long-term territorial protection by documenting land use, cultural sites, and territorial boundaries. Communities develop their own maps using participatory methods and digital tools, generating spatial evidence that supports territorial defence, legal recognition, and prevention of land grabbing. These maps reinforce territorial legitimacy, strengthen community governance, and provide a foundation for long-term territorial security.



[Photo: iStock]



[Photo: iStock]



[Photo: Claudia Bealunde]

THE RESILIENCE PILLAR

Building the socio-ecological foundation

Strengthening adaptive capacity and long-term ecosystem functionality.

This pillar strengthens the socio-ecological foundations that enable communities and ecosystems to remain functional under increasing climate and environmental pressures. While the Protection pillar addresses immediate threats, the Resilience pillar focuses on reducing structural vulnerability and strengthening the long-term capacity of landscapes and communities to cope with environmental change.

By strengthening local governance, adaptive resource management, and diversified livelihood systems, the pillar supports communities in managing climate variability, environmental degradation, and economic shocks while maintaining essential ecosystem functions.

Diversifying local economies, securing sustainable water systems, and strengthening wildfire preparedness in order to reduce climate vulnerability and stabilize socio-ecological systems.

Operating on a long-term time horizon, the pillar enables communities and ecosystems to absorb shocks, adapt to changing environmental conditions, and maintain essential ecological and socio-economic functions under increasing climate and market pressures.

Integrated Approach

ECOSYSTEM-BASED INCOME MODELS

Function: Economic diversification and ecosystem-compatible livelihoods

Ecosystem-based income models are grounded in participatory mapping of natural resources, land use, and ecosystem functions. Livelihood initiatives are aligned with ecological carrying capacity, community priorities, and sustainable management principles, ensuring that income generation reinforces rather than depletes ecological integrity. Together with communities, the programme develops income-generating activities based on sustainable wild fruit harvesting, beekeeping, agroforestry, and small-scale fisheries. Organisational strengthening, market analysis, quality improvement, and responsible buyer linkages enhance both climate resilience and market resilience while reducing pressure on forests and ecosystems.

WATER SECURITY

Function: Securing essential ecosystem services and community resilience

Water security is strengthened through context-appropriate infrastructure and measures to reduce contaminated runoff in mining-affected areas. Interventions are guided by participatory mapping of water sources and pollution points to ensure hydrologically sound and locally relevant solutions. Local water committees are established and strengthened to promote community-led governance, infrastructure maintenance, and ecosystem protection. Participatory water quality monitoring supports adaptive management and long-term sustainability.

WILDFIRE PREPAREDNESS

Function: Climate risk reduction and landscape resilience

Wildfire preparedness is integrated into resilience planning through participatory risk mapping, early warning systems, and community brigades trained in prevention, response, and recovery. Practical measures such as firebreaks and small water reservoirs reduce vulnerability to increasingly severe fire seasons.



[Photo: Aktion Amazonas]



[Photo: Aktion Amazonas]

THE BIODIVERSITY PILLAR

Securing ecological integrity

Restoring ecological integrity and viable wildlife populations.

This pillar contributes to restoring ecological integrity by creating the ecological conditions necessary for species recovery. It combines ecological knowledge generation, ecosystem restoration, and species protection to address the drivers of biodiversity decline.

By strengthening scientific and community-based knowledge, restoring and reconnecting degraded habitats, and reducing human-caused wildlife mortality, the programme supports the stabilisation and gradual recovery of wildlife populations while maintaining functional and connected ecosystems.

Generating ecological knowledge, restoring and reconnecting native habitats, and protecting wildlife populations to enable species recovery and strengthen ecological integrity across connected forest landscapes.

Operating on a generational time horizon, the pillar enables communities and partners to monitor biodiversity, restore ecosystems, and safeguard wildlife populations while strengthening long-term stewardship.



