

# **WE ARE GUARDIANS**

**IMPACT CAMPAIGN REPORT  
2023**





**"THE FILM WAS JUST A SEED.  
REAL AND DEFINITIVE IMPACT  
IN THE AMAZON WAS ALWAYS  
THE END GOAL."**

**- Director Edivan Guajajara**

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A group of people, including a woman in a feathered headdress, standing in a lush Amazon rainforest. The woman in the foreground is wearing a black long-sleeved shirt and a black skirt with orange lace cuffs. She has a feathered headdress with red, yellow, and black feathers. Behind her are several men, some wearing black t-shirts with a logo. The background is a dense forest with tall trees and green foliage.

# INTRODUCTION

We are excited to present to you the impact campaign and report for the documentary [We Are Guardians](#), which aims to address the urgent and critical challenges facing the Amazon Rainforest. We Are Guardians is directed by Indigenous activist and filmmaker Edivan Guajajara, environmental filmmakers Chelsea Greene and Rob Grobman, and produced by Academy Award winner Fisher Stevens. With Leonardo DiCaprio joining as an Executive Producer, the film has already garnered significant attention and is primed to catalyze global action to protect the Amazon.

## **About the film:**

Indigenous forest guardian Marçal Guajajara and activist Puyr Tembé fight tirelessly to protect their ancestral lands from the relentless waves of deforestation. On the other side - Valdir, an illegal logger is trapped in a desperate struggle to make ends meet and sees no other way to survive than continuing to cut down the forest. Through a tapestry of perspectives, We Are Guardians follows these we see the economic connections to markets that link goods derived in the Amazon region to consumers around the world.

See also - [our campaign deck](#)



# MISSION AND VISION

## **Mission:**

At the heart of our campaign lies a profound mission: to empower the unsung heroes of the Amazon, the Indigenous Forest Guardians. Together, we aim to fortify its resilience, inspire regeneration, and safeguard its legacy for generations to come.

## **Vision:**

A thriving Amazon Rainforest, safeguarded by empowered Guardians, preserved for future generations through a unified global effort.



# IMPACT

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We want to start with exciting news: "We Are Guardians" has successfully secured a **distribution agreement with NETFLIX for Brazil and the entire Latin American region**. Our team is working tirelessly to ensure the film's timely delivery, with an anticipated Netflix release in the beginning of 2024, exact date yet to be determined. In addition to this digital distribution, we retain the ability to host in-person screenings across Latin America. Plans are underway for a series of impactful events next year, aimed at amplifying awareness and engagement with the film's message.

We also won **"Best Documentary" at Raindance Film Festival**, and **"Audience Award of Best Documentary"** at Mostra Film Festival in São Paulo. We also won the **"Creative Activism Award" from Cultures of Resistance**, a cash prize of \$10,000 for the forest guardians of the Tembê and Guajajara to purchase technology, transportation, and equipment for Mídia Indígena.

The first 6-months of the We Are Guardians impact campaign have been productive and filled with advancements for the greater outreach of the film and the overall goals to help support the Indigenous communities of the Tembê, Guajajara, and the Amazon. We want to lay out some of the highlights from all sides of the initiative and share our goals for the next phases of the campaign.

# IMPACT CAMPAIGN GOALS

## Empowerment of Indigenous Forest Guardians and Communities

Empower Indigenous Forest Guardians with tools, technology, and training to protect and reforest the Amazon. Educate communities in sustainable practices, like agroforestry and solar energy, for autonomy and financial independence.

## Educational Outreach and Storytelling for Change

Distribute a Guardians Toolkit and educational materials for change. Launch "Futura Amazonia" media platform with Indigenous filmmakers for environmental stories. Provide curriculum guides to 2 million U.S. educators to foster future guardians.

## Global Screening Tour for Amplified Impact

Conduct a global screening tour with Indigenous leaders to engage audiences, policymakers, and influencers, using diverse strategies for widespread awareness and action for Amazon protection.

