

Rainforest Foundation US - Magazine Design

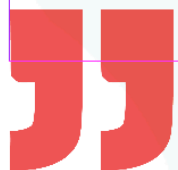
Alexander Chartrand

Goals and Objectives

- Design a magazine spread that presents indigenous and/or conservation stories with impact and cultural respect in mind
- Create a clean editorial layout that makes dense information accessible, engaging, and easy to digest
- Solve imagery constraints, namely lack of specific imagery, through use of symbolic photography and supporting visual elements
- Establish cohesive visuals across the spread using consistent typography, color treatment, and layout
- Balance educational content with emotional appeal to keep readers engaged and connected to the topic
- Translate the print design to digital format while adding interactive features that enhance the reading experience



We, Xikrin women, are very important and have to be valued within and outside our villages. This isn't an argument; it's our right.



The Xikrin Indigenous People of Bacajá, numbering 1,067 people, live in 15 villages in the Trinchira Bacajá Indigenous Land, a territory spanning 1.65 million hectares in Brazil's Pará state in the heart of the Amazon Rainforest. A massive natural carbon sink and haven for biodiversity, the Amazon is undoubtedly one of the most important ecosystems in the world—and indigenous lands are the foundation stone to its protection, comprising over 27% of the land area in the Amazon Basin and holding 33% of its carbon reserves.

From 2000 to 2012, deforestation in indigenous lands in Brazil was less than 1%, compared with 7% deforestation and 27 times more carbon dioxide emissions from deforestation outside them. Indigenous peoples' wisdom and understanding of the ecosystem and natural resource management is key to ensuring resilience in the face of immense pressures—and not just in Brazil.

Indigenous communities manage approximately 25% of the world's lands, and these areas house an outsize share of the world's biodiversity and natural carbon stores. In fact, the newly released IPCC Special Report on Climate Change and Land notes the importance of indigenous

knowledge for developing strategies to improve agricultural practices and mitigate land-based climate emissions. The message is clear: strengthening indigenous institutions is not only a human rights issue—it's also crucial for achieving global climate and biodiversity goals.

Indigenous women's knowledge and leadership is particularly important for achieving positive outcomes for people and nature. A 2016 systematic review of the science literature

suggests that including women in natural resource management leads to better governance and conservation. But despite their critical role in natural resource management, women are often marginalized from decision-making processes, and their work goes unacknowledged.

Observing that their responsibilities were often seen both inside and outside the village as secondary roles, the Xikrin Menire set out to gain stronger recognition of their roles as natural resource managers, as well as opportunities to lead other types of projects in their communities. Their goal was to organize themselves and engage supportive partners, to grow their knowledge and skills and increase their visibility within their communities and in the world of the *kuben* (white people). With many of their roles and interests centered on sustainable natural resource management, supporting the Menire's vision and leadership is a natural and long-term solution to improve environmental and human well-being.

The women began this journey 5 years ago, with a diverse portfolio of sustainable resource management and production projects in partnership with the Brazilian government's

The Science of Inclusion

The Evidence

A 2016 research review found that including women in natural resource management leads to better governance and conservation outcomes. Yet their work often goes unrecognized.

Knowledge Holders

Indigenous women carry specialized knowledge about forest resources passed down through generations. They know which plants provide food and medicine, when to harvest sustainably, and how to process products without depleting the forest.

From Margins to Leadership

The Xikrin organized to gain recognition as the natural resource managers they've always been. Today, Brazil's largest indigenous rights organizations—COIAB and APIB—are led by women, proving that when women lead, both people and planet benefit.

Why It Matters

Effective conservation depends on the people who've managed these lands for generations. In indigenous communities, those people are often women. Supporting their leadership isn't just about fairness—it's about recognizing what works.



Xikrin Glossary

MENIRE

The Xikrin word for women. They are the heart of their community and important stewards of natural resources, gathering at the ngab to discuss their roles and daily activities together.

NGAB

The main communal house where Xikrin women gather when the call of “Menire!” rings out. This is the center of collective decision-making where discussions happen with children, dogs, and chickens in tow.

KUBEN

The Xikrin word for white people or outsiders. The Menire organized to gain recognition not only within their villages but also in the world of the kuben.

TRINCHEIRA BACAJA

The 1.65-million-hectare indigenous territory in Brazil's Pará state where 1,067 Xikrin people live across 15 villages. This land in the heart of the Amazon is a massive carbon sink protected by indigenous stewardship.

TERRITORIAL MANAGEMENT (PGTA)

The Xikrin People's plan for managing their land and resources, developed with conservation partners. It emphasizes sustainable commercialization of forest products while maintaining ecological balance.

