

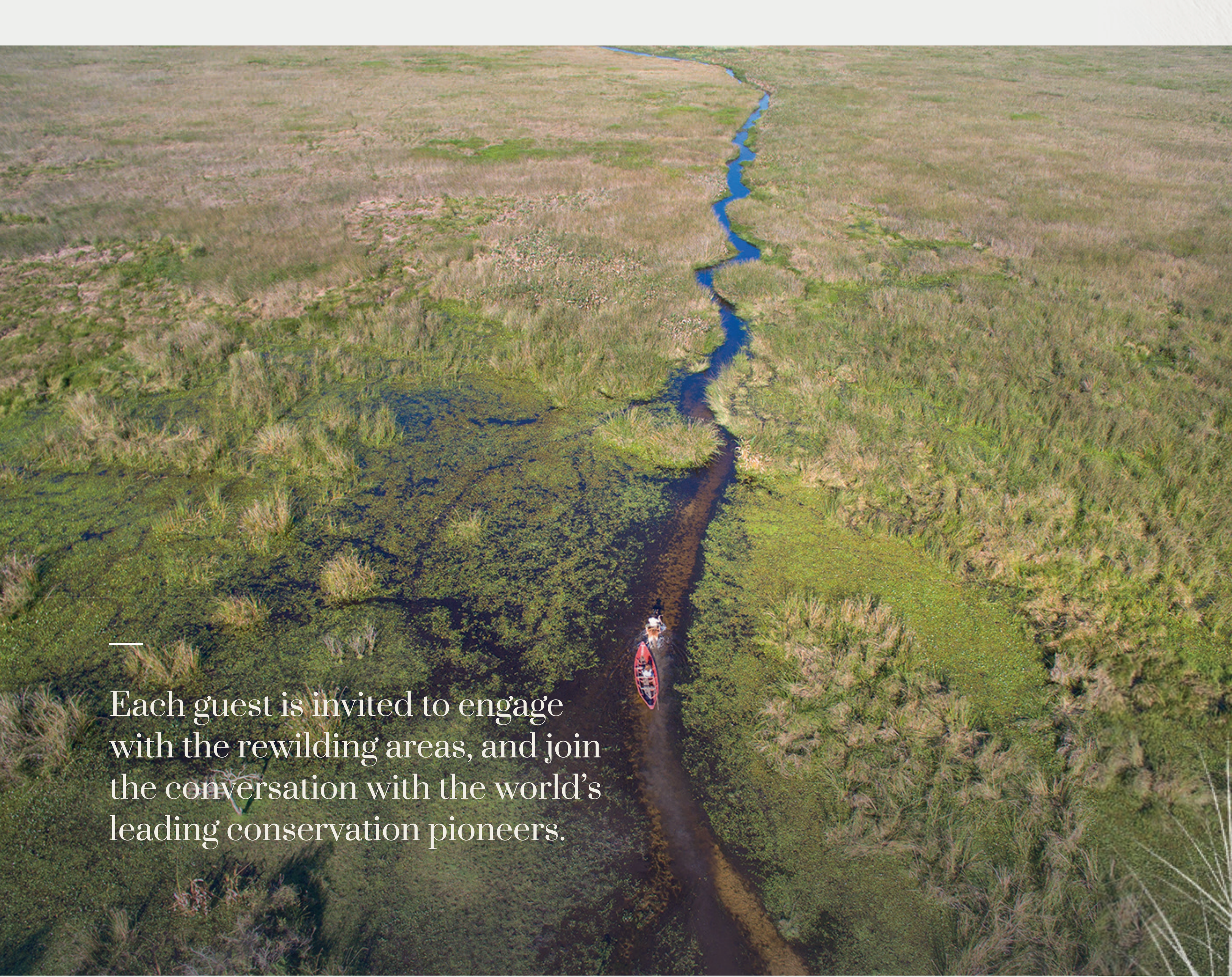


JWP

JOURNEYS WITH PURPOSE

Transformative journeys  
in wild nature





Each guest is invited to engage with the rewilding areas, and join the conversation with the world’s leading conservation pioneers.

# Our Mission

Journeys With Purpose is a gateway to the world’s most ambitious conservation projects.

Our mission is to empower global change, by bringing the beauty and value of wild nature to the forefront. Our journeys act as a catalyst for changemakers in the world’s last wild places and the people who fight to preserve them. Each guest is invited to engage with the rewilding areas, and join the conversation with the world’s leading conservation pioneers.

We strongly believe that by being immersed in the natural world, and experiencing vibrant ecosystems where all things thrive, that we become motivated to protect it.



A capybara is shown in profile, standing in a field of tall, green grass. The animal is looking towards the right side of the frame. The background is a soft-focus view of more grass and a hint of water.