Integrated Approach

SPECIES MONITORING & ECOLOGICAL KNOWLEDGE

Function: Knowledge foundation for conservation planning

Species monitoring establishes the scientific basis for biodiversity conservation and recovery. Through camera trap networks, participatory mapping, structured biodiversity observation, and spatial analysis, the programme generates systematic data on wildlife presence, movement patterns, behaviour, and habitat use. These data support population assessments, identification of threatened species, and analysis of ecological trends over time. The knowledge generated informs conservation planning, restoration priorities, habitat connectivity strategies, and adaptive management, while strengthening community participation in biodiversity monitoring and stewardship.

ECOSYSTEM RESTORATION & HABITAT CONNECTIVITY

Function: Habitat recovery and landscape connectivity

Ecosystem restoration rebuilds degraded habitats and strengthens ecological connectivity across forest landscapes. Approaches include passive protection, assisted natural regeneration, and active restoration in severely degraded areas. Native species nurseries and community restoration hubs support seed collection, propagation, planting, and long-term ecosystem recovery. Restoration is guided by ecological baseline assessments and supported by monitoring systems tracking vegetation recovery, habitat complexity, and ecosystem functionality. By restoring and reconnecting habitats, the programme enables species movement, genetic exchange, and long-term population viability.

HUMAN-WILDLIFE COEXISTENCE & SPECIES PROTECTION

Function: Long-term species persistence

Species protection strengthens conditions for long-term coexistence between communities and wildlife, particularly in areas affected by conflict-prone species such as jaguars. Using evidence generated through monitoring, the programme supports non-lethal conflict mitigation measures, improved livestock management, community training, and locally adapted protection strategies grounded in scientific and traditional ecological knowledge. These measures reduce human-caused wildlife mortality, strengthen community stewardship, and ensure that recovering species populations can persist over time within shared landscapes.



THE GOVERNANCE ENABLER

Civic space & institutional strengthening

Civic space and governance are understood as cross-cutting enablers that strengthen the ability of Indigenous Peoples, local communities, and civil society organisations to exercise their rights, participate meaningfully in decision-making processes, and influence the governance systems shaping their territories and natural resources.

Through capacity strengthening, institutional support, and practical engagement, the programme supports community organisations, Indigenous governance structures, producer groups, and civil society organisations in strengthening organisational effectiveness, advocacy capacity, and evidence-based engagement with public authorities.

Within the **Protection pillar**, strengthened governance enables communities to engage authorities on territorial protection, environmental law enforcement, and land-use planning.

Within the **Resilience pillar**, governance capacity supports community engagement in policies related to sustainable livelihoods, water governance, wildfire prevention, and adaptive resource management.

Within the **Biodiversity pillar**, stronger civic space enables communities and civil society organisations to advocate for habitat protection, wildlife conservation, and sustainable landscape management.

By strengthening communities' ability to engage in governance processes and hold institutions accountable, this enabler helps ensure that conservation outcomes are recognised, supported, and sustained within formal policy and institutional frameworks.

As a cross-cutting enabler, civic space and governance reinforce all programme pillars by enabling communities not only to respond to immediate threats but also to influence the policies, decisions, and institutional practices shaping long-term territorial and environmental outcomes. This strengthens local ownership, democratic participation, and the sustainability of conservation results beyond the duration of individual projects.





[Photo: Toke F. Nyborg]

THE EDUCATION ENABLER

Environmental stewardship & community engagement

Education and stewardship are understood not as standalone objectives but as strategic enablers that strengthen and sustain outcomes under the pillars of Protection, Resilience, and Biodiversity.

Environmental education, youth engagement, and community awareness are essential to ensuring that conservation gains are durable over time. By strengthening environmental literacy and fostering a culture of collective responsibility, education supports behavioural change, intergenerational continuity, and long-term local ownership of conservation processes.

Within **Protection**, education strengthens civic awareness, rights literacy, and community engagement, contributing to informed participation in governance processes and improved accountability mechanisms.

Within **Resilience**, education enhances adaptive capacity by equipping communities with knowledge and skills to manage water resources, sustainable livelihoods, wildfire risk, and ecosystem restoration under changing environmental conditions.