# LAYING THE FOUNDATION

The directors, **Chelsea, Edivan** and **Rob** have taken on the full time responsibility of coordinating the first 6 months of the Impact Campaign. In August we hired **Maíra Irigaray** as our Brazilian Impact Campaign Director. With Maira's extensive experience in the region working with Indigenous people in the Amazon and NGOs like Amazon Watch and the Environmental Investigation Agency, and her long, impassioned commitment to the Amazonian issue, we were incredibly excited for her to join our team. She truly understands the sensitivities and patience it requires to work with Indigenous communities and has seen firsthand how the work of NGOs, while it has its place, often falls short in not truly bringing support to the people that need it most—an area where we hope to truly differentiate ourselves. We are also supported by **Laysa Mathias**, an incredible producer from Alter do Chão, who was with us filming in Arariboia and is invaluable in helping with communication and successful implementation of projects in the territories and screening events. **Megan Friend** and **Amna Vega** have continued to support from the Random Good team with coordinating screenings, social media and were a core component of developing our campaign goals.



Directors  
Rob, Chelsea and Edivan



Campaign Director  
Maira Irigaray



Impact Producer  
Laysa Mathias



## SUPPORT THE GUARDIANS

So far we have raised a total of \$26,420 for the guardians:  
\$10,000 from a grant  
\$13,420 from GoFundMe  
\$3,000 from other donations

We have already delivered \$7,000 to the Guajajara guardians. We are solidifying plans with the Temb  and expect to be able to deliver supplies for them by the beginning of 2024.

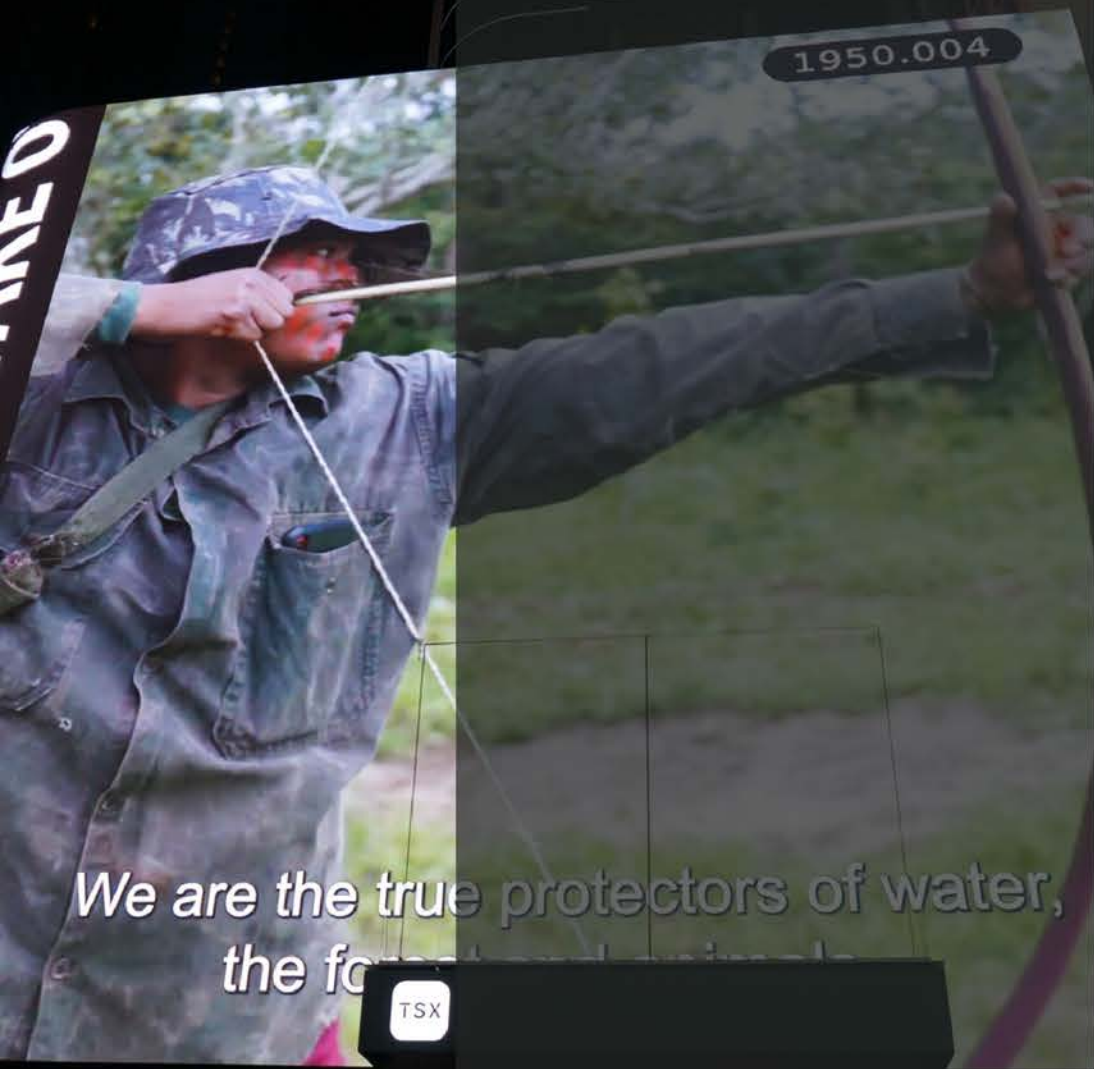
Mar al's group of guardians of the Zutiwa village used the donations to do a 2 week patrol of the territory, where they found evidence of new invasions, confiscated logging tools, and submitted evidence to the police. They will use the next incoming donations to buy a motorcycle to facilitate faster transportation to areas of invasion.





