



Environmental Defenders

*Website and article series
2023-2024*



ABOUT LATIN AMERICA BUREAU



Established in 1977, Latin America Bureau (LAB) is an online and in-print publisher and source of quality independent news about Latin America, focusing on struggles for social and environmental justice. LAB's established, respected platform allows English-speaking audiences to connect and engage with Latin American news.



WHAT IS ENVIRONMENTAL DEFENDERS?



WEBSITE

Through motivational stories, impactful images and video, and accessible writing in English about Latin America, the website will inspire the general public globally to defend the earth.



ARTICLE SERIES

Creating awareness around environmental destruction, reporting on campaigning tactics, holding up case studies of success, and motivating the public to contribute to EDs' campaigns to protect the earth.



INTERNATIONAL PARTNERSHIPS

We'll facilitate international relationships between individuals and organisations through reporting, interviews, social media, and cross-publishing partnerships.



DECOLONIAL LEARNING TOOL

We'll contribute to global South-North decolonial learning by supporting Latin American journalists, photographers and media outlets. The series will also be a tool for researchers and students.



WHAT ARE WE PLANNING TO DO?

- **Inspire, inform, motivate and connect** an English-speaking public with the stories of grassroots Environmental Defenders' work in Latin America through a website hosting a series of online articles.
- Give environmental defenders (EDs) from countries where their battles are under-reported **a greater voice**.
- Prioritise a **motivational tone** and report on successful environmental defence campaigns whilst committing to **document and denounce harm** and human rights abuses.



- **Expose** the role of transnational corporations and financial institutions in extractive activities responsible for environmental destruction in an effort to address the root cause of the problem. This will **put pressure on those accountable** and contribute to campaigns to resolve conflict; global awareness makes it harder for governments and companies to ignore often under-reported grassroots campaigns.
- **Develop new partnerships** with trusted Latin American independent outlets reporting on EDs' work in regions which are underreported in Anglophone media.
- **Reach a wide audience.**

OUR PARTNERS



NO FICCIÓN, GUATEMALA



**FEDERACIÓN ECOLOGISTA,
COSTA RICA**



**EXPEDIENTE PÚBLICO,
CENTRAL AMERICA**



AGÊNCIA PÚBLICA, BRAZIL



CLIP, COSTA RICA

(El Centro Latinoamericano de Investigación Periodística)
based in Costa Rica and allied with many other Latin
American outlets.



**CONTRACORRIENTE, HONDURAS & CENTRAL
AMERICA**



**MONGABAY LATIN AMERICA, LATAM
AND GLOBAL**



AMAZONIA LATTITUDE, BRAZIL



PERU SUPPORT GROUP, UK

OUR TEAM

OUR TEAM CONSISTS OF EDITORS, CONTRIBUTORS, TRANSLATORS, AND PHOTOGRAPHERS.
HERE ARE A FEW OF OUR CORE TEAM MEMBERS...



LINDA ETCHART

CONTRIBUTOR AND EDITOR

Lecturer in Human Geography at Kingston University and Senior Co-Chair of the Environment Section of the Latin American Studies Association in Pittsburgh. Regular contributor to the EDs series, author of “Indigenous Peoples and the Rights of Nature” in 'Voices of Latin America' and 'Global Governance of the Environment, the Rights of Nature and Indigenous Peoples: Extractive Industries in the Ecuadorian Amazon'. Ecuador specialist.



SUE BRANFORD

EDITOR

Sue has written for The FT, The Economist, The Observer, BBC World Service, The Times, the Guardian and Mongabay. She specialises in environmental reporting, particularly on the Amazon. Sue has published five books, including The Last Frontier – Fighting over Land in the Amazon and Cutting the Wire – the Story of the Landless Movement in Brazil, which was awarded the Vladimir Herzog human rights prize. Brazil specialist.



LEON ELLIOTT

TRANSLATOR

Geographer working in the environmental sector on deforestation, sustainable agriculture, and environmental policy. Leon has translated for ICCA Consortium on the theme of Indigenous environmental rights.



ANA REYES-HURT

CONTRIBUTOR

Coordinator of the Peru Support Group, UK, an independent NGO that works with Peruvian groups and an international network to defend human rights, promote social inclusion and strengthen democracy. Peru specialist.