National Indigenous Peoples Foundation (FUNAI), The Nature Conservancy (TNC), the Plan for Regional Sustainable Development in Xingu (PDRS Xingu) and traditional ribeirinho communities in Rio Novo. These women-led projects—including dress-making, dye creation for body paint, flour production and vegetable cultivation—all support the sustainable harvest of non-timber forest products, in turn leaving the forest standing strong. Many of these projects continue on today.

One project that has expanded and is now being implemented in several Xikrin villages is babaçu oil production (a type of coconut). The project centers on strengthening the Menire's capacity to manage the production and commercialization of the babaçu for

use within the villages and for external commercialization. The oil is sold at fair prices and routed directly to consumers or stores in urban centers, cutting out the middle man and adding significant economic value to an activity of cultural and environmental importance.

This project has also included the establishment of a new nhô rôny kangô nhô kike (babaçu oil processing house) and a small oil extraction machine.

Processing babaçu oil for cooking and cosmetic purposes is a traditional role of the Menire that dates back generations; now it's providing the opportunity for

greater leadership, income and recognition for the Xikrin women and their villages. The project recently received recognition from the United Nations Food and Agriculture Organization (FAO) for women's empowerment and autonomy in rural activities that promote healthy and traditional foods.

Indigenous women are the leaders of a promise to future generations. Mothers, grandmothers, great-grandmothers—all women in the community—share an important understanding of and responsibility for forest resources, which are critical for food security for the entire

family, and for sustainable management of community resources.

In the Xikrin People's Territorial and Environmental Management Plan (PGTA—developed in partnership with TNC), the Menire emphasized the importance of strengthening commercial management of non-timber forest products, such as the piy (Brazil nut). The entire family participates in the processing of the piy, including collection, washing, transporting and storing.

TNC also supports the Parakanã Indigenous People in the Apiterewa Indigenous Land, neighboring the Xikrin, in managing and commercializing resources like the Brazil nut. As with the babaçu oil project, the Xikrin and Parakanã People are now selling the Brazil nut directly

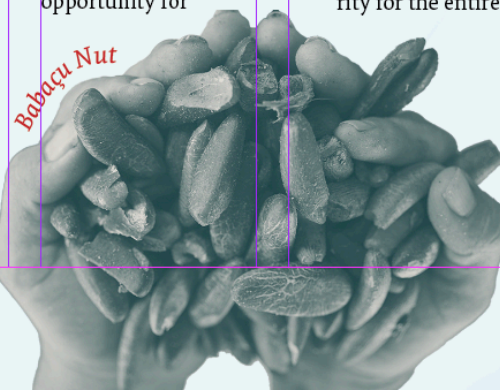


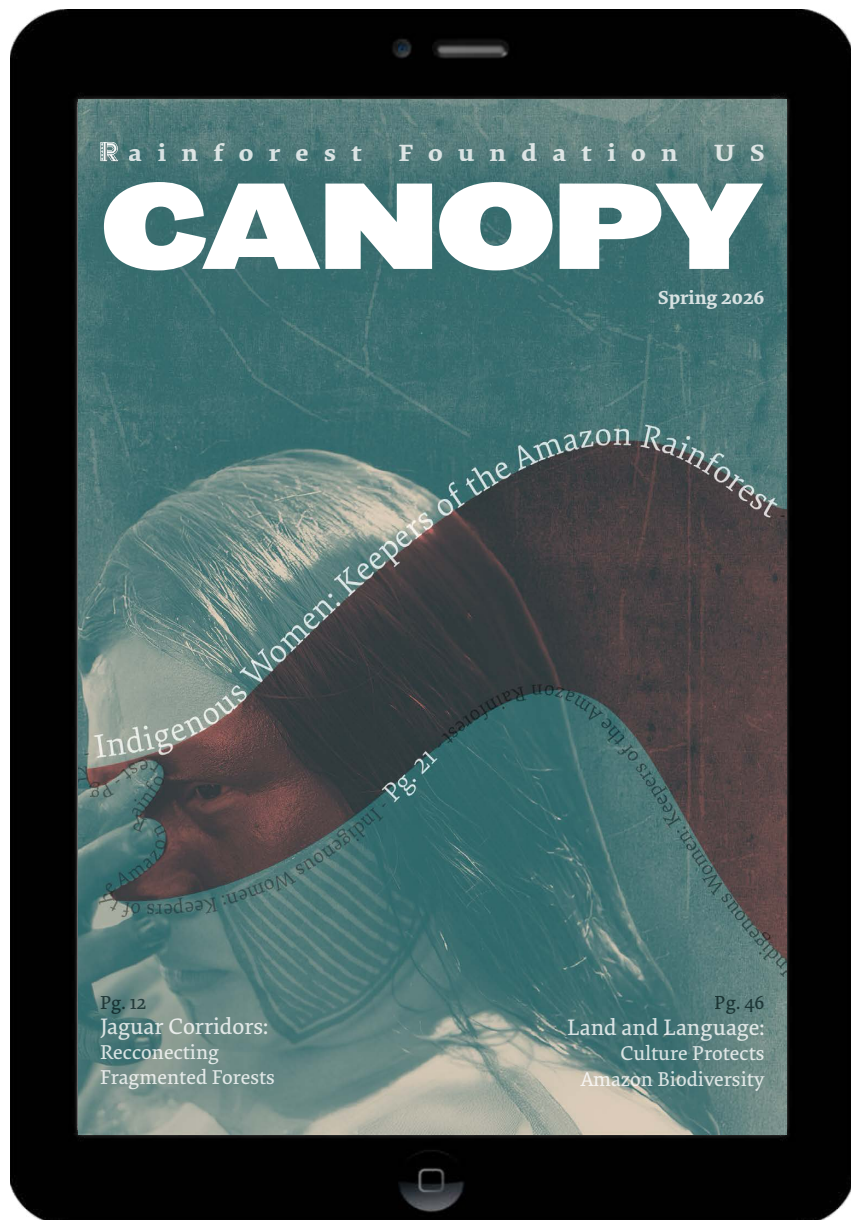
to the industry, for example to a bread factory, removing intermediary buyers and thereby receiving higher prices. The Parakanã People are also developing a strong commercial supply chain for their traditional crafts, selling them for an added value and to a market with stable demand. This in turn provides a constant flow of income that goes directly to the women, who use it to improve the lives of their families and villages and ultimately to strengthen Parakanã autonomy on their land.