# IMPACT SCREENINGS AND EVENTS

11 Impact screenings in 4 countries



## United Nations Permanent Forum For Indigenous Affairs

April 17th, 2023, New York City

The event featured clips of the film interwoven in a panel discussion to help delegates understand the current situation in the Amazon. The event was a great success with a packed room and special guests including Brazilian Indigenous supermodel, Zaya, and Indigenous climate activist from Chad Hindou Oumarou Ibrahim.



## Screening at UNDP Headquarters

June 5th, 2023, New York City

With our new friends Nina Kantcheva and Anna Medri we screened at UNDP HQ for members of UNDP and friends, followed by an emotional panel with Puyr, Edivan, Rob and Chelsea.

## Screening in Belém for Indigenous Communities

August 5th, 2023, Belém, Brazil

For the first private screening in Brazil, we organized a screening for 30 Tembé and 20 Guajajara who had traveled hundreds of miles from their villages for the summit. Working with SESC, a Brazil-wide cultural institution, we booked a small historic theater by the Amazon River docks in Belém. It was Marçal's first time meeting Puyr, and Edivan's first time showing the film to his parents and siblings, which was incredibly emotional and impactful.



## Amazon Summit, Belém, Pará Brazil

August 7th, 2023

In collaboration with Avaaz, The Nature Conservancy, the Ministry of Indigenous Peoples, and Mighty Earth, we hosted an exclusive screening during the Cúpula da Amazônia summit meeting in Belém. Amongst the 200 Indigenous and political leaders in attendance were Minister Sonia Guajajara, Congresswoman Célia Xakriabá, the President of IBAMA (Brazil's environmental police force) Rodrigo Agostinho, the heads of Conservation International, ReWild, the Rainforest Trust, and the Nature Conservancy. The Guardians from both Arariboia and Alto Rio Guama Territories were also in attendance and were so touched to feel how much the audience loves them and appreciates their work.

