



AMAZON
SACRED
HEADWATERS

2024 ANNUAL REPORT

www.sacredheadwaters.org



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This past year has marked an important turning point for our Alliance. From deep in the heart of the Amazon, our indigenous alliance has emerged stronger within our territories and has found more allies from the modern world – all committed to our shared vision of protecting the Sacred Headwaters of the Amazon.

It seems that the world has begun to hear our call as evidenced by the global recognition that our Alliance has received over the past year—the recipient of the Schwab Innovation Award, Keeling Curve Prize, the Win Win Gothenburg Award and a Finalist for the EarthShot Prize — are all acknowledgments of the effectiveness and importance of our Indigenous-led alliance working to protect the life support systems of our Planet. These awards belong to all of us—to every community, every elder, every youth throughout the Amazon who continues to defend the forest as well as to all of our donors and allies who have stood with us and made our work possible.

I am proud to be serving as the President of our Alliance and committed to scaling our efforts in the coming year. The Amazon Rainforest is reaching a tipping point with global consequences and it is urgent that we join forces and take bold action.

”

Uyunkar Domingo Peas
Nampichkai
**President of the Amazon
Sacred Headwaters Alliance**



INTRODUCTION

The Amazon is the Earth's largest rainforest and essential to regulating global climate, home to 500+ Indigenous nations and one-third of Earth's species. The life-blind global economic system based on rapid resource extraction and colonial mindset is driving deforestation and biodiversity loss. A report published in 2022 by the Intergovernmental Panel on Climate Change confirms that the clock is ticking for the Amazon—and, by extension, for our global climate. The Amazon is reaching a tipping point of no return. Here in the Amazon headwaters bioregion, 80% of the forests are at risk over the next decade if the governments of Ecuador and Peru carry out their planned fossil fuel, mining, roads, and other extractive schemes.

Founded in 2017, the Amazon Sacred Headwaters Alliance (ASHA) represents one of the world's largest Indigenous-led conservation initiatives. Our Alliance unites 30 indigenous nations working to defend the rainforests of the Napo, Pastaza, and Marañón river basins in Ecuador and Peru. We are collectively defending 86 million acres (35 million hectares) of bioculturally diverse tropical rainforests – an area the size of Oregon.

Our journey of envisioning a thriving and resilient future began in 2017 and culminated in the creation of a Bioregional Plan 2030 – a living blueprint for an ecological transition inspired by Indigenous stewardship philosophy of Buen Vivir (collective wellbeing). This holistic, inclusive, and transformative plan seeks to address five shared bioregional objectives: advancing Indigenous rights and territorial governance, improving living conditions, stopping deforestation, restraining extractive industries, and conserving and restoring ecosystems.

ASHA brings together the leadership of Indigenous nations in partnership with long-term allies, recognizing the importance of collaboration and unity in achieving our shared goals. Through this Alliance, we are joining efforts to mobilize financial and technical resources, amplify our voices, secure the recognition of our rights, and safeguard our territories. Our collective mission is urgent, our intention is to create a bioregional model that could be replicated in other river basins throughout the Amazon Basin, and rainforests everywhere.

ASHA's approach is to foster collective action towards transformative system change that fully honors Indigenous People's critical role in solving these complex issues.

In 2024, we significantly strengthened our governance structure, deepened strategic partnerships, and made progress in implementing our Bioregional Plan.

This annual report highlights our major accomplishments in alignment with our long-term Bioregional Plan objectives. Throughout the year, we've forged important alliances and successfully amplified Indigenous voices in key decision-making spaces through policy engagement, legal actions, international conferences, strategic communication and advocacy campaigns, and on-the-ground initiatives in reforestation and education. These efforts represent significant progress toward our mission.

We are grateful to our circle of funders and allies for making these achievements possible.

1. ALLIANCE GOVERNANCE

Our Alliance has steadily grown to 28 member organizations who together form the General Assembly of Members, of which 25 are Indigenous organizations from Ecuador and Peru and 3 are civil society organizations. The Alliance is governed by an 11-member board of directors, of which nine are representatives of Indigenous people organizations.

The Alliance's daily work is carried out by a technical team, which implements ASHA's strategy and works in close coordination with leaders of indigenous member organizations and allies to advance its mission. The Technical Team is composed of individuals based primarily in Peru and Ecuador.

ASHA's team brings experience across multiple sectors, including law, policy and advocacy, communications, community engagement, research and monitoring, and fundraising.

Board Members (2023-2026):

- Uyunkar Domingo Peas Nampichkai (Achuar), President
- Wrayz Perez (Wampis Nation), Vice President
- Lolita Piaguae (Siekopai)
- Jamner Manihuari (COICA)
- Jorge Perez (AIDSESEP)
- José Esach (CONFENIAE)
- Luis Canelos (PAKKIRU)
- Elaine Shajian Shawit (CORPI)
- Olivia Bisa (Chapra Nation)
- Kim Chaix (Rainforest Foundation US)
- Belén Páez (Fundación Pachamama)



1.1. ORGANIZATIONAL EVOLUTION

In 2024, the Alliance expanded its reach and territorial presence and strengthened its coordination and advocacy efforts in northern Peru. We welcomed the organization CODEPISAN to the Alliance which represents 128 indigenous communities and 8 local federations in the San Martin region.

With this addition, ASHA now has 28 member organizations. The ASHA Technical Team also worked more closely with 6 autonomous indigenous territorial governments of Northern Peru, supporting their capacity building and legal strategies to advance their land rights. This work strengthens our collective capacity for territorial governance and advances the ecological transitions envisioned in the Bioregional Plan 2030.

A significant milestone this year was the addition of Indigenous leadership within the technical team. Three additional Indigenous professionals—two of them women—joined the leadership team, contributing to more coherent strategy, coordination, and implementation, while also advancing gender equity within the staff.

The Alliance further strengthened its governance in 2024. Regular monthly virtual meetings, complemented by in-person gatherings, created a consistent space for dialogue, shared decision-making, and strategic alignment among member organizations. The strengthening of internal governance translated into more coordinated advocacy actions at the territorial and global levels. This was reflected in the joint participation of member organizations in key international advocacy spaces, including the United Nations Convention on Biological Diversity COP16, where the Alliance advanced shared position statements and engaged in collective actions in global discussions on direct climate and biodiversity financing to indigenous peoples.

The Board also created two new leadership positions within the Secretariat: an Executive Director and a Monitoring, Evaluation, and Learning (MEL) Coordinator. These positions will improve coordination, strengthen internal performance systems, and deepen the Alliance's ability to assess and communicate the impact of its work.

