



Africa's rainforest is under threat

The Congo Basin rainforest spans 2,500,000 km² over six countries, and is home to 1,000 threatened species. As the world's last tropical carbon sink, not saving the Congo Basin rainforest means the fight against the worst of climate change is lost.



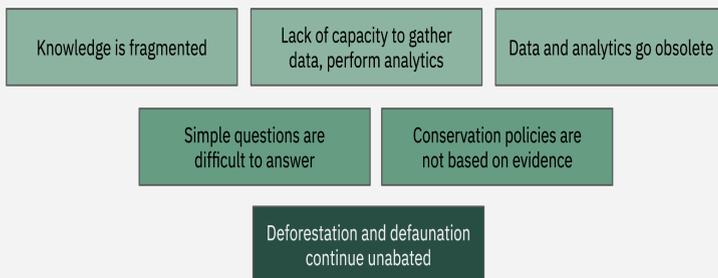
Billions have been spent in the last 20 years on conservation efforts. And yet, these efforts have failed to end deforestation and biodiversity loss. Why?

Good decision-making is expensive. At Project Canopy, we believe the time and money needed to find and interpret data on the world's second-largest rainforest is the key obstacle facing the conservation sector. As a result, unsuccessful and even contradictory policies continue to fail the Congo Basin.

Project Canopy is a non-profit that gives environmental actors the data and analytics they need to make better decisions. We are the trusted data broker for the rainforest, providing the missing piece to the puzzle that is the Congo Basin conservation sector.

A successful Project Canopy will not just improve conservation outcomes: as donors gain confidence that budgets are well-spent, funding will increase for this under-resourced region, which now receives only 11.4% of annual global rainforest funding.

Decision-makers need better environmental intelligence



Governments, international development organizations, international and local non-profits all need accurate, complete and timely analytics for their work in the Congo Basin. Today, most organizations do not have the resources to identify opportunities for the greatest impact. How can they then save the greatest number of trees, the

greatest number of elephants, or the greatest number of carbon stores for each euro or dollar spent?

Providing evergreen answers to such questions is expensive and time-consuming. Satellite images, species databases, laws, corporate contracts and ownership must all be analysed by ecologists, data scientists, GIS specialists, legal experts, and corporate investigators. Who has the capacity to do this?

Project Canopy is the data broker for the rainforest

We are the impartial source of environmental intelligence on the Congo Basin. We begin by identifying and delivering solutions to stakeholders' analytical needs. We integrate these solutions into our public platform, giving the right data to the right people, at the right time, and in the right way.

Particular attention will be given to empowering those groups at the front lines of environmental defense: the Cameroonian, Congolese, and Gabonese organizations who are the most committed to saving their forests, but who have the fewest resources.



As we accumulate more solutions for more people, we will analyze the threats facing the forest, and what is being done about them. This will not only save our audiences the scarce resources they spend on R&D, but, more importantly, increase conservation impacts across the board.

In a few years, the capital we earn as a respected data provider will allow us to take an active role in the policy ecosystem itself. An unrivaled understanding of the rainforest and its decision-making processes will give Project Canopy a leading position from which to influence the region's environmental programs and policies.

Project Canopy is a non-profit, but we think like a data-driven tech startup. Customer validation, a process-based approach, and rapid deployment of solutions allow us to deliver an outsized impact on conservation investments.

Making Project Canopy a reality

Project Canopy has been vetted with stakeholders in WWF, Global Witness, Greenpeace, and local NGOs. Based on their feedback, and assisted by a dozen talented volunteers, we are developing two prototypes.

The first prototype applies machine learning to satellite imagery, identifying logging activity in real time. The second identifies the alignment of science and law concerning threatened species. These will generate the equivalent of €1.4 million of value per year for the sector. But, to truly reach Project Canopy's potential, investments are needed.

Our first funding cycle calls for €500,000 to €1.8 million over a 12- to 18-month period. We will scale our prototypes to integrate forest cover, species, and carbon store datasets into our platform. We will also analyze all environmental laws governing the Congo Basin rainforest, including forest codes, species protection laws, and international treaties.

Our audiences will then be able to immediately identify the locations most in need of protection, the legal frameworks protecting these areas, and what needs to be done to increase the impact of their decisions.

Project Canopy is a scalable process

Project Canopy will begin influencing policy within three years of its first funding cycle. Within five years, we will scale Project Canopy to cover all major forest ecosystems, starting with the Amazon and Southeast-Asian rainforests. In ten years, Project Canopy will be a global reference on the protection of forests, biodiversity, and carbon, with a proven ability to influence policy.

Who we are

Co-founders [Jules Caron](#) and [Misha Lepetic](#) have been friends since first meeting in Bolivia in 1998. Jules has lived and worked in the Congo Basin as a campaigner for environmental and human-rights organizations since 2012. Misha has 25 years of experience and success in the information technology and services industry in New York. Not least, Project Canopy exists thanks to the efforts of our [contributors](#).

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