[PHOTOS](#) | [RECAP VIDEO](#)



# NYC UN Climate Week

September 13 - 24th, 2023, New York City

During the UN NYC Climate week with Edivan and Puyr in attendance, we accomplished the following:

- A special presentation and panel at the Brazilian Consulate for Consulate staff and Indigenous community members.



- A full screening of the film at Open Society Foundation for 70 of their staff members and greater community with an in-depth panel.
- A “Times Square Takeover” we played a part of our trailer alongside a grandiose performance and visual presentation of Indigenous and Amazonian art in Times Square on the big screens. (Photo on next page)

- A screening at Queens Council of the Arts for Indigenous leaders from NYC area and around the world for the Ofrenda Festival.
- A screening as the finale to ‘If Not Us Then Who’s?’ 3-day Indigenous workshop with a panel hosted by Indigenous filmmaker David Hernandez.





At the March to end Fossil Fuels



Sonia Guajajara and Puyr with pop star Anitta and Governor of Pará Helder Barbalho at Global Citizen Festival



First Lady Janja Lula with Puyr



# Policy Meetings and Screenings in Washington, DC

September 25th - 28th, 2023

With the help of Amazon Watch and EIA, we initiated discussions with key representatives at USAID and the U.S. Department of Justice. The DOJ expressed interest in an investigation for incoming wood imports from the Amazon after hearing Puyr and Edivan's testimony.

One of the highlights of our visit was a special 30-minute screening in person and online at the **U.S. Department of State**. This momentous occasion provided us with a platform to convey the urgency of our cause to influential policymakers and diplomats. **We also hosted a screening in the US Congress.**

Our engagement extended to both sides of the aisle, as we met with Republican and Democratic representatives from the Senate Finance Committee. Additionally, we had productive discussions with the staff members of several esteemed legislators, including Senator Welch, Senator Sanders, Senator Wyden, Representative Susan Wild, and Representative Velázquez. These meetings were pivotal in building bipartisan support for our campaign and laying the foundation for future collaboration.





# Impact Screenings

## Duke University

September 29th, 2023

As a part of the Amazon Studies and Indigenous languages programs, Edivan, Chelsea and Rob gave an afternoon lecture and evening presentation of the film at the cinema in the Rubenstein Art Center.



## Oxford University

November 1st, 2023

As a part of the Oxford Biodiversity Network and Environmental Change Institute, Edivan and Rob gave a Q&A after a screening organized by Global Canopy.

## Federal University of Pará

November 9th, 2023

As part of the VX National Meeting of the Brazilian Society of Ecological Economy, we held a screening with Q&A from director Chelsea Greene in the NTB Auditorium of UFOPA Campus Tapajós.



# Mighty Earth Screening for Spanish Government with panel

November 2nd

Mighty Earth organized a panel in Madrid especially for members of the Spanish Government and press to discuss the importance of strengthening legislation that regulates importation of deforestation products. Three technical officials from the General Directorate of Biodiversity, Forests and Deforestation of the Ministry for Ecological Transition attended the screening and subsequent discussion. Their assessment of the event was very positive.

## PHOTOS

[READ THE ARTICLE](#) that resulted from the screening: "Mighty Earth denounces the 'voracious' deforestation of the Amazon" in Ecoticias



# COP28 In Dubai

December 3rd, 2023

Attending COP28 was a pivotal moment for the 'We Are Guardians' film, aligning perfectly with our goal of screening the film for corporate and political decision-makers. At COP28, we successfully participated in three major events, each drawing a significant audience.

The first event, at the Brazil Pavilion, was a remarkable moment, coinciding with the appointment of Sonia Guajajara as Chief which means she was officially representing The Brazilian Government at COP. The event was attended by many indigenous leaders, environmental professionals, PR people and Princess Esmeralda.



Our second event, in collaboration with Amazon Watch on December 4th, focused on indigenous filmmaking and its role in expanding understanding of the importance of the rainforest.