1.2. OUR STRATEGIC PILLARS

In 2024, we held our annual General Assembly and board meeting in Tarapoto, Peru from August 26th-30th 2024, where 28 member organizations and civil society of the Alliance gathered. The following strategic pillars emerged for the 2024-2026 strategic plan to guide the alliance's work:

1. **Secure Our Territories & Rights:** Ensure the full exercise of Indigenous Peoples' right to self-determination by strengthening our organizational, technical, and political capacities to legalize, govern and defend our territories and our rights.
2. **Advance Indigenous Wellbeing:** Support indigenous economies and livelihood by funding and implementing programs for food sovereignty, forest conservation and restoration, health services, renewable energy, women's empowerment and youth leadership.
3. **Grow Strategic Alliances & Collective Advocacy:** Deepen our strategic alliances regionally and globally to coordinate collective actions to halt extractive industries, defend Indigenous Peoples' rights and the rights of Nature.
4. **Strengthen Governance, Capacity and Learning:** Strengthen the Alliance's coordinating capacity, governance and our financial sustainability while Instituting a robust monitoring, evaluation, and learning (MEL) system to track our progress towards our strategic objectives.
5. **Mobilize Resources at Scale:** Establish the Amazon Sacred Headwaters Bioregional Fund—a bioregional grant-making vehicle and revolving loan fund designed to mobilize and channel resources for the full implementation of the Bioregional Plan.

In addition to these, two cross-cutting themes-- Gender and Spirituality--emerged to guide our approach across all areas of work. These themes reflect our commitment to promoting gender equity and honoring Indigenous spiritual values as essential dimensions of our collective vision and actions. Likewise, the Alliance recognizes the importance of continuously fostering organizational development and fundraising strategies to meet the challenges and effectively delivering our mission.

Defining these pillars is an important development for ASHA, representing our Alliance's commitment to strengthen our governance and scale our impact.

“Through collective and participatory analysis, we identified urgent needs from the territories—particularly in the defense of human rights and forest ecosystems threatened by extractive industries. A key aspect was the active participation of women. We proposed a line of action to strengthen our role in organizational, political, and economic processes, as well as in decision-making.

”

Lolita Piyaguaje
Sekopai Leader and
ASHA's Field Programs Lead

2. IMPLEMENTATION OF THE BIOREGIONAL PLAN 2030

In 2024, ASHA moved from planning to action in the implementation of the Bioregional Plan 2030. Guided by the frameworks articulated in the plan and aligned with the Life Plans of Indigenous nations across the headwaters, our efforts this year focused on advancing projects in territories shaped through long-term partnerships and community priorities. Implementation has been locally led, with ASHA and Fundación Pachamama providing technical backing and channeling funding.

From territorial governance strengthening to food systems work and intergenerational transmission of knowledge, each project is grounded in the autonomy of Indigenous leadership and the shared vision for the protection of the headwaters bioregion. This year marked a deepening of collaboration, where planning moved off the page and into the real world.

Photo: The Earthshot Prize



2.1. LOCAL ACTIONS AND LIVELIHOODS

REFORESTING EDIBLE FORESTS

ASHA, in collaboration with ReforestAction and Fundación Pachamama, launched the “Reforesting Edible Forests” pilot project in 2023. This initiative focused on restoring degraded ecosystems while providing sustainable economic alternatives to extractive industries. As of July 1st, 2024 the project completed its first pilot phase successfully planting over 170,000 trees representing 117 Amazonian species across nearly 1,000 hectares, with contributions from community nurseries. It has established partnerships with 47 communities from 8 Indigenous nations. Additionally, approximately 20% of the species planted are endangered or vulnerable, significantly contributing to biodiversity restoration and ecosystem resilience. While the first phase of the program has culminated, Fundación Pachamama secured new funding from USAID to support the next stage of implementation. However, as of January of 2025 when the USAID stop work order was issued, activities under this new phase are temporarily on hold while new funding is being sought.

LIVING SCHOOL OF THE AMAZON

The Living School of the Amazon (Escuela Viva de la Amazonía — EVA), an initiative created by ASHA and the Ecuadorian Indigenous federation CONFENIAE, is designed to prepare the next generation of Indigenous leaders from the Ecuadorian and Peruvian Amazon. EVA’s mission is to equip Indigenous youth with the skills and values to protect both their ancestral lands and their cultures, reinforcing their role as stewards of this critical ecosystem. The curriculum integrates a rich blend of Indigenous knowledge systems and contemporary leadership practices. This includes traditional teachings such as the use of plant medicine, ancestral agroecological practices like holistic forest gardening, and the wisdom of rainforest spirits and cosmovision. At the same time, students gain western skills ranging from project management skills, and mapping and drone operation for territorial monitoring, to communications and advocacy skills. By equipping students with both ancestral knowledge and modern world skills, EVA is fostering a generation of leaders prepared to defend their territories and guide the Amazon toward regenerative futures.

During 2024, we conducted a “Leadership in Territorial Governance” course, which was completed by 41 students who enrolled. There was a 93% increase in the participation of community leaders in student-led activities. Additionally, a partnership with NaturaTech helped secure the donation of vital technical equipment, including computers, drones, and digital cameras for EVA students.



Photo: Fundación Pachamama

Community outreach efforts have been positively received, supporting the development of young leaders. The EVA program has effectively integrated academic learning with the practical skills and technological tools.

During the second part of the program, students return to their territories to work with their elders and leaders of their organizations to implement the proposals they designed during the training modules, while continuing with virtual classes and receiving follow-up visits from the EVA team.

Photo: Fundación Pachamama and ASHA



FOOD SOVEREIGNTY PROGRAM

In alignment with our commitment to strengthening territorial work and advancing a key transitional pathway of the Bioregional Plan — we launched a pilot food sovereignty project in close collaboration with the Shiwiar nationality of Ecuador. The project focused on improving family nutrition and food sovereignty by the establishment of diversified agroecological chakras (traditional food gardens). These gardens combined fast and slow growing native species, integrating ancestral agricultural practices with modern techniques to promote sustainable land use and biodiversity conservation. The *chakras* were further complemented by the development of a small-scale fish farming system, designed to enrich local diets with a consistent and nutritious protein source that also reduces reliance on hunting of wildlife.

The results of the pilot were tangible, demonstrating the transformative potential of community-led solutions.

