

STRATEGY 2026-2030

AKTION AMAZONAS!

[Photo: iStock]

INTRO TO AKTION AMAZONAS

Aktion Amazonas is an environmental organisation working through partnerships to conserve nature in South America.

We place equal emphasis on supporting conservation action on the ground and addressing the underlying drivers of deforestation and ecosystem degradation.

Our mission is to build partnerships that connect local action with global change to protect and restore South America's forests and wetlands.

Our vision is a future where vast, connected tropical forests and wetlands retain their ecological integrity, sustain biodiversity, and support a stable global climate, while the communities who live in and depend on these landscapes thrive through sustainable and regenerative development.

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.

Rights, gender equity, local ownership, and accountability underpin all programmes. Education and governance strengthening 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%. This assessment reflects progress in conservation work and the 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.

[Photo: iStock]

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.

[Photo: Claudia Bealunde]

STRATEGIC DIRECTION 2026-2030

AKAM's **strategic direction towards 2030** is structured around two complementary dimensions: a strategic track focused on strengthening the organisation's contribution 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. Securing a Strategic Partnership Agreement (SPA) with the Danish Ministry of Foreign Affairs is a central objective for strengthening AKAM's long-term financial stability and its capacity to sustain conservation partnerships.

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 Grand Arch of Tropical Forests continues to serve as a strategic framework that creates relevance and distinctiveness while guiding priorities for biodiversity conservation. 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 connected forest and wetland landscapes.
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 clear and structured framework to guide conservation efforts across geographies and partnerships. The framework organises territorial conservation in South America around three mutually reinforcing pillars: *Protection, Resilience,* and *Restoration*. Each pillar defines a distinct area of intervention, while their complementary roles connect territorial protection with sustainable livelihoods and ecological recovery.
This provides a more consistent and long-term basis for conservation design, partnership selection, and implementation. It also strengthens the visibility of AKAM's approach and supports coherent delivery, clearer results, and the adaptation of effective approaches across landscapes.

At the **STRUCTURAL LEVEL,** AKAM will strengthen its role in addressing the global drivers of deforestation through policy engagement, responsible market approaches, public participation, and applied science, linking territorial priorities in South America with wider opportunities for action.

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)

AKAM will work to qualify for a Strategic Partnership Agreement (SPA) with the Danish Ministry of Foreign Affairs before the end of the strategy period. An SPA would provide a more stable, multi-year financial foundation for retaining capacity, sustaining partnerships, and scaling long-term conservation impact.

To support this ambition, AKAM will strengthen its institutional capacity, governance, financial resilience, and strategic positioning, while continuing to diversify funding across institutional donors, foundations, private-sector partnerships, and membership contributions. AKAM will also strengthen its profile as a credible MFA partner by demonstrating results across landscapes and partnerships and linking field-based conservation with policy engagement.

As SPA eligibility requires a presence in Africa, directly or through a consortium, AKAM will seek relevant consortium partnerships that allow the organisation to contribute its expertise in locally led conservation, sustainable livelihoods, and environmental governance. South America and the Grand Arch will remain AKAM's core geographic focus, and any expansion will be proportionate to available capacity and resources.

[Photo: iStock]

LANDSCAPE LEVEL

AKAM's strategic area of focus is the **Grand Arch of Tropical Forests** 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 strengthen the conservation and sustainable management of a connected mosaic of forests, wetlands, and other native ecosystems.