The third event, organized by Mighty Earth, featured a screening of a 30 minute version of the film and was attended by journalists, funders, and indigenous leaders from various regions, including Zac Goldsmith, the former Environment Minister from UK. A post-screening discussion featured Puyr, Edivan, Maíra, and André Vasconcelos from Global Canopy, with Glenn from Mighty Earth as the moderator.

# EMPOWERING CHANGE ON THE FRONTLINE OF AMAZON DEFORESTATION

6th December 16:40 to 19:15

Join Mighty Earth and special guests Puyr Temb  (pictured) and Edivan Guajajara for a screening of the multi-award winning "We Are Guardians" film.

Discussion and drinks reception.



# *SOMOS GUARDIÕES*

DE EDIVAN GUAJAJARA,  
CHELSEA GREENE E ROB GROBMAN

PRÊMIO DO PÚBLICO  
DOCUMENTÁRIO BRASILEIRO

# FILM FESTIVALS



20 Film Festivals in 9 Countries





WORLD PREMIERE

May 3rd, 2023  
Toronto, Canada



UNITED STATES PREMIERE

June 3rd, 2023  
New York City



LATIN AMERICA PREMIERE

June 7th, 2023  
Guadalajara, Mexico





EUROPEAN  
PREMIERE

October 3rd, 2023  
Zurich, Switzerland



gettyimages  
Credit: Ferda Demir



BRAZIL  
PREMIERE

October 7th, 2023  
Rio de Janeiro, Brazil



UNITED KINGDOM  
PREMIERE

October 28th, 2023  
London, UK



## Full List of Festivals Screened

- **HotDocs** | Toronto, Canada | World Premiere
- **Human Rights Watch Film Festival** | New York City | US Premiere
- **Guadalajara Film Festival** | Mexico | Latin America Premiere
- **First People's Festival, Présence Autochtone** | Montreal
- **Illuminate Film Festival** | Online Screening
- **Ofrenda Fest** | NYC
- **Zurich Film Festival** | Switzerland | European Premiere
  - Screening discussion and afterparty of premiere hosted by Amnesty International, and trip included a school educational screening
- **KineNova Skopje** | Macedonia
- **Rio Film Festival** | Rio de Janeiro, Brazil | Brazil Premiere
  - Screening discussion and afterparty of premiere hosted by Rewild and attended by celebrities, indigenous leaders and other influential figures
- **NGO Film Festival** | Nairobi Kenya
- **Human Rights Film Festival** | Berlin
- **Middleburg Film Festival** | Washington DC
- **Mostra International Film Festival** | São Paulo, Brazil
- **Montclair Film Festival** | New Jersey
- **Raindance Film Festival** | London, UK | UK Premiere
- **Cine Alter Festival** | Alter do Chão, Brazil
- **Guelph Film Festival** | Ontario, Canada
- **St Louis International Film Festival** | St Louis
- **Fort Lauderdale International Film Festival** | Florida
- **Films From the South** | Norway







# Awards

- Rigoberta Menchú **Grand Prize** at Presence Autochtone Festival in Montreal
- Public's Choice **Best Documentary** at Mostra International Film Festival São Paulo
- Winner of the **Creative Activism Award** from Cultures of Resistance at Mostra São Paulo - 10k cash prize for the Guardians and Mídia Indígena's work
- **Best Documentary** at Raindance Film Festival in London



# UPCOMING FESTIVALS

- **Films for Future Festival** | Zurich, Switzerland | Nov 23
- **Green Nation festival** | São Paulo, Brazil | TBD
- **All Living Things Festival** | India | India Premiere | Nov 30

Not Announced Publicly Yet:

- **Victoria Film Festival** | Victoria BC, Canada | Feb 4-13
- **Santa Barbara International Film Festival** | California | West Coast Premiere | Feb 7 - 17th
- **SEDONA IFF** | Arizona
- **Riviera IFF** | Italy | May 2024