The agroecological chakras implemented through the project hosted more than 35 native species per household, totaling 6,278 plants and contributing to the restoration of approximately 6,500 m² of previously degraded land. This diversification not only enhanced local biodiversity and soil health, but also helped reintroduce culturally significant species in daily diets. Strategically, the project laid the foundation for a forest-based bioeconomy, creating the first steps toward sustainable local value chains rooted in traditional knowledge, food sovereignty, and the regenerative use of Amazonian biodiversity.

Lessons from this pilot program are being used to design a larger food sovereignty program for the next year in 5 to 10 communities, depending on the success of funds raised.

Photo: ASHA



2.2. TERRITORIAL DEFENSE AND STRENGTHENING GOVERNANCE

STRENGTHENING AUTONOMOUS TERRITORIAL GOVERNMENTS IN PERU

In July, ASHA launched a regional planning process aimed at advancing governance and territorial protection across six Indigenous nations in the Pastaza-Morona-Marañón river basins: the Kandozi, Chapra, Kukama Kukamiria, Shiwilu, Shawi, and Inka. From July 9 to 12, a workshop was held in the city of San Lorenzo (Datem del Marañón) to support the formalization and consolidation of the Autonomous Territorial Governments (GTAs) of Datem del Marañón and Alto Amazonas. Leaders from the six indigenous nations participated, along with representatives from the Wampis, Achuar and Awajún GTAs, who joined as invited guests to share their experiences and support the planning process. Leaders from the regional Indigenous organizations including CORPI and AIDSEP also participated.

The workshop focused on assessing the progress made in developing the technical dossiers required for the formal recognition of each GTA. It also served to define a collective roadmap to guide the next steps in legal proceedings and institutional strengthening. As a result, each nation developed a tailored action plan outlining its current status of its land claim, specific needs, and next steps for advancing its territorial governance processes.

As part of this effort, the project also includes the installation of solar-powered satellite internet access points in a strategic community within each of the six nations. These connectivity hubs are intended to support ongoing coordination, access to information, and follow-up on the implementation of the action plans. Installation was completed in January 2025.

DEFENDING THE RIGHTS OF INDIGENOUS PEOPLES IN ISOLATION (PIACI)

In partnership with ASHA's members, a technical dossier was developed in collaboration with Rainforest Foundation US, Fundación Pachamama, and Pachamama Alliance for submission to a call issued by the United Nations Development Program and the Ministry of Culture to advance the creation of the Napo Tigre Reserve for Isolated Indigenous Peoples. This dossier supports the Additional Categorization Study of the Napo Tigre Reserve and includes a technical proposal, budget, interinstitutional agreement, legal opinion, and consultations with UNDP. The results of this process are still pending.

ASHA's team supported field visits to the Chapra indigenous territory by the Ministry of Culture, involving two specialists from the Directorate of Indigenous Peoples in Isolation and Initial Contact (DACI), to gather information on sightings of isolated Indigenous peoples and to sensitize the population on the vulnerability of these isolated populations in order to avoid potential conflict between Indigenous populations.



¡HISTÓRICO!

SE PUBLICA EL DECRETO SUPREMO QUE CATEGORIZA LA RESERVA INDÍGENA SIERRA DEL DIVISOR OCCIDENTAL

El Peruano / Miércoles 22 de mayo de 2024 **NORMAS**

Decreto Supremo que declara la categorización de la Reserva Indígena Sierra del Divisor Occidental

DECRETO SUPREMO N° 004-2024-MC

LA PRESIDENTA DE LA REPÚBLICA

CONSIDERANDO:

Que, el artículo 2 de la Constitución Política del Perú prescribe que toda persona tiene derecho a la vida, a su identidad, a su integridad moral, psíquica y física y a su

ADVOCACY FOR INDIGENOUS FOREST DEFENDERS

We supported Indigenous leaders, in particular Olivia Bisa, President of the Autonomous Territorial Government of the Chapra Nation in the Peruvian Amazon, raising awareness of threats to her life and threats to her family, and supported logistics of her safe temporary relocation and security detail as well as organizing advocacy meetings with national and international human rights bodies.

Efforts were also made to protect Indigenous territories from illegal invasions, drafting statements, and coordinating with authorities to protect threatened communities. Additionally, ASHA staff accompanied Olivia Bisa alongside Amazon Watch to the UN Permanent Forum on Indigenous Issues in New York City in April 2024. This visit included a meeting with AVAAZ to request collaboration on protection actions and various public and media engagements.

SUPPORT FOR EMERGENCIES AND ASSEMBLIES

In 2024, ASHA responded to the ongoing need for flexible, rapid-response funding to address emergencies arising in the territories across the bioregion. We established a dedicated emergency fund and developed a protocol to assess the requests and ensure resources can be deployed quickly and equitably. The mechanism is designed to respond to urgent situations that fall outside the scope of our regular planning but are critical to the safety, health, and sovereignty of communities. Through this mechanism, ASHA was able to support a total of 40 emergency grants for a range of emergencies, including individual health crises, personal safety measures for leaders at risk, and threats caused by illegal mining and oil spills. The emergency fund ensures that communities are supported in moments of acute need and that the defense of life and territory remains a shared responsibility within the alliance.



Mary Lawlor, UN Special Rapporteur, alerts about death threats against Olivia Bisa, President of the Chapra Nation and Indigenous defender.

“

Our work in strengthening Indigenous governance is of critical importance and critical to the successful efforts to protect their territories.

”

Eduardo Pichilingue
Program Director Peru



Photo: CORPISL

2.3. ADVOCACY AND ALLIANCE STRENGTHENING

ASHA's advocacy efforts in 2024 focused on reinforcing Indigenous leadership in regional and international climate and biodiversity negotiations, with particular emphasis on securing recognition of territorial rights, access to direct financing, and the inclusion of Indigenous governance systems in global decision-making processes. Throughout the year, ASHA participated in key convenings to amplify the positions of our alliance and support Indigenous representatives in shaping policy spaces that directly impact their territories. In parallel, ASHA has supported over 54 grants for institutional strengthening as well as assemblies and workshops for Indigenous organizations within the alliance. These flexible resources are designed to reinforce organizational leadership, sustain ongoing governance work, and enable greater autonomy in political and technical engagement across multiple scales.

