



U.S. GREEN
CHAMBER OF COMMERCE



GLOBAL CLIMATE Pledge

FOR IMMEDIATE RELEASE: Kuntanawa Nation Becomes First Indigenous Tribe to Sign Global Climate Pledge

Marechal Thaumaturgo, BR— The [Kuntanawa Nation](#), one of the few remaining prominent indigenous tribes of the Amazon rainforest, has become the first tribe to sign the [Global Climate Pledge](#), becoming a national partner of the Pledge in Brazil for their innovative work in protecting the Amazon.

“The Kuntanawa Nation believes that the Global Climate Pledge and the U.S. Green Chamber of Commerce (USGCC) will provide a path of much sensibility and responsibility in how our world conducts business and how people are supporting their climate with their actions,” according to [Haru Kuntanawa](#), the chief leader of the Kuntanawa Nation.

A growing cooperative of organizations, businesses, and now tribes worldwide have begun a project to have 2 billion individuals and companies sign a Global Climate Pledge by 2022.

Many native tribes globally emphasize the importance of having a relationship with nature and the world around us. The Kuntanawa have been fighting to preserve their community and protect their territory for over a hundred years.

Haru has been recognized as one of the most influential indigenous leaders of his time. In particular, he has devoted his life to conservation efforts, founding environmental collectives and engaging with young people to increase saliency of the ecological issues of the Amazon.

“I am just a human being speaking about humanity. Everyone should open their hearts and look at the world as a single planet,” says Haru.

The Kuntanawa Nation is actively engaged in protecting the Amazon through various community and national projects, making it an essential group in advocating for rainforest conservation and fighting deforestation.

Due to the difficult conditions of life in the Amazon, many members went to live in cities to search for a better quality of life and a better quality of education for their families. Moreover,

they are looking to increase public awareness about their current challenges and ecological solutions.

As a result, the goals of the Global Climate Pledge are compatible with those of the Kuntanawa Nation. Unlike many other climate-related efforts, the Pledge does more than reiterate environmental problems; it guides individuals and organizations on how to alter their habits to immediately become part of the solution. In this way, the Pledge is forging an international collective of inspired people to draw attention to causes worth noticing and caring about.

“We are beyond thrilled to have the Kuntanawa Nation sign the Global Climate Pledge,” said Michelle Thatcher, CEO of the USGCC. “The Amazon and other rainforests are the lungs of the earth. With the Kuntanawa tribe as a part of our team, we now have access to generational wisdom regarding the protection of the earth to call upon and integrate into our collective.”

The Pledge is at the forefront of forging new relationships between individuals, organizations, and the planet. The inclusion of the Kuntanawa Nation is incredibly valuable in increasing its reach and impact, as well as showing that the Pledge is accessible to every single person on the planet, no matter their circumstances.

The [Individual Pledge](#) involves its signers taking immediate action. Several of these “actions” include: joining or supporting a local climate organization, voting for positive climate initiatives, and supporting local businesses. Collaborating with the Kuntanawa Nation is one way to fulfill items on the Pledge, as the tribe finds itself at the intersection of all of these enterprises in an especially unique way.

The Global Climate Pledge aids the Kuntanawa Nation in preserving the Amazon. Visit their [website](#) to learn more about their work and their fundraising efforts.

“As part of the Global Climate Pledge, we help our signatories understand and empathize with our common humanity,” said Thatcher. “There are small, accessible actions that we can all take to not only connect ourselves with others around the world, but to also understand our planet and how we all can positively influence its future.”

Every signature, every person, and every small climate-sensitive action matters. We all can have a profound positive impact on our environment — we just have to care to start.

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The U.S. Green Chamber of Commerce represents the voice of hundreds of thousands of small, mid sized and large American businesses and global corporations who understand that:

- Business success and sustainability go hand-in-hand
- Shareholder value and social consciousness co-exist side-by-side
- Long-term business profits, global leadership and environmental stewardship are inseparable from each other.

USGCC's goal is to achieve the Triple Bottom Line: Profitable Financials, Prosperous People, and a Healthy Planet. Helping both established and emerging companies, the USGCC improves operational efficiency, implements environmentally sustainable practices, and taps into unexplored markets and opportunities.

The Kuntanawa Tribe, located in the Brazilian Amazon, are one of the twelve known indigenous tribes that live in the state of Acre. For almost a century, its people have stayed off the map from the Brazilian government.

The Kuntanawa nation currently has a modest population spread throughout three villages. There are a total of 100 people, although approximately 400 Kuntanawa can be found in different cities and communities along the riverside. The challenge of the people of Kuntanawa is survival techniques and self-sustainability that were traditionally taught by their ancestors. These challenges have resulted in the motivation of Kuntanawa to rediscover their traditional ways.