MATT DUNNETT

TRANSLATOR AND CONTRIBUTOR

English Literature and Spanish Language graduate from the University of Manchester with a Masters in Intercultural Communication. Matt translates articles for the EDs series from Spanish into English.



MARILENE CARDOSO RIBEIRO

PHOTOGRAPHER AND ARTIST

Award-winning photographer and ecologist whose works investigate the relationship between human beings and nature concerning contemporary issues. MSc in Ecology and Wildlife Conservation and Management, PhD in photography. Ribeiro's works focus on Brazil as a window to discuss worldwide phenomena. Brazil expert

HOW WILL WE DO IT?

- We'll reach 5,000 website visits per month through:
 - Prioritising urgent storytelling with image-led article templates that showcase brave, inspiring stories and lead readers to action.
 - Demonstrating wider context through easy navigation of topics on the ED website and smooth navigation to other LAB articles.
 - Developing an easy-editing website that can host translations of articles published by partners as well as original content from our authors.
- Expanding our social media reach through the Yoast plug-in, allowing us to set more detailed SEO adjustments and meta-data, and easy sharing from the website to social media (we will also create dedicated social media posts designed to inspire and inform and targeting specific audiences)
- Encouraging other outlets to reproduce our material given all of LAB's articles are Creative Commons licensed. Presentation is key for holding the attention of other outlets and demonstrating our rigour and credibility.



WHY IS THIS PROJECT NEEDED?

LEARN FROM LATIN AMERICA

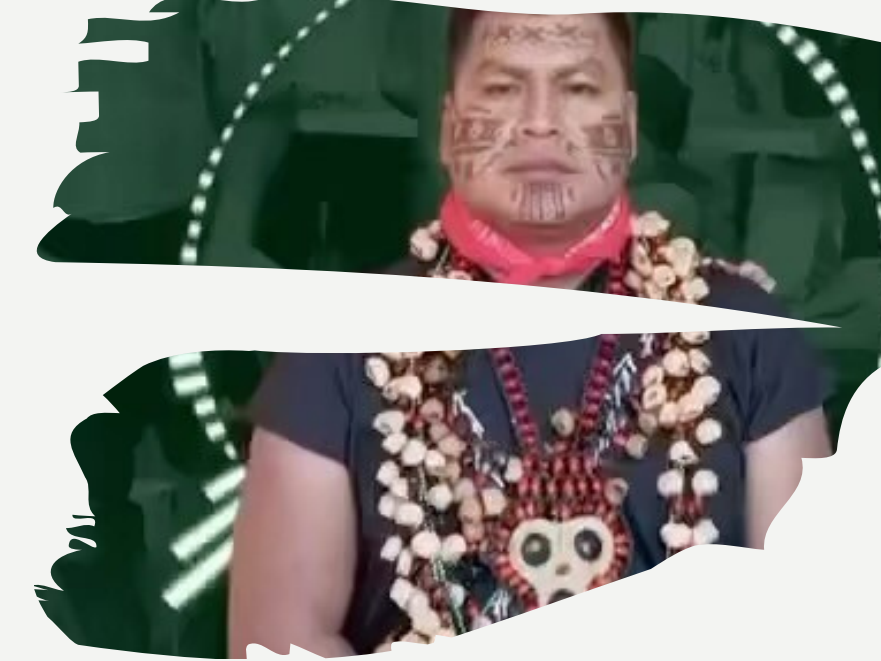
There is much to be learned from Latin America, a key region for biodiversity devastated by (often transnational) extractivism, home to Indigenous groups and Quilombo communities fighting to protect their land, culture and sustainable practices.

RAISE AWARENESS

In 2022, Latin America remained the world's deadliest region for EDs. Yet, projects and media coverage concerning the region in the UK are few and often overlooked by funders.

INFORM, INSPIRE, ACT

Our project is urgently needed as it provides **accessible, in-depth, non-specialist, creative commons** coverage of issues often omitted from international reporting, otherwise unavailable to Western readers –who hold influential power in pressuring governments and companies to do better. Presenting this information through an engaging, modern website will increase its impact.