HYDROCARBONS IMPACT WORKING GROUP

In partnership with OXFAM, ASHA took on the coordination of the **Hydrocarbons Impact Working Group** in Peru, a coalition of 16 organizations focused on addressing the impacts of oil exploitation in Indigenous territories. Throughout the year, ASHA facilitated regular monthly meetings that served as a platform for coordinated advocacy, shared analysis, and collective response. From these convenings emerged several joint statements condemning the increasing threats, and assassinations of Indigenous forest defenders as well as frequent oil spills. A major milestone was the co-production and public launch of the report "*The Shadows of Hydrocarbons III*" (Las Sombras de los Hidrocarburos III), presented at events in Lima.

The report documents ongoing oil-related environmental emergencies and reinforces the urgent need for accountability and territorial protection in the Peruvian Amazon.

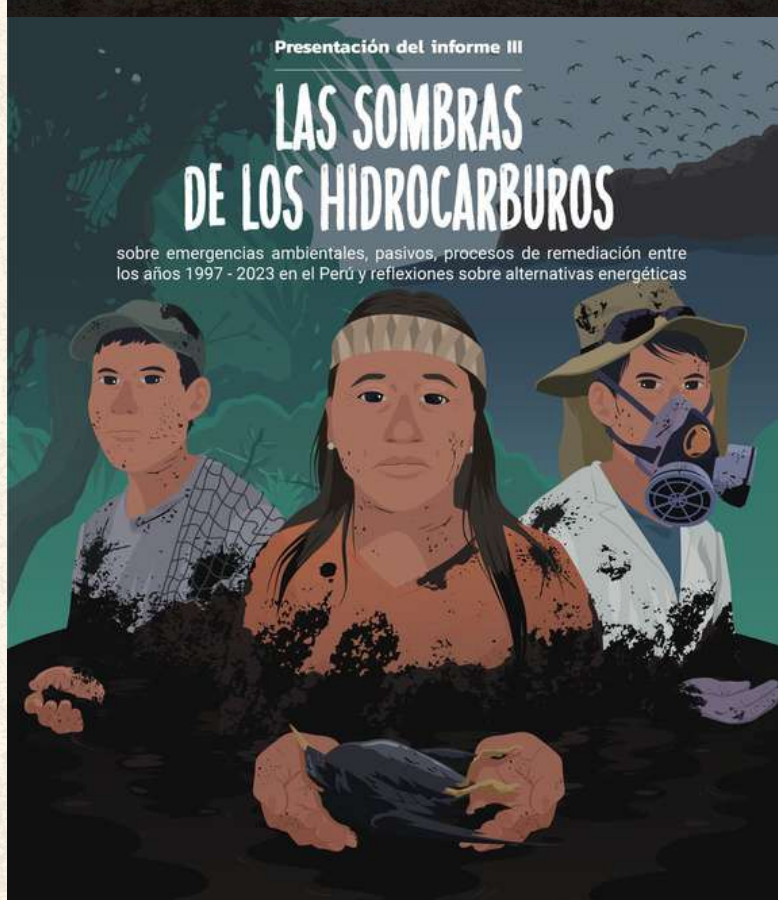
Photo: GTH



Presentación del informe III

LAS SOMBRAS DE LOS HIDROCARBUROS

sobre emergencias ambientales, pasivos, procesos de remediación entre los años 1997 - 2023 en el Perú y reflexiones sobre alternativas energéticas



Miércoles 14 de agosto 9:30 A.M.
Hotel José Antonio Deluxe,
Calle Bellavista 133, Miraflores, Lima.

Transmisión #envivo vía:  LIVE

Ingreso previo registro
bit.ly/LanzamientoSombraPetroleo




POLLEN 2024

On June 10, 2024, ASHA participated in the POLLEN 2024 Political Ecology Network Conference, presenting as part of the panel *“Reconstituting Indigenous Nations: Recovering the Past with Structures That Allow Thinking of a Common Future.”* The session highlighted the territorial governance processes of the Autonomous Territorial Governments (GTAs) of the Wampis, Achuar, and Chapra Nations, with representatives from these nations traveling to Lima, Peru, to share their experiences firsthand. Their presentations emphasized the collective efforts to reclaim Indigenous self-governance and was well received by university students, researchers, media and academics in attendance.

Photos: ASHA



ESCAZÚ AGREEMENT COP3

In the lead-up to COP3 of the Escazú Agreement (1), a multi-lateral accord aimed at protecting environmental and human rights defenders (2), ASHA actively engaged in the process by presenting concrete recommendations for the Regional Action Plan on Environmental Human Rights Defenders. The Action Plan was expected to be agreed upon during the conference. We worked in close coordination with various regional and international networks to ensure the voices of Amazonian Peoples and territories were meaningfully represented in the negotiations.

Together with Climate Action Network Latin America (CANLA) and AIDESEP, we also organized an official side event at COP3 titled “Amazonian Strategies: Impact on Nature Protection and Defender Peoples.” Held on April 26, 2024, this event highlighted the importance of territorial actions for the protection of the binational Napo Tigre–Yasuní corridor, aimed at safeguarding Isolated Peoples. The protection of these ‘invisible’ environmental defenders also contributes to maintaining global climate stability.

Photos: CEPAL



UN CONVENTION ON BIOLOGICAL DIVERSITY - COP16, CALI, COLOMBIA

In October, ASHA brought a powerful delegation to the UN Convention on Biological Diversity COP16 in Cali, Colombia. Delegates from Ecuador and Peru took part in multiple events, contributing ASHA's framework to critical discussions on payments for ecosystem services and the financialization of nature.

In the lead-up to COP16, ASHA, worked closely with CONFENIAE, AIDESEP, and COICA to jointly develop a unified position paper on key agenda items. This coordination supported by AVAAZ ensured alignment and effective advocacy during the negotiations. The document emphasized three urgent demands: direct access to finance for Indigenous Peoples, establishment of a subsidiary body on Indigenous issues within the CBD framework, and implementation of Target 3 of the Global Biodiversity Framework through formal recognition of Indigenous territorial governance systems. These points were widely echoed during the summit and formed the backbone of Indigenous participation at COP16. The COP16 negotiations extended beyond schedule, ending without formal closure as many country delegates had already left the venue.

Nevertheless, the establishment of the subsidiary body championed by ASHA and Indigenous Peoples was adopted. Discussions on financing and the monitoring framework for the Global Biodiversity Framework were deferred to an early 2025 closing session. Recognition of territorial rights as an indicator for Target 3 failed to gain consensus.