# UPCOMING IMPACT SCREENINGS

- **Brasilia Congress** | Brasilia, Brazil | November 27th
- **COP 28** | Dubai, UAE | December 3rd at the Brazil Pavilion and 6th at the Food4Climate Pavilion with panel organized by Mighty Earth
- **Brasilia Premiere at Indigenous Festival** | Special guests include Caetano Veloso and Maria Gadu
- **Fundraising Screenings** | Bend Oregon & Stowe Vermont | Nov-Dec 2023
- **Rosewood Hotel** | São Paulo | TBD
- **United Nations** | Geneva | TBD
- **She is Wise Conference** | Ontario Canada | January 24th
- **Fundraising Screenings** | Bay Area tech companies | Jan-Feb 2024
- **BIONEERS** | San Francisco | TBD
- **Southern CA University (SDSU, UCLA and USC)** | California | TBD



# PUBLICITY AND MEDIA

OVER 70 PUBLICATIONS IN 5 COUNTRIES

# PUBLICITY & MEDIA



DEADLINE



ZE RONALDO

Our favorite review:



Entretenimento
Filme sobre a luta indígena pela Amazônia é premiado em Londres
O documentário Somos Guardiões, que fala sobre a luta indígena pela preservação da Amazônia, foi premiado como Melhor Documentário

New Mag
07/11/2023 16:24, atualizado 07/11/2023 16:24

Compartilhar notícia
WhatsApp Facebook Twitter Telegram



O documentário Somos Guardiões (We Are Guardians), sobre a luta indígena

CINEMUNDO 10 ANOS
HOME NEWS FILMS TV & STREAMING

Start > Movie theater > Award-winning documentary "We Are Guardians" will be shown in São Paulo

Award-winning documentary "We Are Guardians" will be shown in São Paulo

ArteCult
HOME SERVICES ARTISTS EDITORIALS VIDEOS
WE ARE GUARDIANS: Film about guardians of the forest premieres Rio

CINEMA EXPRESS
ADVERTISEMENT

We Are Guardians to have Indian premiere at All Living Things Environmental Film Festival 2023
Leonardo DiCaprio serves as the executive producer

CE Features @XpressCinema
Published: 17th November 2023

WE ARE GUARDIANS (hotos)
Notification icon

Leonardo DiCaprio's Film On Amazon Rainforest To Make Its India Premiere At ALT EFF 2023

Hollywood star Leonardo DiCaprio's film 'We Are Guardians' based on the Amazon rainforest is set to make its India premiere at the All Living Things Environmental Film Festival (ALT EFF), 2023.



We Are Guardians Review: Rainforest's Protectors

09/10/2023 13:27
VIDEO BRAZIL-INDIGENOUS/FILM

Fight to safeguard the Amazon depicted in new film

The automated time-coded transcript, translation, and scene list at the side of the video are created using machine learning technology. Please note that although the quality of these models is high, this additional analysis of the video is not reviewed or edited by Reuters journalists.

SOURCE: REUTERS / SOMOS GUARDIOES HANDOUT



Documentário "Somos Guardiões", sobre luta contra desmatamento, abre CineAlter 2023



Leonardo DiCaprio, Applan Way Board 'We Are Guardians' As EPs; Urgent Doc From Fisher Stevens' Highly Flammable Tackles Threat To Amazon Rainforest



6 Correio da Manhã CINEMA

Mirada indígena em ebulição

'Somos Guardiões' conquista prêmios na Mostra de São Paulo e na Inglaterra e se candidata a cult

