

Magazine Design

Maria Bank

Goals/Objectives

- Create a compelling magazine design that elevates Rainforest Foundation's mission and builds stronger audience engagement
- Develop a unique theme that complements the foundation's brand identity
- Produce imagery to support a cohesive visual style
- Design navigation for both print and digital formats
- Use digital interactions to enhance storytelling beyond the print version
- Establish a tone and visual style that makes readers want to identify with the foundation's philosophy and community
- Set up the magazine for future issues with a flexible system for recurring sections, typography, and grids

R a i n f o r e s t F o u n d a t i o n U S

ROOTED

Defending Rainforests. Empowering Communities.

I wanted the masthead to be simple and clear because of how busy my cover image was going to be.

Print Magazine Version

Rainforest Foundation US

ROOTED

Defending Rainforests. Empowering Communities.

Fall Issue 2025

Guardians of the Green

Indigenous
communities
protecting the
forest...Pg.27

Where the Roots Run Deep

Fighting Deforestation
Through Land Rights...Pg.11

Frontline of the Draught

Communities
impacted by
climate-induced
drought...Pg.39



FACING DEFORESTATION

WHERE THE ROOTS

RUN DEEP

BY CHRIS GREENBERG

When the Amazon rainforest is in danger, we all are.

The world's largest intact forest, the Amazon plays a key role in regulating the global climate. It is home to Indigenous Peoples and traditional communities whose land stewardship practices can lead us all toward a more sustainable future. It is perhaps the world's most biodiverse region yet also a place where there are likely still many species unknown to science.

FADING FORESTS

The Amazon is, simply put, amazing. And, yet, it is being destroyed.

Tree by tree, kilometer by kilometer, the Amazon is being weakened by deforestation carried out by those who put short-term profits over people, over the planet, and even over our collective future. From January through July 2022, the highest rate of deforestation ever for the first months of the year was recorded, according to INPE, with an area of forest five times the size of New York City deforested in the Amazon during that span.

Life as we know it cannot exist without strong standing forests.

Understanding the problems facing the Amazon — notably deforestation and fires fueled by the anti-environment policies of Brazilian president Jair Bolsonaro's government — can empower us to see the solutions. Let's start with the basics facts about the Amazon rainforest, deforestation, and the fires in the region. The world's largest intact forest, the Amazon

rainforest covers 2.6 million square miles across nine countries in South America: Brazil, Bolivia, Peru, Colombia, Ecuador, Venezuela, Guyana, Suriname, and French Guiana. Approximately 60 percent of the Amazon Basin is in Brazil, where Greenpeace Brazil has been working for 30 years to protect it.

What causes fires in the Amazon rainforest?

Around the world, we have watched in horror over the last few years as images of smoke and fire have emerged from the under-threat forest in Brazil, but it is important to remember that fires in the Amazon are generally NOT a naturally occurring phenomenon. Healthy rainforests normally do not burn without intervention from humans. The fires in the Amazon are often started

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Wait, fires are started intentionally as part of deforestation? Yes. In the Amazon, fire

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While Indigenous Peoples have understood responsible uses of fire in land stewardship, the fires generating global headlines in the Amazon are often ignited by those people who do not care about the long-term health of the ecosystem or the communities who live there. These people putting short-term profits over the forest include land grabbers and speculators, illegal loggers and miners, and those looking to seize.

In August 2019, there was a massive wave of simultaneous fires started in the Amazon.



The cattle ranchers associated with these illegal burnings were inspired in part by Bolsonaro who has made clear he supports a destructive economic development model.

Overall, the fires that month were the worst in the Amazon since 2010. In ensuing years, deforestation and burning have continued as scientists have warned that Amazon is hurtling toward a climate tipping point of no return.

OK, got all that? The Amazon is under threat from deforestation and the fires used for forest destruction by those putting profits over people and the planet. Now we're going to take a closer look at what is driving deforestation and its increases.

In the last 40 years, the Amazon had already had approximately 17% of its total area deforested,

according to Brazil's National Institute for Space Research (INPE). These numbers don't count areas of forest undergoing degradation, a lesser but still significant degree of forest damage.

While deforestation is not a new threat to the Amazon, forest destruction has spiked under Bolsonaro's anti-environment government. Deforestation threatens biodiversity, the lives of Indigenous Peoples and traditional communities and even the global climate.

Deforestation is the cutting down of natural forests and removal of trees from land in order to convert it for non-forest uses such as cattle ranching, growing animal feed, or illegal logging. This destructive economic development model has long been practiced in the Amazon, but it has been reinforced by

the Bolsonaro government.

One third of all deforestation in the Amazon is perpetrated by land grabbers seizing public lands in Brazil. This land is stolen from the Brazilian public, often to create more cattle pasture and animal feed for the global meat industry.

Scientists have warned that further deforestation could push the Amazon rainforest beyond a tipping point where the moisture and carbon balance of much of the Amazon biome would become broken. Beyond this tipping point, the Amazon could effectively fall as a rainforest and begin to become a much dryer ecosystem, similar to a savannah.