# Seven Worlds One Planet

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The Seven Worlds, One Planet approach is a global curriculum designed around the recovery and conservation of our natural world's vibrant landscapes, biodiversity, wildlife and livelihoods in each of the seven continents. This journey is to the Iberá wetlands in Argentina.



# Iberá Wetlands

Argentina’s Iberá wetlands, situated in the northeastern point of the country, south of Brazil’s Pantanal, is home to over 4,000 species of flora and fauna and over 30% of the country’s biodiversity. Over the past 25 years, this once dissipated and heavily hunted marshland has been restored to a thriving biodiverse landscape where, on 1st January 2022, the first male adult jaguar roamed free in the wild in this region in over 70 years.

Founded by Kristine and the late Douglas Tompkins (1943–2015), business leaders from Patagonia, The North Face, and Esprit, the team at Tompkins Conservation are working to confront the twin crises facing life on Earth: climate chaos and collapsing ecosystems. The relentless restoration work by Kristine and Doug Tompkins and their ambitious team at Iberá has resulted in the restoration of almost 2 million acres of protected land, the reintroduction of over nine extirpated or endangered species, and an ecosystem where wild nature is protected and a regenerative economy is thriving.

This makes Iberá one of the greatest conservation success stories of all time.







# Iberá Community

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A fundamental pillar of the Tompkins founded NGO, Fundación Rewilding Argentina, was a commitment to restore the local community's connection with their environment, founded on the belief that a thriving ecosystem can have a monumental socio-economic impact.

Amongst the work that has been undertaken, programmes were initiated to involve and support the ten local communities, the Cooks of Iberá and the Artisans of Iberá, which have successfully generated local employment opportunities, and a strong sense of territorial pride, sustaining the culture and revitalising their livelihoods. This has been a direct result of the national park and the tourism it attracts.



# Who we are



**SOFIA HEINONEN**  
**Executive Director of Fundación Rewilding Argentina**

A lifelong activist, Sofía Heinonen led some of the first efforts to bring rewilding to South America more than 15 years ago with the restoration of the Iberá wetlands, the largest wetland ecosystem in Argentina. As a biologist and leader, she has spent more than 30 years designing strategies for the creation of protected areas in Argentina, and has an extensive knowledge of rewilding.



**DUNCAN GROSSART**  
**Founder and MD of Journeys With Purpose**

Duncan founded JWP to accelerate our engagement with the natural world. As a zoology graduate and lifelong conservationist, Duncan built an award-winning global photography business before he was drawn back to his roots and love of wild nature.

Duncan is a fellow of the Zoological Society of London, Royal Geographical Society, Royal Society for Asian Affairs and Scientific Exploration Society, and a published photographer. He is also a member of the Young Presidents’ Organization. In the creation of these journeys he endeavours to engage impact-driven individuals with inspiring people, projects and places as a gateway for change. Duncan will be co-hosting the journey.



**LULI MASERA**  
**Partnerships and Strategic Director**

Lucila studied chemical engineering in Buenos Aires and environmental engineering in Madrid, where she worked as a consultant for a private forestry agency. In 2017 she started working at Rewilding Argentina, being one of the founders of the marine conservation program, with the goal of achieving the protection of at least 10% of the Argentine Sea. She has been the director of strategy and development at FRA since 2018, taking the projects on tour around the world.



**SEBASTIÁN DI MARTINO**  
**Biologist & Conservation Director of Fundación Rewilding Argentina**

Sebastián is a biologist with a Masters in Management of Natural Protected Areas — he has a genuine and deep passion for rewilding, which he has adopted as a way of life. He worked for 18 years as the technical director of protected areas in Neuquén Province.

He also worked for the Wildlife Conservation Society and was a consultant to the National Parks Administration. Since 2015, he has been the Conservation Director for Rewilding Argentina and is in charge of the reintroduction of species and environmental restoration that is carried out in Iberá.



# The Journey

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Join Sofía Heinonen and her team to gain behind the scenes insights into the creation of Iberá National Park. You will be at the frontline of the rewilding project, learning from local biologists about the reintroduction of extirpated and endangered species, particularly the native jaguar. Discover and receive first hand privileged insight into the journey of Tompkins Conservation – a magnificent story of commitment, patience and belief in the intrinsic value of nature.

“Nature holds the key to our aesthetic, intellectual, cognitive and even spiritual satisfaction.”

E.O. WILSON



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<b>ARRIVE:</b>	10 September 2023
<b>DEPART:</b>	17 September 2023
<b>DESTINATION:</b>	Argentina
<b>TYPE OF BOOKING:</b>	Small Group
<b>DURATION:</b>	8 days / 7 nights
<b>START/FINISH:</b>	Buenos Aires, Argentina





## Buenos Aires | Day 1

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You will begin in the Argentine capital, Buenos Aires, a melting pot of art, music, food and dance. Spend the afternoon ambling the city streets, it's sidewalk cafes, stylish boutiques and characterful eateries. This evening you will meet your hosts and have a chance to connect with the rest of the group over a light dinner at Palacio Duhau.