Photos: ASHA



UN CONVENTION TO COMBAT DESERTIFICATION - COP16, RIYADH, SAUDI ARABIA

At the UN Convention to Combat Desertification (UNCCD COP16) held in Riyadh, ASHA joined Indigenous leaders from the seven UN socio-cultural regions to advocate for the formal integration of Indigenous Peoples into global land governance frameworks. This COP marked the first-ever Indigenous Peoples Forum at the UNCCD, a milestone space that elevated Indigenous leadership in land conservation, spiritual stewardship, and resource governance. ASHA supported the presentation of the Sacred Land Declaration, which called for the creation of a distinct Indigenous Peoples Caucus within the UNCCD, recognition of Indigenous knowledge systems, and direct access to climate and land-related financing without intermediaries.

ASHA was also invited to participate in the One Water Summit, co-hosted by the governments of France and Saudi Arabia. Uyunkar Domingo Peas, President of our alliance, was a featured keynote speaker and emphasized the

interdependence between water, women, and territorial defense—calling for a broad alliance among governments, Indigenous Peoples, and the private sector to defend life on Earth. These outcomes reflect a growing shift toward centering Indigenous rights and governance in global fora on climate and land use.



UNCCD
COP16
Riyadh | 2024



United Nations
Convention to Combat
Desertification



2.4. SCALING FINANCIAL MECHANISMS

Expanding and scaling territorial finance mechanisms is a central pillar of ASHA's strategy to support Indigenous self-determination, territorial defense, and long-term economic alternatives to extractive development. This includes advancing community-led initiatives based on non-timber forest products, essential oils, eco-cultural tourism, vanilla cultivation, medicinal plant remedies, artisanal crafts, and diversified food production—efforts that contribute to food sovereignty while reducing pressure on wildlife and forest ecosystems. ASHA is actively developing and testing alternative financing models that move beyond traditional offsets, focusing instead on biocultural approaches that reward ongoing stewardship and align with Indigenous Life Plans. In this context, ASHA is building a Project Portfolio Platform, a mechanism to match community-defined priorities with values-aligned funding sources. As part of this work, ASHA co-organized a workshop titled "Climate Financing, Preservation of Territories, and Culture", held on February 28, 2024, at CONFENIAE's headquarters in Unión Base.

The gathering introduced Indigenous leaders to climate finance landscapes—ranging from carbon markets to philanthropic funds and impact investment—and opened dialogue on how these tools could be reoriented to serve Indigenous-led territorial protection efforts.

BIOCULTURAL MECHANISMS ROOTED IN INDIGENOUS STEWARDSHIP

ASHA is actively researching and piloting novel financial mechanisms that offer alternatives to conventional carbon and biodiversity offset markets.

One such example is the Jaguar Biocultural Stewardship Strategy, a pilot initiative developed in the Achuar community of Sharamentsa. In response to threats from a proposed road and illegal logging, the community launched a program to reduce forest and biodiversity loss by establishing a communal wealth fund—functioning similarly to a collective universal basic income—that supports both ecological protection and community wellbeing.

The initiative, implemented with technical support from Fundación Pachamama, Regen Network, Stoknes Futures, and other partners, avoids the use of market-driven terms like "credits" and instead uses the concept of "Jaguar Tokens", a form of Biocultural Stewardship Units issued on the blockchain. These tokens are issued based on indicators of ecosystem health, such as jaguar sightings captured through community-operated camera traps as well as total forest cover measured through satellite imagery and drone flights. Funds generated through this system are used to implement the community's Life Plan, supporting food security, health, education, cultural revitalization, and forest monitoring and restoration. ASHA is working closely with Fundación Pachamama to evaluate the outcomes and learnings of this pilot and is developing strategies to scale similar biocultural finance mechanisms in other territories facing imminent threats from extractive industries and roads.



UNA INICIATIVA DE



CON EL ACOMPAÑAMIENTO DE



Stoknes

THE KIPIRINA YOUTH COLLECTIVE INITIATIVE

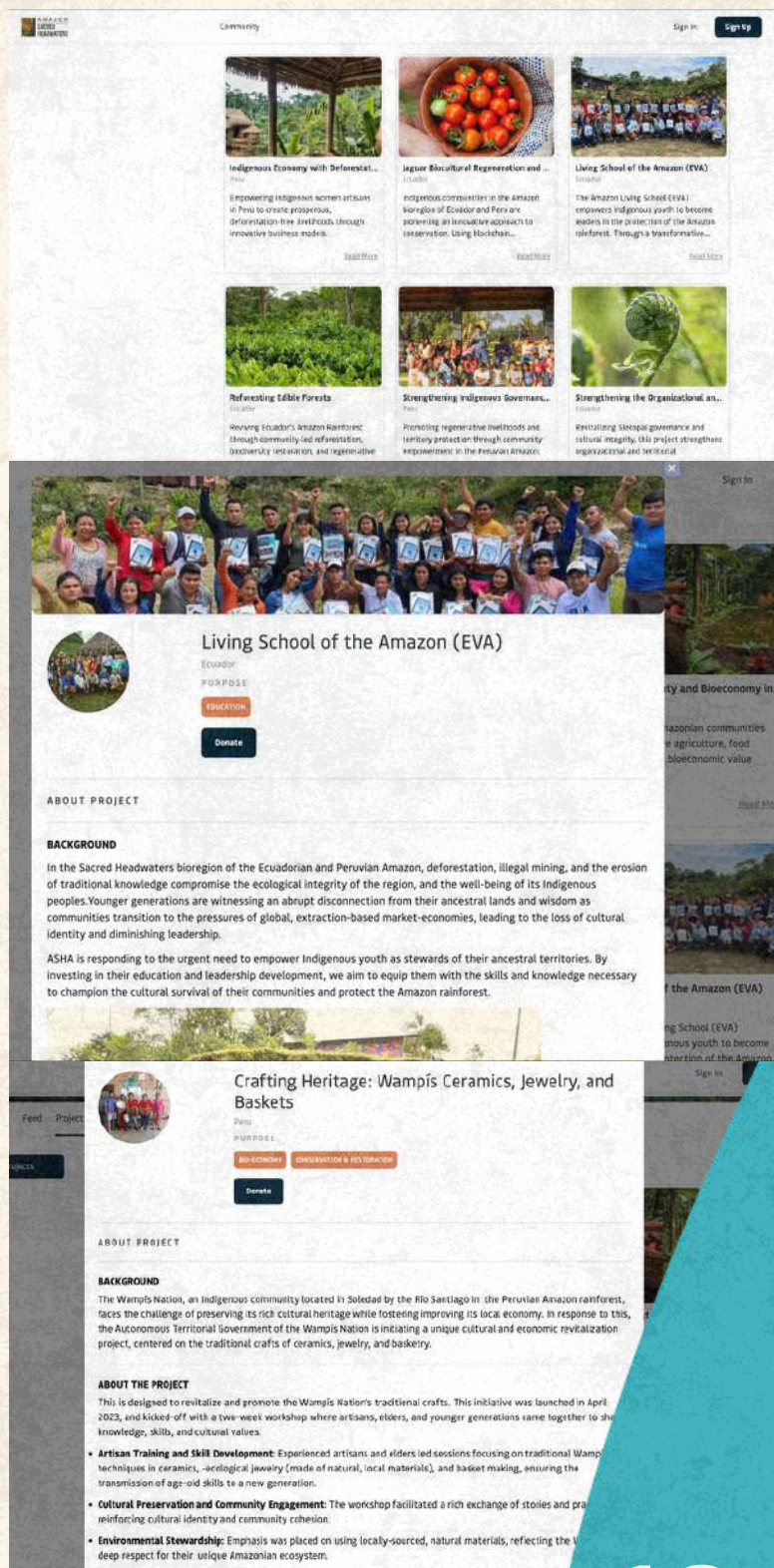
We made some strides in advancing Indigenous youth engagement in climate finance and economic sovereignty during a two day gathering, hosted collaboration with CONFENIAE leadership. With 60-70 Indigenous youth leaders from various organizations, all actively involved in community entrepreneurship projects, this strategic meeting focused on Amazonian Indigenous economic sovereignty, with special emphasis on climate financing opportunities. The gathering successfully brought together young entrepreneurs and youth representatives from various indigenous organizations who typically work in separate spheres, fostering unprecedented collaboration. The event produced a comprehensive roadmap and recommendations document for potential allies, both within the territory and external partners.