According to some studies, this tipping point would be reached when 20% to 25% of the forested area is lost to deforestation. Given that approximately 17% of rainforest has been lost already, we are perilously close to this catastrophic tipping point. If this fate befalls the Amazon there would be disastrous consequences for climate, people, and biodiversity.

In 2021, the Amazon registered its highest annual rate of deforestation since 2006. That was the year when Brazil started a historic program — Action Plan for the Prevention and Control of Deforestation in the Legal Amazon (PPCDAm) that resulted in a drastic decrease in deforestation.

Unfortunately, the work that went into curbing deforestation is being undone as the world watches. From August 2020 to July 2021, INPE's Amazon Deforestation Monitoring Project (PRODES) recorded deforested areas in the Amazon totaling

13,235 km². This was an increase of 21.97% in the rate of forest destruction compared to the same time period in the past year, when around 10,851 km² were deforested.

The numbers don't lie, even if the Bolsonaro government tries to greenwash over them: The area deforested each year in the Amazon increased by 52.9% in the first three years of the Bolsonaro administration (average of 11,405 km² between 2019 and 2021) compared to the previous three-year

average (average of 7,458 km² between 2016 and 2018).

This destructive trend isn't an accident, it's a wrecking philosophy that exploits the forest, denies the rights of Indigenous Peoples and communities, and has impacts for the global climate.

One of the ways in which the Bolsonaro government has made it easier for illegal land grabbers to break environmental law is by taking money away from the agencies responsible for enforcement. In 2021, the Brazilian government budget for environment was the lowest in 21 years, shown in a report by the Brazilian Climate Observatory.

The clear increase in deforestation in the Amazon is a result of the current administration's anti-environmental agenda, which has deliberately weakened forest inspection and protection systems.

With the Brazilian presidential election coming up in October 2022, this is a very crucial moment. The Bolsonaro government has revealed itself time and time again as destructive, greedy, and short-sighted when it comes to the environment and the future of Brazil.

“ Life as we know it can not exist without strong standing forests. ”