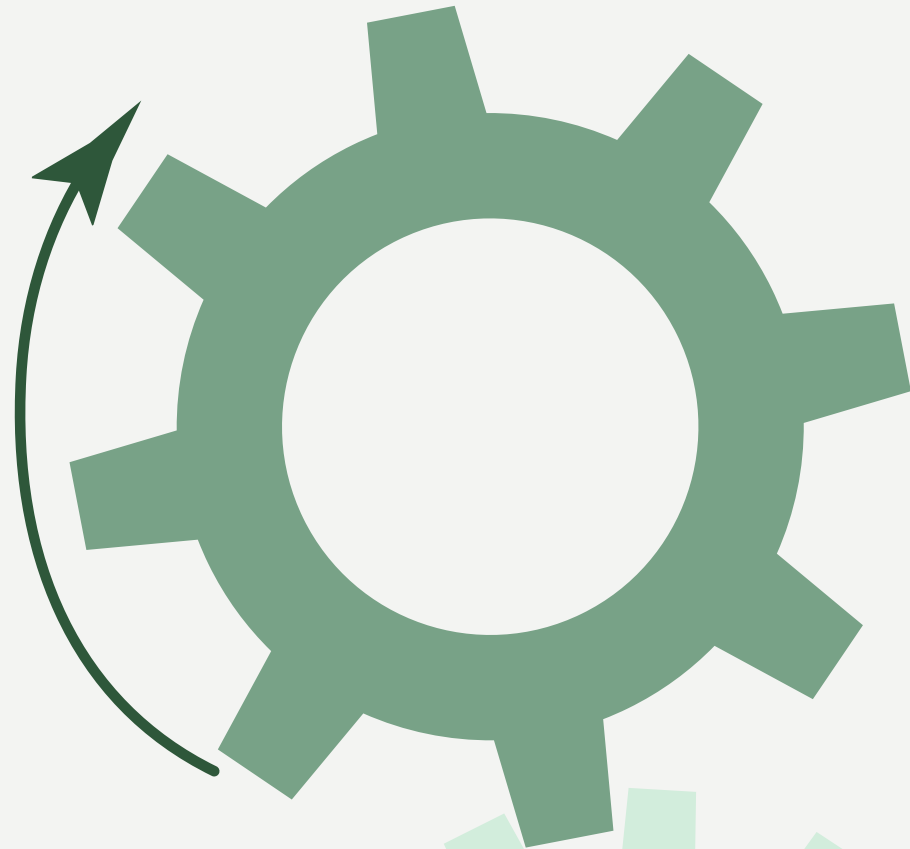


WHO AND WHAT WILL BENEFIT?

- The website will encourage awareness, reflection, and support among the general public in the Global North for environmental campaigns in the Global South, inspiring and informing local environmental struggles.
- Students, researchers, academics, journalists, activists, and policymakers can use it as an archive.
- Latin American grassroots campaigners, activists and their communities/habitats will benefit from increased awareness of their struggles especially when their lives/livelihoods are threatened.
- Partner outlets will benefit from their content being translated into English and shared among wider audiences.
- LAB will benefit by developing our work and our network will benefit from freelance work and connections.