The increasing visibility of indigenous women's leadership in indigenous associations and institutions at all levels across Brazil is leading to large-scale results: Today, the Coordination of Indigenous Organizations of the Brazilian Amazon (COIAB) and the

Articulation of Indigenous Peoples of Brazil (APIB), for example, are represented by strong women leaders who promote both indigenous rights and environmental sustainability at national and regional scales. When the connections among conservation activities and indigenous rights are understood, acknowledged and addressed, conservation activities have a much higher potential for generating positive social impacts and contributing to more enduring conservation outcomes.

Supporting indigenous women to thrive in ways they determine as culturally appropriate and aligned with their vision for the future is key to ensuring the conservation of millions of hectares of ecologically critical lands across Latin America and around the world.





Cover Page

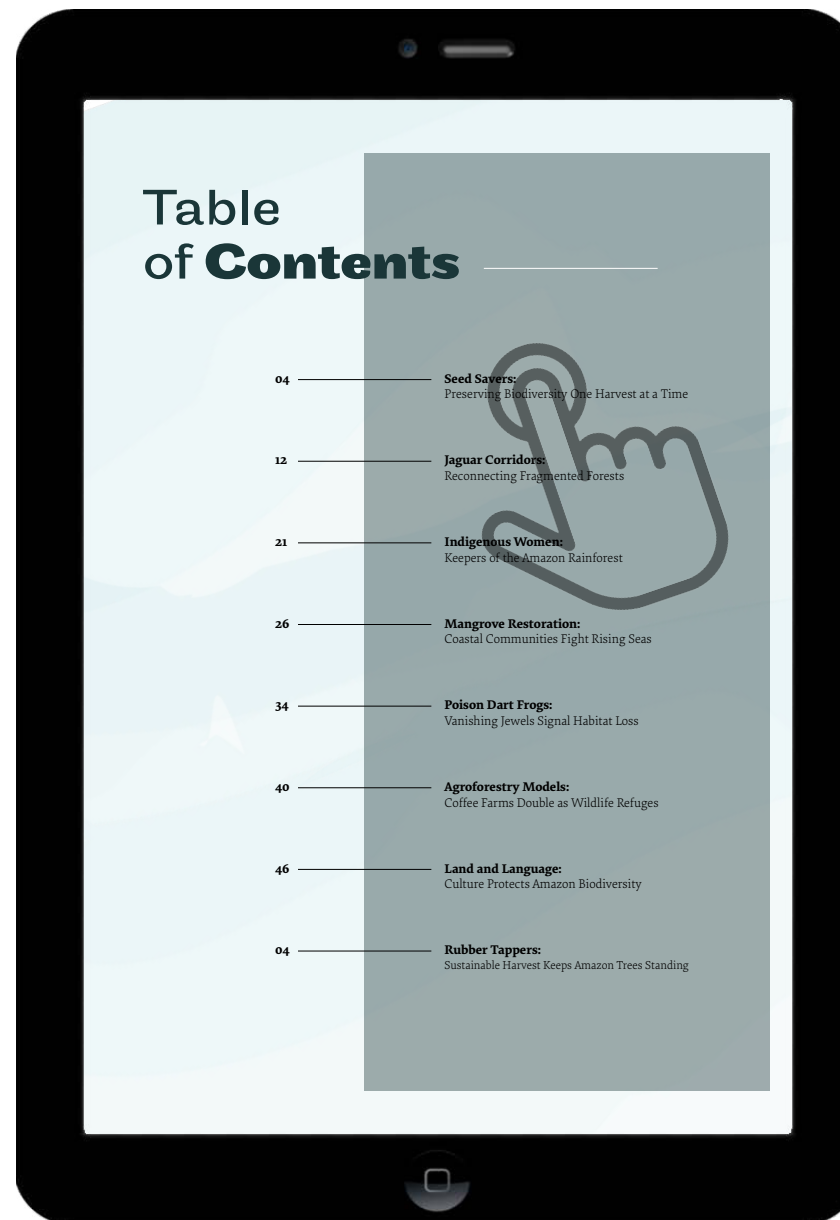
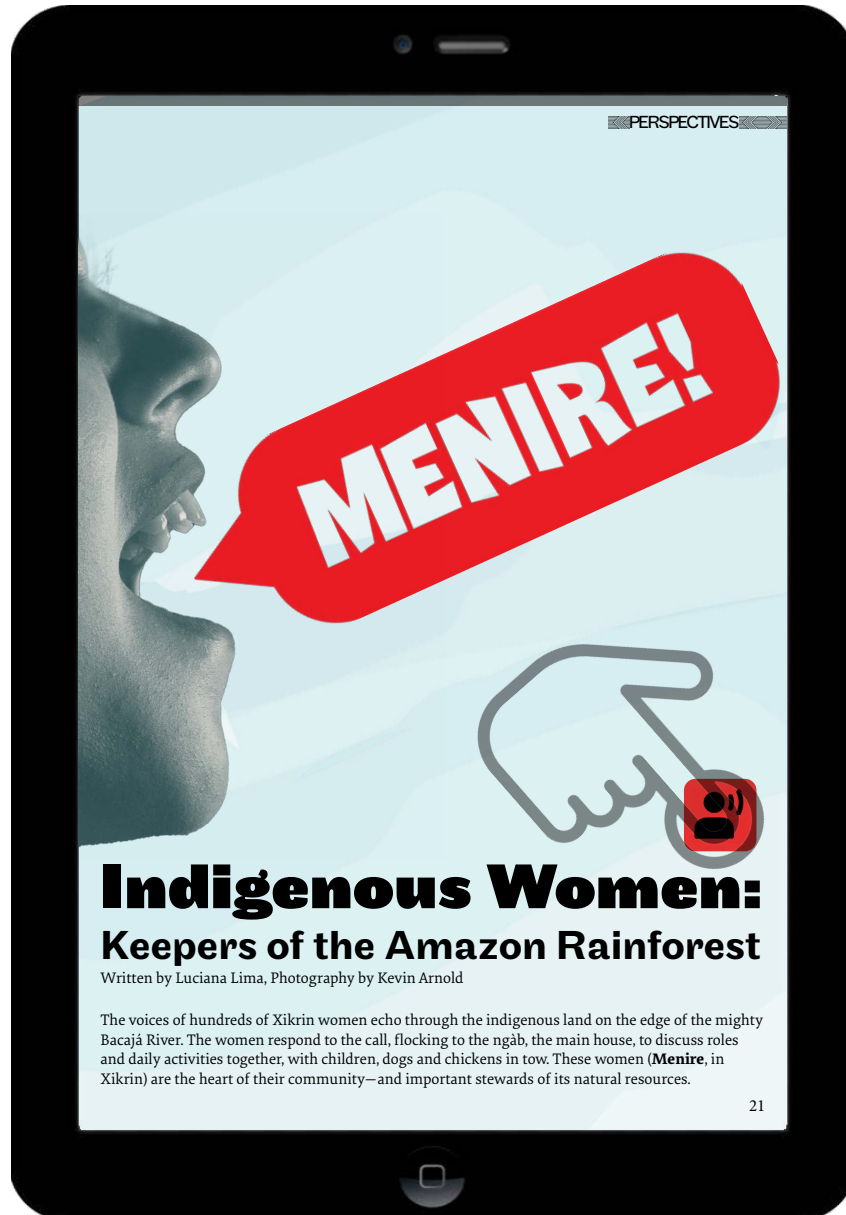