ASHA'S PROJECT PORTFOLIO PLATFORM

ASHA continued its partnership with the Open Future Coalition's (OFC), utilizing their online tools to host our [Project Portfolio Platform](#), currently under development. This platform helps to showcase a portfolio of ASHA projects in Amazonian territories where we work, and share these with funders, allies and peers. In addition, ASHA's team members were also invited to join the OFC's Regional Resilience Fellowship in September. Together with a number of other bioregional initiatives, we are collectively building and learning how to optimize OFC's platform, exchanging information across organizations. The Fellowship brings together leaders working on bioregional efforts around the world to strategize among peers, showcase their programs on OFC's Project Platform, and custom-design their unique web pages.

We are also looking to integrate ASHA's Monitoring, Evaluation & Learning system into the platform, establishing what impact metrics

we need to highlight on the platform, based on previous work conducted to advance Indigenous-guided impact measurements and storytelling.



3. COMMUNICATION STRATEGIES

In 2024, ASHA continued to strengthen its digital presence through consistent communications in both Spanish (@cuencassagradas) and English (@amazonheadwater), reaching broad and diverse audiences across social media platforms. These communication efforts have helped amplify the voices of our alliance members, share key territorial updates, and raise visibility for Indigenous-led solutions. Our communications team collaborated with the "Lanceros digitales" or digital media team of CONFENIAE to highlight key territorial news and communications actions.

In addition to growing our digital reach, ASHA's communications team carried out targeted media campaigns to support territorial defense, amplify Indigenous leadership, and inform the public about urgent threats. The **"Stopping Roads that Destroy"** campaign, developed in collaboration with the Institute for Legal Defense (IDL), used infographics, videos, and social media to raise awareness about the irreversible impacts of proposed roads in the Amazon.

ASHA co-organized a series of webinars and events with AIDSEP and Fundación Pachamama, marking 18 years of the Law Protecting Isolated Peoples (PIACI) in Peru and Ecuador. In alliance with the Autonomous Territorial Government of the Wampis Nation, ASHA supported online advocacy efforts denouncing illegal mining operations. ASHA also played a key role in a focused campaign in response to new mining concessions and a crude oil spill in the Shawi territory, including producing media clips and campaign materials.

ASHA also continued to invest in local communications capacity by renewing the Digital Pioneers network and supporting initiatives such as the **Muyuna Fest**, a floating film festival in the Belén neighborhood of Iquitos, where youth received hands-on training in film production.

These efforts are ensuring that indigenous peoples' voices are amplified.



3.1. ASHA SOCIAL MEDIA ROUNDUP – 2024

TOTAL IMPRESSIONS

Platform	Language	Impressions
Facebook	Spanish	628,098
Instagram	Spanish	1,005,006
Instagram	English	14,747
Total Impressions		1,647,851

FOLLOWER GROWTH

Platform	Language	Total Followers	New Followers (2024)
Facebook	Spanish	13,959	+528
Instagram	Spanish	4,438	+858
Instagram	English	2,231	+490
Twitter/X	Spanish	2,153	-
Twitter/X	English	388	-



4. GLOBAL VISIBILITY AND AWARDS

In 2024, ASHA's work gained increased international visibility, with leaders from the alliance featured prominently at major global gatherings and contributing to key dialogues on climate, biodiversity, finance, and Indigenous rights. These engagements not only recognized the impact of Indigenous-led bioregional strategies, but also strengthened alliances with global actors working toward systemic change.

The year began in January at the World Economic Forum in Davos, Switzerland, where ASHA's President, Uyunkar Domingo Peas, and Director of Global Strategy, Atossa Soltani, were honored with the Schwab Foundation Social Innovation Award for Collective Social Innovation. Their presence in Davos opened strategic connections, including a meeting with His Majesty King Philippe of Belgium, and positioned ASHA as a key voice in conversations about inclusive, community-led climate action.

In March, ASHA representatives traveled to San Francisco to participate at both the Bioneers Conference and to speak at Earth Commons Conference, sharing the territorial strategies and governance frameworks shaping the alliance's approach to climate and forest protection.

In June, ASHA hosted Amazonia Calling: A Benefit Soirée in London during London Climate Action Week, in partnership with Earth/Percent. The event brought together over 300 supporters for an evening of storytelling, music, and solidarity, with performances by Aterciopelados and DJ Auntie Flo. That same week, ASHA received the P.E.A. Award for Indigenous Organizing and a letter of recognition from His Majesty King Charles III for ASHA's contributions to the Circular Bioeconomy Alliance.

In July, ASHA was awarded the Keeling Curve Prize in the category of Social and Cultural Pathways in recognition of our climate mitigation efforts rooted in Indigenous territorial governance. The award included a \$50,000 grant to strengthen ongoing bioregional work.