Why the central and western Amazon

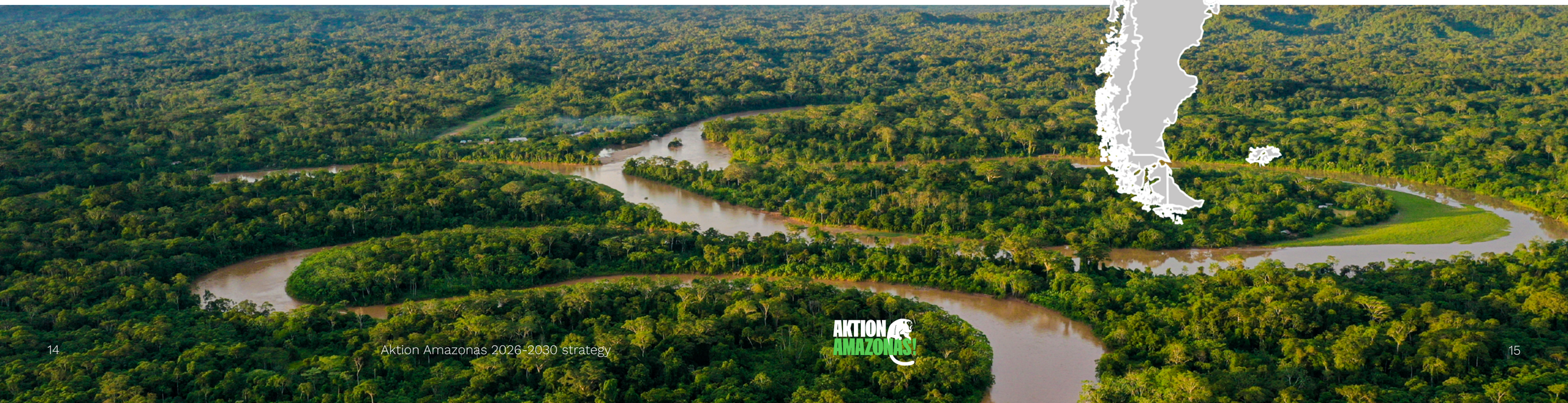
The original extent of the Amazon biome exceeded 647 million hectares, of which more than 85 million hectares had been lost by 2022 - around 13% of the original forest area. These estimates refer to the Amazon biome and the period up to 2022; forest loss is uneven across this geography:

Forest loss is estimated at around 31% in the eastern Amazon, around 11% in the central Amazon, and just over 6% in the western Amazon.



The Grand Arch

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



[Photo: iStock]

These regional differences indicate distinct conservation needs and should not be interpreted as uniform ecological thresholds.

These differences highlight the central and western Amazon as critical strongholds for long-term ecosystem stability. Aktion Amazonas therefore prioritises the protection of relatively intact forests alongside threatened areas that are essential to maintaining or restoring ecological connectivity.

This combines prevention of further forest loss with targeted protection and recovery across the wider Amazon system and the connected Chiquitano and Pantanal landscapes.

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.

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.
Geographic expansion will be prioritised according to conservation needs, partner capacity, and the resources required for long-term engagement.



[Photo: Toke F. Nyborg]

PROGRAMMATIC LEVEL

Aktion Amazonas (AKAM) works through three mutually reinforcing pillars: Protection, Resilience, and Restoration. Together, they connect ecosystem and territorial protection with sustainable livelihoods and the recovery of degraded landscapes. Local leadership, environmental knowledge, and community participation support all three pillars, while AKAM's work on advocacy, markets, engagement, and science strengthens their wider impact.

AKAM's approach is based on the connection between communities' ability to manage their territories sustainably and their capacity to defend them. Forests and functioning ecosystems must provide tangible benefits, including income, food, water, cultural continuity, and opportunities for future generations. Sustainable livelihoods, secure rights, strong local organisations, community monitoring, and wildfire preparedness together strengthen long-term territorial stewardship.

Where ecosystems are degraded, restoration helps rebuild biodiversity, water security, connectivity, and resilience. Across all three pillars, AKAM recognises the economic aspirations, rights, cultures, and knowledge of Indigenous Peoples and local communities. Approaches are adapted to local circumstances, with particular safeguards for highly vulnerable communities and Indigenous Peoples in voluntary isolation.

[Photo: iStock]

THE PROTECTION PILLAR

Safeguarding ecosystems, territories, and rights

Protection strengthens the ability of Indigenous Peoples and local communities to defend their territories against environmental crime, destructive land use, and wildfire. Threats include illegal logging and mining, land grabbing, unauthorised settlements, and encroachment associated with agricultural or infrastructure expansion. Weak enforcement and inadequate recognition of territorial rights can allow these pressures to persist.

AKAM and its partners connect territorial presence and early warning with reliable documentation, community organisation, and coordinated responses from competent authorities. The aim is to prevent ecological damage, strengthen territorial security, and improve accountability. By preventing deforestation and forest degradation, protection also helps maintain forest carbon stocks and contributes to climate change mitigation. The pillar builds lasting protection capacity through three connected areas of work.



Integrated Approach

SURVEILLANCE
Detection, documentation, and territorial presence

Community surveillance teams form the operational backbone of territorial monitoring. Partners support communities in organising, equipping, and training patrols to monitor their territories through standardised reporting, participatory mapping, and georeferenced photographs and video. This work documents encroachment and destructive activities while maintaining a regular presence in threatened areas.
Field observations are combined, where relevant, with satellite imagery and spatial analysis through AKAM's science work and partner monitoring systems. Together, these sources help identify changes, verify reports, and guide follow-up. Communities are also supported in using formal reporting channels so that documented violations can inform investigations and legal or administrative action by competent authorities.