Tratado indigenista, "Somos Guardiões", de Edivan Guajajara, Chelsea Greene e Rob Grobman, saiu do Festival do Rio, em outubro, com status de cult, e confirmou sua vocação para o prestígio sair laureado da Mostra de São Paulo, na semana passada. Situ do evento paulista com a laurea de júri popular e com o prêmio Cultures of Resistance. A honraria, no valor de US\$ 10 mil, é concedida aos protetores da floresta das aldeias Tembê e Guajajara e à mídia indígena, exclusivamente para a compra de câmeras, drones e tecnologia adicional, e se destina a equipar os indígenas para melhor documentar e proteger a floresta amazônica em seus territórios. O filme foi eleito ainda o Melhor Doc no Raindance, na Inglaterra. Todas essas vitórias ampliam a expectativa do circuito por sua carreira comercial. Sua candalosa narrativa promove um estado sobre o guardião da floresta indígena Marçal Guajajara e a ativista Pura Tembê enquanto eles lutam para proteger seus territórios do desmatamento, bem como um madeireiro ilegal que não tem escóla a não ser derrubar a floresta e um grande proprietário de terras à mercê de invasões e da indústria estrativa. O filme une política, história, economia, ciência e consciência, fornecendo uma visão aprofundada desta situação complexa e crítica — cujas origens e impacto se espalham muito além dos limites da própria Amazônia. "Não tivemos um roteiro para realizar as gravações, que se estenderam por cerca de três anos", disse Edivan ao Correio. "Fui chamado para facilitar o diálogo entre a equipe e os indígenas nos territórios. Com decorrer do processo de gravação, eu vi que eu faria muito mais do que um simples assistente de logística." Na luta dos povos originários para a demarcação de sua autotificação e de sua representação etnográfica, "Somos Guardiões" assume um papel geopolítico-estratégico, sem abrir mão de seu viés poético. "Meu desejo era contar o que se passa no nosso território", diz Edivan. Querida dar voz aquilo que nosas lideranças passam no seu dia a dia."

'Somos Guardiões' une política, história, economia, ciência e consciência, fornecendo uma visão aprofundada da questão ambiental

Terça-feira, 7 de Novembro de 2023



Curtas



DOCUMENTÁRIO. "Somos Guardiões" chega a SP na próxima semana com uma emocionante narrativa sobre a batalha pela preservação da Amazônia. Dirigido pelo cineasta indígena Edivan Guajajara e por Chelsea Greene e Rob Grobman, e com produção de Fisher Stevens, vencedor do Oscar, o filme, parte da programação da 47ª Mostra Internacional de Cinema em SP, lança uma campanha de impacto no Instagram.



# MOVING FORWARD

Over the next three months, our campaign will focus on achieving several critical objectives that collectively set the stage for our mission's success. First and foremost, we will dedicate substantial efforts to fundraising, as securing the necessary resources is paramount to the campaign's initiation. Simultaneously, we are gearing up for our pivotal participation at COP 28 and other key screenings, where we will engage with influential individuals, decision-makers, and policy shapers to impart the urgency of our cause.

Furthermore, in anticipation of our Netflix launch in March, we are diligently preparing safety measures to protect our Indigenous partners who have been facing threats due to heightened exposure. As we gear up for these milestones, we remain steadfast in our commitment to implement the campaign's core goals. These encompass empowering Indigenous Forest Guardians and Communities by providing essential tools, political training, and support for reforestation efforts. Based on their request, we aim to equip and educate communities for sustainable practices, fostering long-term autonomy and financial independence. Additionally, our focus extends to educational outreach and storytelling for change, where we will develop comprehensive educational materials, create a media platform for solution-based narratives, and distribute curriculum guides to educators in the U.S. Finally, we are primed to continue a global screening tour, leveraging diverse strategies to amplify the film's impact, engaging audiences worldwide, including policymakers and influencers, and fostering a united movement dedicated to the Amazon Rainforest's protection.

Thank you so much our amazing partners!



MIGHTY EARTH



AMAZON WATCH



global witness

GREENPEACE



Global Canopy



IF NOT US THEN WHO?





**Contact us  
to collaborate**

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**Chelsea Greene**  
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**THANK YOU**