Within **Biodiversity**, education reinforces stewardship, promotes understanding of species' ecological roles, and strengthens community support for habitat conservation and human-wildlife coexistence.

Through environmental education in schools, the establishment of community learning hubs, and locally driven awareness initiatives, Aktion Amazonas connects ecological knowledge with cultural identity and lived realities. Youth engagement is prioritised to ensure intergenerational continuity and long-term commitment to forest protection.

By positioning education and stewardship as cross-cutting approaches rather than standalone pillars, Aktion Amazonas ensures that conservation efforts remain socially anchored, institutionally embedded, and sustained beyond individual project cycles.

STRUCTURAL LEVEL

While territorial action remains central to forest protection, the long-term future of tropical forests is also shaped by global political, economic, and societal systems.

Towards 2030, AKAM is therefore strengthening its role as a science-based organisation, systematically building its capacity for data generation, analysis, and applied knowledge as a foundation for influencing these structural drivers.

From Denmark, Aktion Amazonas translates field-based evidence, spatial data, and community-generated knowledge into targeted structural engagement. This includes advancing evidence-based policy processes, promoting responsible market transformation, and mobilising public support for forest-positive outcomes.



ADVOCACY: GREEN POLICY & GOVERNANCE ENGAGEMENT

Aktion Amazonas mobilises public support and engages in structured dialogue with policymakers, institutions, and civil society networks at national, European, and international levels. We contribute to strengthening environmental regulation, accountability mechanisms, and international frameworks related to forests, biodiversity, land use, climate, and sustainability. Our advocacy is grounded in programme-generated evidence.

MARKETS: RESPONSIBLE MARKETS & SUSTAINABLE VALUE CHAINS

Aktion Amazonas facilitates access to responsible international markets and promotes forest-positive sourcing practices. We engage ethical buyers and private sector actors, strengthen transparency and traceability in supply chains, and support compliance with relevant sustainability and trade regulations.

By linking organised producer groups in South America to accountable global markets, we reinforce economic incentives for conservation and help ensure that forest protection becomes economically viable over time.

Through targeted communication and consumer engagement in Europe, we promote responsible consumption and awareness of forest-friendly products, aligning market demand with conservation outcomes.

ENGAGEMENT: PUBLIC ENGAGEMENT & YOUTH LEADERSHIP

Through communication campaigns and educational initiatives, Aktion Amazonas raises awareness of global environmental challenges and the links between everyday choices and forest protection.

We promote youth participation and leadership across Europe and support the integration of environmental perspectives into Danish educational settings. These efforts strengthen long-term civic engagement and build broader societal commitment to sustainability and environmental justice.



SCIENCE: DATA, TECHNOLOGY & KNOWLEDGE SYSTEM

A defining priority of AKAM's 2030 strategy is to operate as a science-based organisation with a strong focus on data generation, analysis, and applied knowledge. This includes strengthening collaboration with universities and research institutions, deploying cutting-edge technologies such as remote sensing and GIS and building integrated data systems that combine satellite data, spatial analysis, and community-generated monitoring.

These efforts enable AKAM to inform conservation planning at landscape scale, advance evidence-based public policy and governance frameworks, and document and communicate conservation impact through accessible, high-quality data visualisations and analytical tools.

By translating complex environmental data into actionable knowledge, AKAM strengthens both field implementation and its ability to influence decision-making at national, European, and global levels.

CONSERVATION APPROACH

AKAM's conservation approach is rooted in long-term commitment and the understanding that lasting forest protection depends on landscape connectivity, strong local stewardship, and coordinated action across scales. The approach aligns with Nature-based Solutions (NbS) and contributes to the Kunming–Montreal Global Biodiversity Framework, including Target 3 (30x30).

AKAM maintains a boots-on-the-ground presence in strategically selected landscapes where interventions can generate catalytic and lasting impact. These function as demonstration areas for developing, refining, and replicating effective approaches to territorial protection, resilience, and biodiversity conservation.