LEADERSHIP
Territorial governance, rights, civic participation, and institutional accountability

Strong local leadership enables communities to turn knowledge of threats into collective action. AKAM supports community organisations, Indigenous governance structures, and civil society partners in strengthening their organisation, rights awareness, advocacy, and engagement with public authorities. This includes participation in land-use planning, defence of territorial rights, and efforts to secure effective responses to environmental violations. Strengthening civic space and institutional accountability helps local priorities influence the decisions that shape territories beyond individual project cycles.
This territorial work connects with AKAM's structural advocacy. Partners' national and regional policy work and AKAM's engagement in Denmark, Europe, and international forums can reinforce each other, advancing local priorities, territorial rights, and institutional accountability.

WILDFIRE PREPAREDNESS
Prevention, early response, and territorial protection

Wildfire preparedness combines participatory risk mapping, early warning, community coordination, and brigades trained and equipped for safe prevention and response. Locally appropriate measures, including firebreaks and strategically located water reserves, strengthen preparedness before the fire season.
When fires exceed local capacity, established links with public authorities and other response organisations help mobilise additional support. After a fire, damage assessments inform recovery priorities under the Resilience and Restoration pillars. In this way, preparedness and response form part of a continuous effort to reduce risk and protect communities and ecosystems.


[Photo: iStock]


[Photo: iStock]


[Photo: Claudia Bealunde]



[Photo: Claudia Bealunde]

THE RESILIENCE PILLAR

Building livelihoods, knowledge, and capacity for climate adaptation and forest stewardship

Resilience strengthens communities' ability to sustain their livelihoods, adapt to climate change, and manage and protect the ecosystems on which they depend. Climate-resilient income opportunities and locally grounded knowledge and education programmes are central to AKAM's approach to adaptation and conservation. Together, they build the practical capacity and incentives to maintain standing forests and functioning ecosystems, supported by territorial protection and targeted work on water management and restoration.

AKAM works with partners to connect sustainable production with understanding of forest functions and informed decisions about natural resources. Diversified livelihoods, healthy ecosystems, and stronger local organisation can help communities respond to drought, changing rainfall, extreme temperatures, and economic shocks. This work reinforces Protection by strengthening the capacity and motivation to defend territories, and Restoration by building support for recovering the ecological foundations of local livelihoods.

Integrated Approach

ECOSYSTEM-BASED INCOME MODELS
Sustainable livelihoods and economic value from standing forests

Livelihood initiatives begin with community priorities and assessments of natural resources, ecological limits, and market opportunities. The aim is to strengthen reliable household incomes while maintaining the ecosystems that support production.
Non-timber forest products are central to this approach, alongside options such as shade-grown coffee, beekeeping, agroforestry, and small-scale fisheries. These activities are combined with sustainable management practices that maintain biodiversity and ecosystem functions.
AKAM also supports viable value chains through stronger producer organisations, product quality, processing, diversification, and market information. Its structural work on Markets complements this by connecting producers with responsible buyers and addressing barriers to market access.

ENVIRONMENTAL AWARENESS AND LEARNING
Understanding the value of forests and applying knowledge in practice

Sustainable production is combined with learning about the ecological functions that support it. Understanding how forests regulate water, protect soils, moderate climate, and sustain biodiversity helps communities make informed management decisions and strengthen resilience.
Forests also hold cultural and social value through traditions, knowledge, language, and connections to ancestral territories. AKAM supports opportunities to sustain and renew this knowledge while recognising that cultures and livelihoods evolve.
Environmental learning is embedded in broader capacity building across all three pillars, linking knowledge with practical skills and opportunities for action, with particular attention to young people, intergenerational exchange, schools, and teachers.

WATER SECURITY
Reliable water access and sustainable resource management

Water security combines protection of water sources and catchments with infrastructure adapted to local conditions. Participatory mapping of sources, seasonal availability, and pollution risks helps identify priorities and guide interventions, including in areas affected by mining or other sources of contamination.
Local water committees and community organisations are supported in managing water resources, maintaining infrastructure, and protecting surrounding ecosystems. Participatory water monitoring helps identify risks and inform decisions. These measures connect essential household and production needs with the protection and restoration of the landscapes that sustain water availability and quality.


[Photo: Aktion Amazonas]


[Photo: Aktion Amazonas]

[Photo: iStock]

THE RESTORATION PILLAR

Recovering native ecosystems and reconnecting habitats

Restoration addresses the ecological damage left by deforestation, wildfire, and other forms of land degradation. Working with Indigenous Peoples and local communities, AKAM and its partners seek to recover native vegetation, rebuild ecosystem functions, and strengthen connections between remaining habitats.

