



MISSION 29

The Fight for the Amazon

An aerial photograph showing a large area of deforestation in the Amazon. A wide, reddish-brown cleared area, likely for agriculture or logging, cuts through a dense green forest. The cleared area is irregularly shaped and shows signs of recent clearing, with some debris and exposed soil. The surrounding forest is lush and green, providing a stark contrast to the cleared land.

The Amazon is being destroyed.

18% of it has already been lost.

**If we reach 20%, the forest might
never recover.**

Why does that matter?

The Amazon regulates the global climate. Its trees store carbon, move water and cool the planet.

An aerial photograph showing a stark contrast between a lush, green forest on the right and a cleared, brown, and charred area on the left. The cleared area is filled with dry, tangled branches and debris, suggesting a recent fire or logging operation. A sharp, irregular line separates the two areas, highlighting the impact of deforestation.

But it's under pressure.

Illegal logging and fires are tearing through the forest at an alarming speed.

**Indigenous communities
are holding the line.**



Indigenous communities in the Xingu
Reserve in Brazil are pushing back
against destruction.



Meeting the Guardians.

We travelled to the heart of the Amazon to meet one of the region's most dedicated forest guardians.



Joining forces.

The Planet Wild community and Ecosia are supporting the Xingu people to safeguard the forest and protect the planet.

**See what protection looks
like on the ground.**



Watch the full mission now.