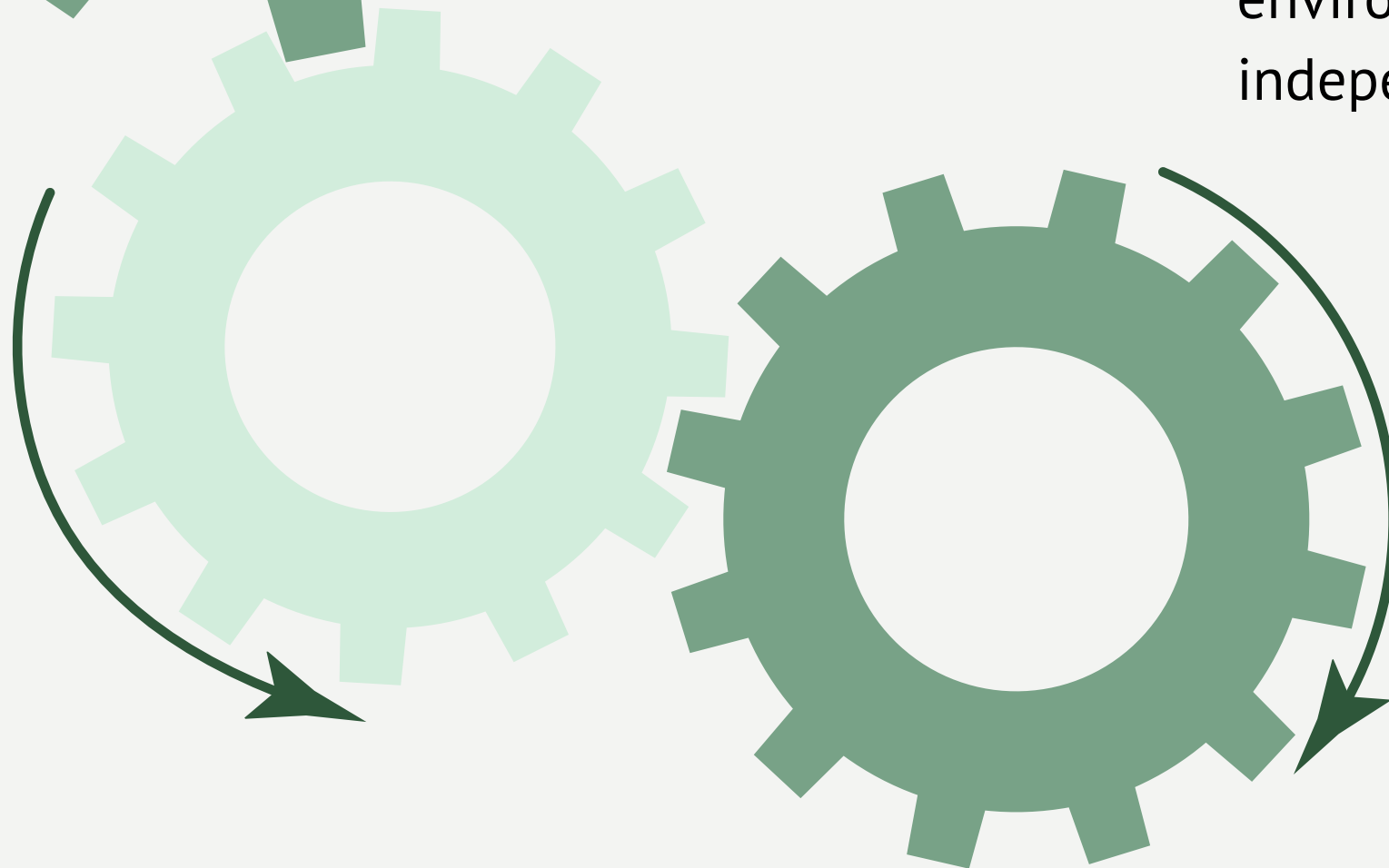


WHO ELSE IS DOING THIS?



There are **no other groups disseminating this information in this way in the UK**. Although Latin American environmental issues are occasionally reported in English-language media, articles are not prominent, nor offer wider context and grassroots case studies.

Global Witness reports annually on global environmental defenders, but they don't support independent journalists/media.



2021-22 project **Tierra de Resistentes** comprised 31 Latin American partners (including four of our collaborators), however, articles were not published in English or disseminated in the West.



PROJECT FUNDING



LAB is funded by our members and donors, and by selling its services. To carry out this project, we need dedicated project funding.

WE NEED PROJECT FUNDING TO:

- DEVELOP THE WEBSITE
- BUY IMAGE RIGHTS
- PAY RESEARCHERS
- MANAGE THE PROJECT
- PAY WRITERS
- ENGAGE OUR AUDIENCE THROUGH SOCIAL MEDIA
- PAY EDITORS

EDS PROJECT BUDGET

WE ARE LOOKING FOR TOTAL OF £13,125 TO FUND THE FOLLOWING:

- **WEB DESIGN AND DEVELOPMENT**

55 hours @ £45 per hour = £2,475*

**We have applied for a LUSH Charity Pot grant to cover this cost. Response pending.*

- **PROJECT MANAGEMENT AND EDITING**

Three hours a week for one year @ £27.26 per hour = £4,265

- **WRITING ORIGINAL ARTICLES (1,000–1,500 WORDS)**

8 articles @ £160 per article = £1,280

- **TRANSLATION OF ARTICLES INTO ENGLISH**

15 articles @ £120 per article translation = £1,800

- **SOCIAL MEDIA**

Three hours a week for one year @ £15 per hour = £2,346

- **IMAGE RIGHTS**

Two images per original article @ £60 per image = £960



CONTACT US

HELP LAB MAKE AN IMPACT



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