Restoration priorities are informed by local knowledge and ecological assessments, including the condition of soils and vegetation, nearby seed sources, and opportunities to reconnect habitats. Interventions are linked to protection and sustainable management so that recovering areas are safeguarded from renewed disturbance. Long-term monitoring supports adaptive management and helps assess progress towards functional ecosystems and viable wildlife populations.



Integrated Approach

ECOSYSTEM RESTORATION AND HABITAT CONNECTIVITY
Locally adapted regeneration and landscape recovery

Restoration combines natural regeneration, assisted natural regeneration, and active intervention according to local conditions. Where recovery can proceed naturally, the priority is to remove pressures and protect regrowth. Where seed sources or suitable conditions are lacking, partners and communities support recovery through native seed collection, propagation, direct seeding, and tree planting.

Practical approaches may include locally tested seed balls or other direct seeding methods, planting native trees where active intervention is needed, and installing bird perches or habitat features that encourage natural seed dispersal. Community nurseries and restoration hubs can provide planting material, local knowledge, and continuity in maintenance and monitoring. Methods are selected and adjusted according to site conditions and evidence of establishment and survival.

By restoring degraded areas and strengthening habitat connections, these efforts support species movement, ecological interactions, and long-term recovery. AKAM's structural science work contributes biodiversity monitoring and spatial analysis to help partners identify priorities and track changes in vegetation, habitat structure, and wildlife use. Restoration thus reinforces the ecological foundations of resilient livelihoods while extending the benefits of territorial protection across connected landscapes.


[Photo: iStock]



[Photo: Maia Galmes]


[Photo: ACEAA]



STRUCTURAL LEVEL

Territorial action is central to conservation, but its long-term success also depends on political decisions, market relationships, public engagement, and access to useful knowledge beyond individual landscapes. AKAM connects its field partnerships with work on advocacy, responsible markets, public engagement, and science to address these wider influences.

Towards 2030, AKAM will strengthen its contribution as a Danish organisation through technical expertise, applied knowledge, and strategic partnerships. Programme management and monitoring, evaluation, accountability, and learning (MEAL) remain essential responsibilities, while a growing share of AKAM's added value will come from connecting territorial knowledge with regional analysis, European policy processes, responsible buyers, and public audiences.

This work is developed with South American partners and through alliances such as SAFCA. Partners' local knowledge and priorities inform the wider agenda, while AKAM contributes connections, analysis, and communication that can support action across countries and institutions. The four structural areas are Engagement, Advocacy, Markets, and Science. Science supports both the other structural areas and conservation planning and implementation under all three programme pillars.







[Photo, left: Toke Nyborg]
[Photo, middle: iStock / Joa Souza]
[Photo, right: FCBC]

ENGAGEMENT AND PUBLIC PARTICIPATION

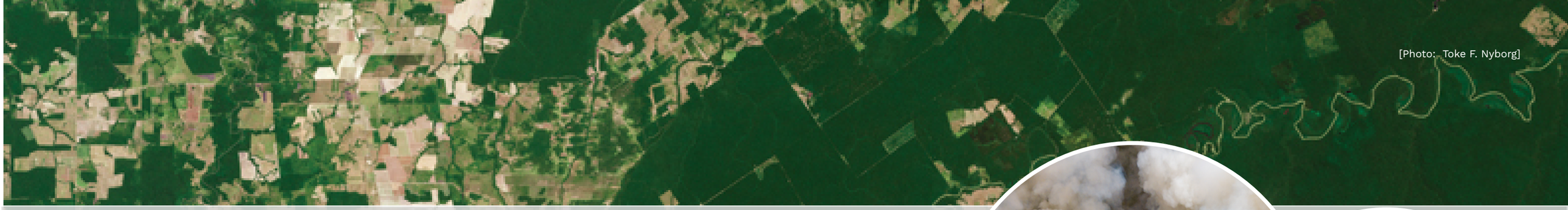
AKAM connects the protection of South American forests with the interests and everyday lives of people in Denmark and Europe. Many people have limited opportunities to engage meaningfully with global development and environmental issues, creating a gap between general awareness and active participation. AKAM's engagement work seeks to narrow that gap.
Through communication, education, and public activities, AKAM makes the connections between consumption, production, biodiversity, rights, and local livelihoods accessible and relevant. The aim is not only to inform, but to create constructive, nuanced, and action-oriented spaces where people can explore global challenges and consider their own role in them.
Engagement creates pathways from awareness to participation through dialogue, learning, volunteering, and practical action. Particular attention is given to young people and to collaboration with educational institutions and other organisations that can reach wider audiences and help build sustained public engagement in forest conservation and environmental justice.