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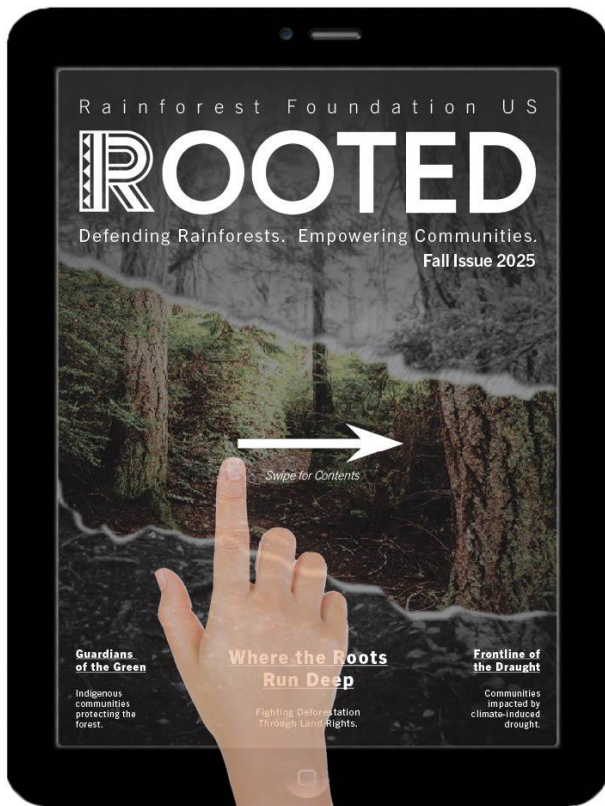
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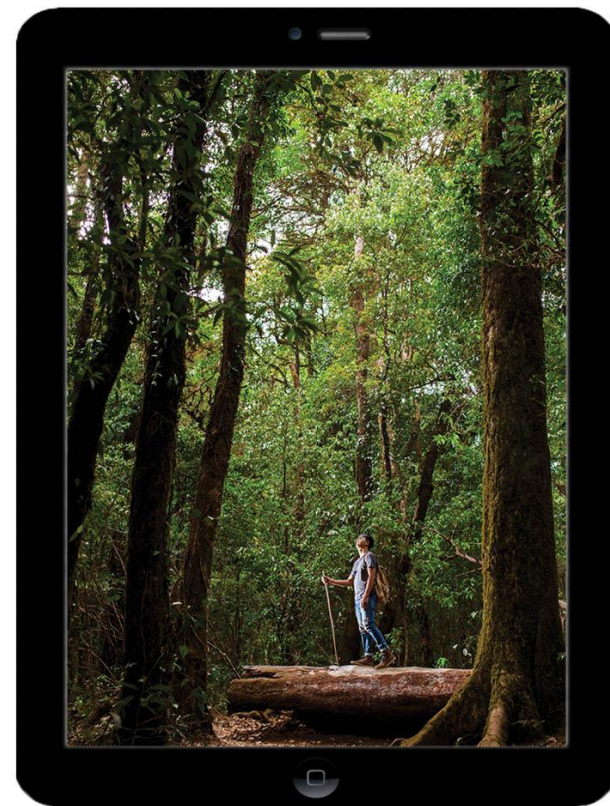
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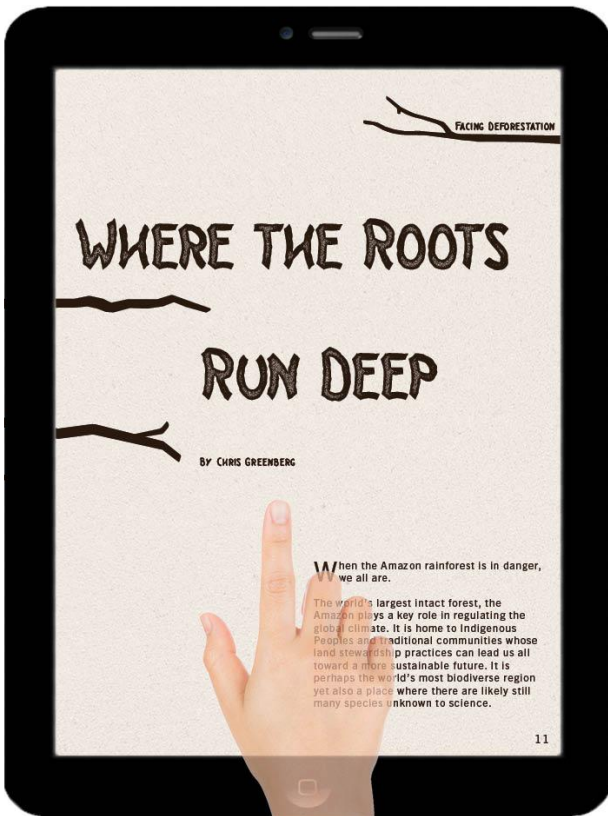
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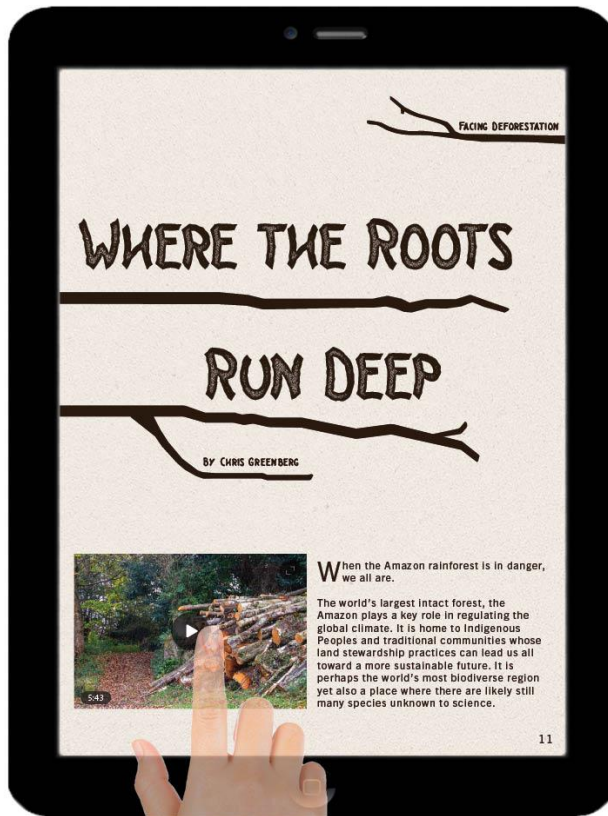
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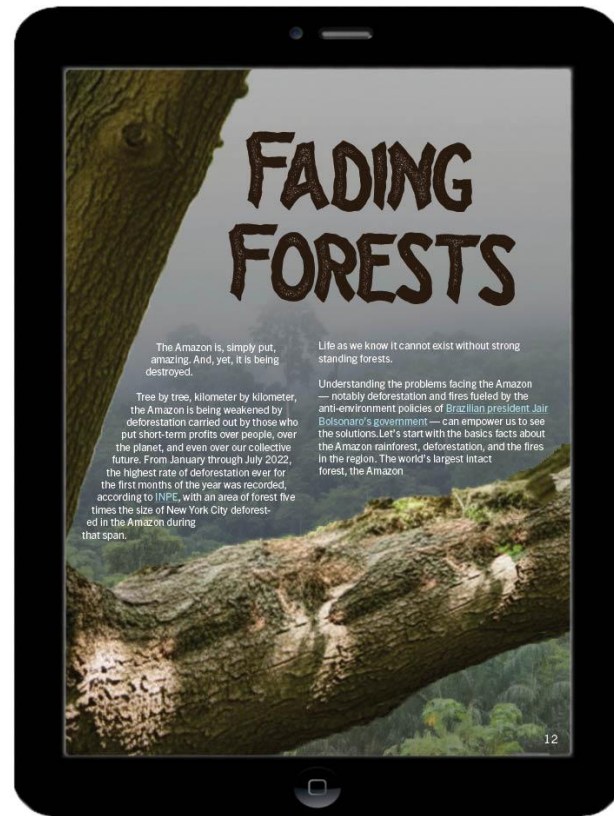
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