### STAY IN PALACIO DUHAU

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On the most iconic avenue of the city's Recoleta district, the Palacio Duhau occupies a stunning neoclassical mansion of marble floors, crystal chandeliers and intricately carved 17th century oak panels.



## Corrientes | Day 2

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Today the adventure begins. Following a short charter flight to Corrientes, you will check in to boutique hotel, La Alondra. This afternoon, you will visit Estación Biológica Corrientes, designated as the quarantine where the animals are kept in transition before their release into the wild at Iberá National Park.

### STAY IN LA ALONDRA

Dinner tonight will be at the hotel with your local hosts and Marisi López, the Iberá Project Coordinator.







## Iberá | Day 3

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A short flight offers a birdseye view of these vast green wetlands as you travel to Rincón del Socorro Lodge, your homebase for the next three days. The lodge, carefully designed by Kristine's late husband Doug, is situated amid a private 60-hectare reserve in a tranquil spot in the heart of the Iberá wetlands.

Here you will meet with the Fundación Rewilding Argentina leadership team, Sofía Heinonen and Sebastián di Martino. The afternoon will be spent learning about the history of the region and speaking with the wildlife experts.

### STAY IN RINCÓN DEL SOCORRO



## Iberá | Days 4 – 5

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Wake to the flurry of birdsong and sweeping views across the wild beauty of the ancient wetlands.

Days are spent wildlife tracking alongside the rangers in the company of red-and-green macaws, with visits to the small rural town of Colonia Carlos Pellegrini and a pioneering cattle ranch in sustainable farming. Explore the verdant wetlands by kayaking, horse riding, birdwatching and hiking through the pampas. As dusk draws in, enjoy a sundowner followed by a hearty asado, for fireside chats with fellow guests and the FRA team.

### STAY IN RINCÓN DEL SOCORRO

Days are spent wildlife tracking alongside the rangers in the company of red-and-green macaws.







## Island of San Alonso | Day 6

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San Alonso Biological Centre is set on a 25,000 acre sandy bank in the heart of the estuary and Iberá National Park.

San Alonso was the first camp visited by Doug and Kristine Tompkins, and is now the heart of the rehabilitation project where biologists and scientists care for the wildlife, such as jaguars, giant otters, peccaries, anteaters, macaws and pampas deer. You will have unprecedented access to the inner workings of the rewilding programme. The afternoon will take place at the Jaguar Reintroduction Centre, for firsthand engagement with these extraordinary big cats.

**STAY IN RINCÓN DEL SOCORRO**



# Carambola | Days 7 – 8

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Depart the heart of the wilderness and arrive to El Tránsito, in the rural area of Carambola. The following days will be spent immersed in the rhythms and rituals of daily life, drinking mate with the gauchos and birdwatching with a characterful local guide. You will discover the remote 'isletas' on a traditional horse-drawn canoe, where typical houses are built between the grasses.

On the final morning you will travel by charter flight back to Buenos Aires where the journey ends.

## STAY IN EL TRÁNSITO

The following days will be spent immersed in the rhythms and rituals of daily life, drinking maté with the gauchos and birdwatching with a characterful local guide.





# Join the Journey

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This is a once in a lifetime opportunity to engage with a pioneering rewilding project, and see firsthand a conservation success story.

**\$14,225 Per person (USD)**

Based on 2 people sharing in DBL or TW  
Small group experience /  
Limited to 14 guests

[hello@journeyswithpurpose.org](mailto:hello@journeyswithpurpose.org)

*For further journeys visit*

**[www.journeyswithpurpose.org](http://www.journeyswithpurpose.org)** or  
*for bespoke experiences get in touch*  
**[hello@journeyswithpurpose.org](mailto:hello@journeyswithpurpose.org)**

*Please note: We work alongside conservation team members, communities and other people who work with animals and other dynamic factors, so the schedule may be subject to change at short notice*





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“I hope that whoever sees this gets the message that these things don’t happen on their own. Everybody has to get out of bed every day and do something meaningful that has nothing to do with themselves, to protect those things you love.

You have to jump into the fray, you have to get really serious about spending or investing a portion of your life, doing something that sees you becoming an activist, a defender, raising an army, to protect the natural world. You have to be inspired by people, but you also have to just want it on your own.”

KRISTINE TOMPKINS



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“We believe that strong and healthy ecosystems are vital ingredients for life, well-being and sustainable livelihoods.”