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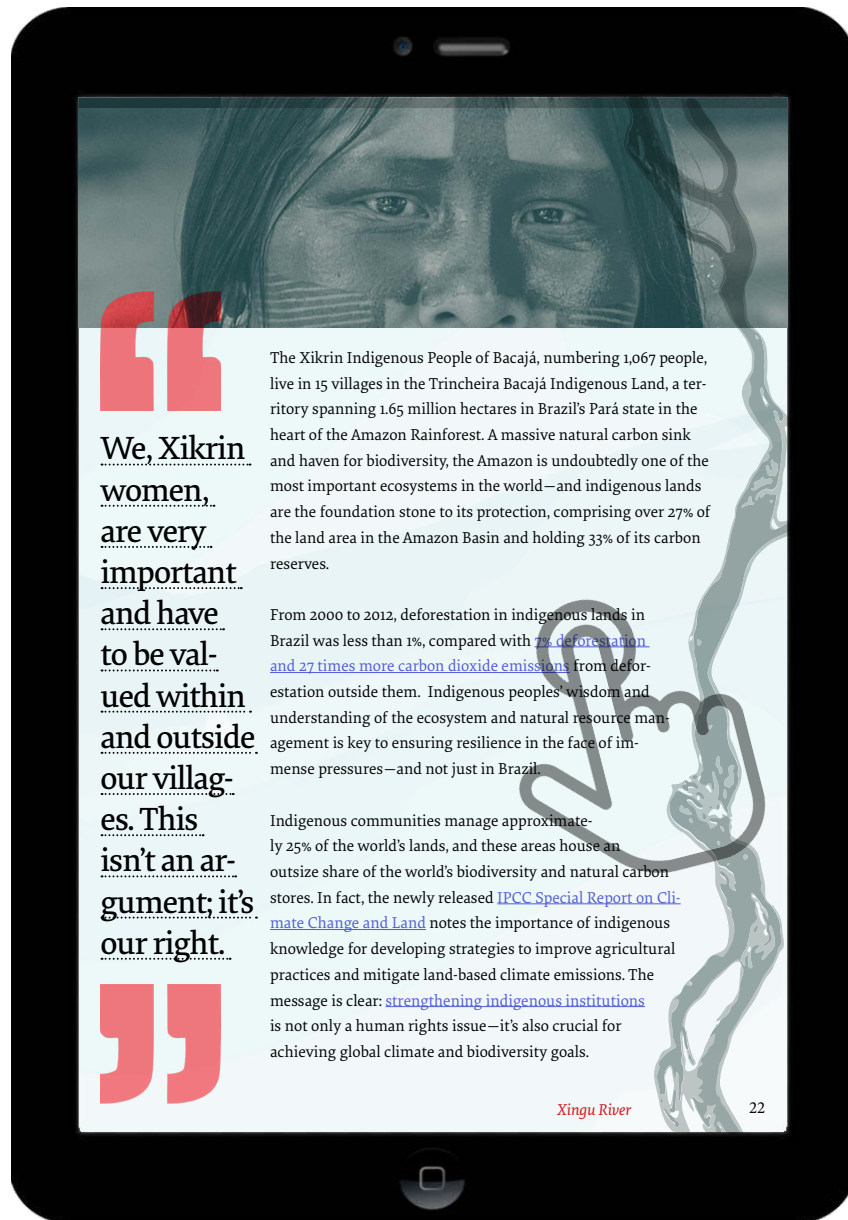
App Icon



Speech Button



Expandable Glossary



Clickable Links



Responsive Dark Mode

Progress Bar



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PARÁ STATE >

RIBEIRINHO >

F.U.N.A.I. >

T.N.C. >

P.D.R.S. XINGU >

BABAÇU >

NHÔ RÖNY KANGÖ NHÔ KIKRE >

PIY >

PARAKANĀ >

C.O.I.A.B. >

A.P.I.B. >

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Mothers, grand-



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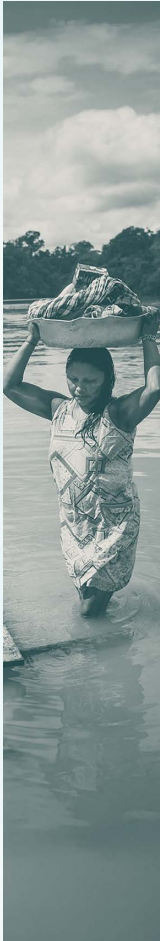
PERSPECTIVES

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