In August, a film crew from The Earthshot Prize visited Puyo and Sharamentsa to document ASHA's work on the ground. The team was in Ecuador to produce a short film announcing ASHA as a finalist in the "Protect and Restore Nature" category, highlighting the alliance's territorial governance efforts and biocultural strategies. The visit marked the beginning of ASHA's participation in the Earthshot Fellowship, which included a year-long engagement in public storytelling, peer exchange, and visibility leading up to the global award ceremony.

During New York Climate Week in September, ASHA participated in over a dozen events alongside allies such as Regen Network, Amazon Watch, Open Society Foundations, Rights and Resources Initiative, and others. ASHA leaders presented at the International Tribunal on the Rights of Nature at The New School, the UN Science Summit at the Harvard Club, and sessions such as Scaling Jaguar Credits, The BioFi Revolution, and Guardians of Nature at the World Biodiversity Summit. The team shared insights on biocultural finance, Indigenous governance, and the transition toward a just, post-extractive future. During this week ASHA was announced as a finalist of the Earthshot Prize.

In November, ASHA was selected to attend the World Economic Forum's Convening on Mainstreaming Natural Capital, held at the

Rockefeller Foundation's Bellagio Center in Italy. The invitation-only event brought together thought leaders to advance a global discourse around nature-based economies. Atossa Soltani represented ASHA in this gathering, offering insights from the headwaters region on the integration of biocultural values into natural capital frameworks.

Shortly afterward, ASHA participated in Earthshot Week in Cape Town, South Africa, joining a global cohort of environmental innovators as part of the Earthshot Prize Fellowship. The convening spotlighted the work of fifteen finalists and brought together investors, scientists, and philanthropists dedicated to restoring the planet.

To close the month, on **November 21**, ASHA was invited by the **Circular Bioeconomy Alliance**, to

the high-level event *"Reimagining Our World Through a Nature-First Economy"*, held at **St. James's Palace in London** with **His Majesty King Charles III**. ASHA shared its vision for a bioeconomy rooted in Indigenous knowledge, community wellbeing, and ecosystem integrity—helping position territorial solutions as central to the transition toward climate-neutral and inclusive economies.

Together, these engagements reflect growing global recognition of ASHA's bioregional approach and reaffirm the central role of Indigenous leadership, territorial governance, and direct access to climate finance in shaping the future of environmental policy and planetary stewardship.

Photos: ASHA



5. 2024 REVENUE AND EXPENSES

5.1. FINANCIAL REPORT 2024

In 2024, ASHA's financial strategy remained rooted in transparency, trust, and accountability to our alliance members, donors, and communities.

Thanks to the continued support of our global network of institutional partners and individual donors, we closed the year with a total income of \$2,343,950.

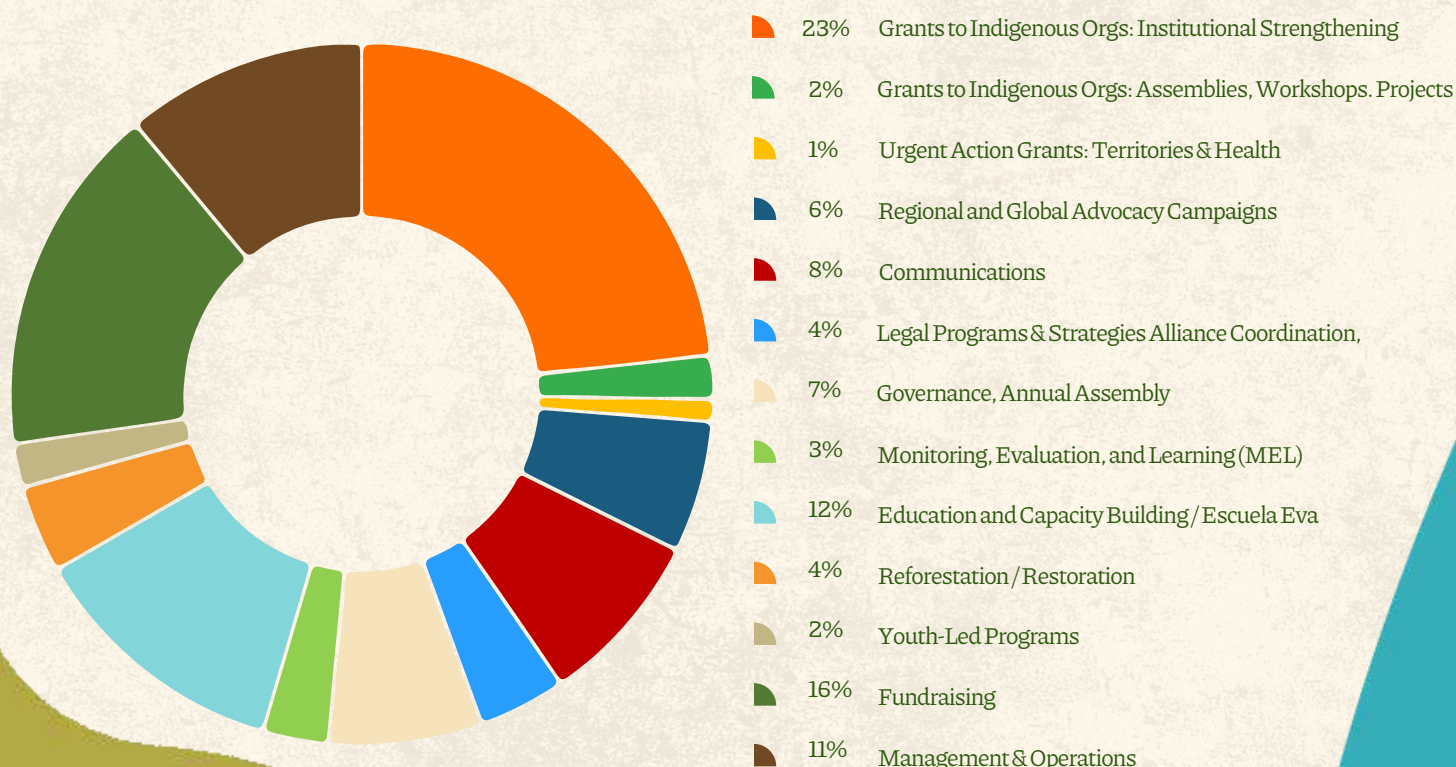
This funding enabled us to scale implementation of the Bioregional Plan 2030, respond to territorial emergencies, and deepen our support for Indigenous governance and self-determination.