ADVOCACY AND GOVERNANCE

AKAM translates evidence from its programmes, partners, and scientific work into dialogue with policymakers, public institutions, and civil society networks in Denmark, Europe, and international forums. Priorities include forests, biodiversity, land use, climate, territorial rights, and accountability for environmental harm.
By connecting territorial experience with wider policy debates, AKAM helps bring partner perspectives and documented conservation challenges into decision-making. Advocacy seeks to strengthen the policies, institutional practices, and financing conditions that enable communities and local organisations to protect and manage their territories over time.

MARKETS AND SUSTAINABLE VALUE CHAINS

AKAM connects sustainable production in South America with responsible market opportunities, including in Denmark and Europe. Building on livelihood initiatives under Resilience, this work brings together producer organisations, buyers, and other actors to address barriers to viable and conservation-compatible trade.
Priorities include traceability, transparency, appropriate quality standards, and fair, durable commercial relationships. AKAM supports partners in understanding relevant sustainability and trade requirements and works with buyers whose commitments align with ecological limits and community priorities. Communication and consumer engagement help build understanding of how purchasing choices and supply chains are linked to forests and livelihoods.



[Photo: Toke F. Nyborg]

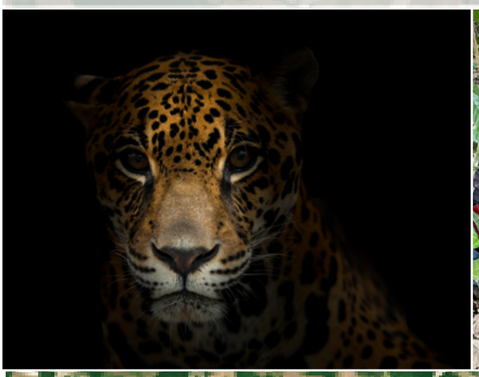
SCIENCE: DATA, TECHNOLOGY & KNOWLEDGE SYSTEM

AKAM will strengthen its capacity to generate, analyse, and communicate environmental knowledge in support of conservation action, partner priorities, and policy engagement. This includes combining field-based knowledge with biodiversity monitoring, spatial analysis, research, and other relevant technologies to better understand ecological change and environmental threats.

The aim is to turn data into applied knowledge that can inform territorial protection, sustainable livelihoods, water management, restoration, and responses to pressures such as deforestation, wildfire, climate change, and extractive activities. Priorities will be developed with partners and based on conservation needs, complementary expertise, and available resources.

AKAM will strengthen collaboration with universities, research institutions, and other knowledge organisations, while building its own capacity to coordinate analysis across landscapes and countries. Shared approaches to data, interpretation, and use will ensure that knowledge generated through this work is relevant and accessible to local partners.
Research findings and accessible knowledge products will connect evidence from partner territories with regional and international debates on forest conservation.











[Photo: iStock]

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 sustained field engagement through its partners and regular collaboration in strategically selected landscapes where interventions can contribute to lasting conservation outcomes. 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 and local communities as territorial rights-holders and stewards, supported by civil society organisations with complementary expertise and implementation capacity. 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 ACHIVE
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.
Contribution: Landscape-scale ecological integrity, climate regulation, and biodiversity conservation.

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, territories, and rights through monitoring, local organisation, and wildfire preparedness.
THE RESILIENCE PILLAR strengthens sustainable livelihoods, environmental learning, water security, and capacity to adapt to change.
THE RESTORATIONS PILLAR focuses on recovering native ecosystems, ecological functions, and habitat connectivity.

Result: Together, these pillars help address immediate threats, strengthen socio-ecological resilience, and conserve and restore biodiversity across connected landscapes.

3

4

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

Contribution: Legitimate, equitable, and sustainable conservation outcomes.

5

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.

Contribution: Durable conservation systems grounded in local rights, capacities.

6

HOW AKAM EXTENDS AND SUSTAINS IMPACT
STRUCTURAL WORK AND ORGANISATIONAL CAPACITY

AKAM strengthens field-based conservation through four connected areas:

Advocacy connects territorial evidence and partner priorities with policy and institutional change.
Markets connects sustainable production with responsible buyers and lasting economic opportunities.
Engagement creates opportunities for public participation, youth leadership, and sustained societal support.
Science provides applied knowledge for territorial action, policy engagement, and learning

Result: Together, these areas connect conservation in partner territories with action beyond individual landscapes.

AKTION AMAZONAS!

STRATEGY 2026-2030

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