The work is grounded in long-term partnerships with Indigenous Peoples, local communities, and civil society organisations as rights-holders and primary stewards of forest ecosystems. Through equitable collaboration, capacity strengthening, and joint strategy development, AKAM supports territorial protection and governance systems that sustain conservation outcomes.

At the same time, AKAM deliberately partners with strong, well-established civil society organisations with national or regional scope and the capacity to operate across geographies and thematic areas. These partners play a key role in coordinating complex interventions, convening stakeholders, and linking local action to broader policy processes. This reflects AKAM's approach to locally led development: combining strong local anchoring with partners capable of strengthening and connecting a wider ecosystem of actors.

AKAM's approach towards 2030 is guided by a rights-based and gender-responsive framework, promoting participation, equity, and accountability. By strengthening inclusive governance and leadership - particularly among women, youth, and marginalised groups - AKAM contributes to conservation processes that are socially just and sustainable over the long term.

AKAM operates strategically within the South American Forest Conservation Alliance (SAFCA), collaborating with regional partners to coordinate cross-border efforts and strengthen collective impact.



STRATEGIC SUMMARY

WHAT TO ACHIEVE CORE VISION

Connected tropical forest landscapes where biodiversity thrives, communities exercise territorial leadership, and ecosystems remain resilient and functionally intact for future generations.

1

WHERE WE WORK LANDSCAPE LEVEL: CONNECTIVITY APPROACH

Strategic Geography: Grand Arch of Tropical Forests (Amazon, Chiquitano and Pantanal eco-regions)

Operational Level: Territorial Units (Indigenous territories, protected areas, and connectivity landscapes)

Strategic Objective: Secure and restore functional ecological connectivity across interconnected forest and wetland landscapes.

Strategic Result: Landscape-scale ecological integrity, climate stability, and biodiversity persistence.

2

WHAT WE DO FIELD LEVEL: THREE CONSERVATION PILLARS

Our conservation work in South America is guided by three mutually reinforcing pillars that together form a coherent pathway for lasting conservation impact.

THE PROTECTION PILLAR focuses on defending ecosystems and communities against immediate and escalating threats.

THE RESILIENCE PILLAR focuses on strengthening adaptive capacity and long-term ecosystem functionality.

THE BIODIVERSITY PILLAR focuses on restoring ecological integrity and viable wildlife populations.

Result: Together, these pillars ensure that immediate threats are addressed, socio-ecological systems become more resilient, and biodiversity is conserved and restored across connected landscapes.

3

HOW CONSERVATION IS ANCHORED CROSS-CUTTING FOUNDATION: RIGHTS, EQUITY & LOCAL OWNERSHIP

These principles underpin all interventions:

- Rights-based conservation approach
- Indigenous territorial rights recognition and defence
- Gender equity and inclusive participation
- Locally led development and decision-making
- Transparent and accountable governance

Result: Legitimate, equitable, and sustainable conservation outcomes.

4

HOW CONSERVATION IS DELIVERED IMPLEMENTATION LEVEL: PARTNERSHIP MODEL

Locally led implementation through strategic partnerships:

Core actors; Indigenous Peoples and local communities, civil society partners, and SAFCA alliance organisations.

AKAM's role: Enabling and strengthening locally led conservation through technical and scientific support, capacity strengthening and institutional development, remote sensing and monitoring systems, international advocacy and policy engagement, and access to responsible markets and funding.

Result: Durable, scalable, and locally anchored conservation systems.

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HOW AKAM SCALES AND SUSTAINS IMPACT STRUCTURAL LEVEL: GLOBAL LEVERAGE AND SYSTEMIC IMPACT

AKAM amplifies field results through:

Evidence-based policy engagement → *influences decision-makers*

Responsible market access → *creates economic incentives for conservation*

Public engagement and youth leadership → *builds long-term societal support*

Result: Field-based conservation translates into policy change, market transformation, and sustained societal support.

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STRATEGY 2026-2030

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