ASHA's income in 2024 came from three main sources:

CATEGORY	AMOUNT (USD)	% OF TOTAL
Institutional Donations	\$1,308,33	55.80%
Individual Donations	\$1,020,950	43.60%
Online Donations	\$14,66	0.60%
Total Income	\$2,343,950.70	100%

This financial support enabled ASHA to invest in key priorities across the territories of the alliance. Our total expenditures in 2024 reached \$1,638,859.04, allocated as follows:

	CATEGORIES	\$	%
GRANTS	Grants to Indigenous Orgs: Institutional Strengthening	384,292.39	23%
	Grants to Indigenous Orgs: Assemblies, Workshops, Projects	38,892.90	2%
	Urgent Action Grants: Territories & Health	18,016.59	1%
PROGRAMS	Regional and Global Advocacy Campaigns	100,342.18	6%
	Communications	124,791.95	8%
	Legal Programs & Strategies	72,451.25	4%
	Alliance Coordination, Governance, Annual Assembly	118,970.17	7%
	Monitoring, Evaluation, and Learning (MEL)	47,697.69	3%
	Education and Capacity Building / Escuela Eva	198,780.09	12%
	Reforestation / Restoration	66,523.88	4%
	Youth-Led Programs	26,322.06	2%
FUNDRAISING	Fundraising	254,026.91	16%
MANAGEMENT	Management & Operations	187,750.99	11%
TOTAL		1,638,859.04	100%



Through this structure, we ensured that funding was directly channeled toward territorial priorities and long-term strategies led by Indigenous governance bodies. Emergency funds were used to respond to urgent health and security needs in the territories, while communications, legal, and educational investments helped reinforce organizational capacity and amplify community voices.

ASHA's fundraising team organized a transformative learning delegation to the Sacred Headwaters bioregion with a group of key donors and allies. These delegations are a core element of ASHA's fundraising and engagement strategy, creating opportunities for funders to connect directly with the communities and territories they support. By fostering deep, place-based relationships and mutual understanding, these experiences help cultivate long-term commitments rooted in trust, accountability, and shared purpose.

ASHA closed the year with a strong financial position, with remaining funds carried forward to support scaling efforts in 2025, including biocultural finance mechanisms, territorial monitoring, and expanded governance support.

We are deeply grateful to our growing circle of allies for making this work possible.

We want to specially thank our donors

- Alex Wright
- AVAAZ
- Biome Trust - Ma Earth
- Bullens Heimann & Friends
- Chantecaille Foundation
- Charities Aid Foundation - Kentara Foundation
- Circular Bioeconomy Alliance
- CISCO Foundation
- Earth Legacy Alliance
- Earth Percent
- Energy Transition Fund
- Fondo Ñeque
- Global Warming Mitigation Project - Keeling Curve Prize
- Helvellyn Foundation
- Henry Luce Foundation
- Jeremy & Britta LLoyd Trust
- Jessie Kate & Robbie Schingler & Community
- Khadem Foundation
- Lush Cosmetics
- MaEarth
- NaturaTech LAC - C-Minds
- New England Biolabs Foundation
- New York Community Trust
- One Project
- RedWood Fund
- ReforestAction
- Rights and Resources Initiative
- Silicon Valley Foundation - Existence Collective
- Synchronicity Earth
- The BioFi Project (Bitcoin)
- The Pachamama Alliance
- Waterloo Foundation
- Wendy's Wish Foundation
- And our supporters who wish to remain anonymous



6. LOOKING AHEAD TO 2025

As we move into 2025, ASHA remains firmly committed to the long-term implementation of the Bioregional Plan 2030, deepening our collective strategies for territorial defense, Indigenous governance, and ecological well being across the Sacred Headwaters region. Building on the foundations strengthened in 2024, our priorities for the coming year include:

- Expanding the institutional capacity of Indigenous member organizations, with a focus on territorial governance, project implementation, advocacy, and sound financial management.
- Securing funding for Indigenous-led initiatives in food sovereignty, forest monitoring, intercultural health and education, renewable energy, and economic alternatives to extractive industries.
- Advancing the legal recognition of Indigenous land claims over more than 22 million acres of rainforest territories, in close coordination with territorial organizations and GTAs across Ecuador and Peru.
- Expanding the work with the Autonomous Territorial Governments (GTAs) by supporting political advocacy, strategic planning, legal accompaniment, and operational strengthening at the bioregional scale.
- Scaling the Biocultural Strategy of the Jaguar, building on the pilot initiative in Sharamentsa and working with new communities to adapt and implement similar biocultural finance approaches tied to territorial indicators and community-defined priorities.
- Co-designing a bioregional financial facility in collaboration with the BioFi Project, rooted in Indigenous values and designed to channel flexible resources directly to communities engaged in territorial protection and biocultural restoration.
- Further supporting the Amazon Living School, including expanding access to Peruvian students and weaving the school more deeply into the broader educational and governance architecture of the alliance.
- Co-designing a bioregional financial facility in collaboration with the BioFi Project, rooted in Indigenous values and designed to channel flexible resources directly to communities engaged in territorial protection and biocultural restoration.
- Further supporting the Amazon Living School, including expanding access to Peruvian students and weaving the school more deeply into the broader educational and governance architecture of the alliance.
- Completing and launching core operational platforms, including the Project Portfolio Platform, the Monitoring, Evaluation, and Learning (MEL) system, and the GIS-based governance and territorial monitoring tool.
- Strengthening internal governance and coordination by hiring for key strategic roles, including a permanent Executive Director and a Monitoring, Evaluation, and Learning (MEL) Coordinator, to guide ASHA's next phase of organizational development and cross-border alignment.
- Continuing joint campaigns, legal actions, and international advocacy efforts to defend Indigenous rights, deter extractive expansion, and elevate territorial solutions rooted in autonomy, ancestral knowledge



GLOSSARY OF ACRONYMS

AIDSEP	Interethnic Association for the Development of the Peruvian Rainforest
ASHA	Amazon Sacred Headwaters Alliance
COICA	Coordinator of Indigenous Organizations of the Amazon Basin
CONAIE	Confederation of Indigenous Nationalities of the Ecuador
CONFENIAE	Confederation of Indigenous Nationalities of Ecuadorian Amazon
EVA	Living School of the Amazon (Escuela Viva de la Amazonía)
PIACI	Indigenous Peoples in Voluntary Isolation and Initial Contact
CODEPISAN	Coordinator for the Development and Defense of Indigenous Peoples of the San Martín Region



Students of the Living School of the Amazon





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