

# Cool Earth Annual Review 2018/19



**Cool Earth is a charity  
that works alongside  
rainforest communities  
to halt deforestation  
and climate change.**

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## **Cool Earth's vision is a world where rainforest is protected to keep Earth's climate in balance.**

The past year has seen a growing awareness of the need to protect our natural world, along with the fundamental and fragile connections between people and planet.

Supporting new partnerships in Cambodia, Cameroon and Mozambique means that Cool Earth is finding the best approaches to keeping rainforest standing around the tropics. With lessons learned in Peru, Papua New Guinea and the Democratic Republic of the Congo, Cool Earth works to empower local communities with the tools needed for social, financial and climate resilience, and to protect their forest.

It's thanks to a dedicated group of supporters that Cool Earth can continue to grow, reach more communities, and work to keep the canopy of the world's biodiverse, carbon-rich rainforest intact.





## Our Approach

From recruiting in-country teams to working directly with communities and local NGOs, Cool Earth's partnerships are community-led, agile and adaptable to each location.

Whether it's developing sustainable incomes, creating opportunities for better education or achieving greater food security, every decision is made to enable strong, self-determining communities that have greater capacity to protect their forest.

Innovation in community-led conservation is the key to scaling up rapid rainforest protection and the lessons learned in one partnership can often be applied to benefit another. Cool Earth shares these effective conservation methods around the world and invests in those with the potential for best outcomes for people and rainforest.



# Our Partnerships

## HUARACAYO

Threats: Logging, Mining, Loss of culture

Activities: Sustainable cacao production, Inga intercropping

## URAKUZA

Threats: Logging, Mining

Activities: Fish farming, Inga intercropping

## CAMANTAVISHI

Threats: Poverty, Malnutrition, Unsustainable farming

Activities: Community-led data collection, Funding for financial resilience

## CUTIVIRENI

Threats: Logging, Illiteracy, Unsustainable farming

Activities: Fish farming, Inga intercropping

## PARIJARO

Threats: Poverty, Malnutrition, Illiteracy

Activities: Agroforestry and coffee production, Community-led data collection

## OVIRI

Threats: Poverty, Malnutrition, Remoteness

Activities: Funds for health and education, Supporting planning decisions

## CARDAMOM MOUNTAINS

Threats: Poverty, Malnutrition, Wildlife conflict

Activities: Chicken farming, Rice production

## MOUNT NAMULI

Threats: Drought, Wildfire, Unsustainable farming

Activities: Beekeeping, Education

## LUBUTU

Threats: Health, Logging, Charcoal

Activities: Energy-efficient stoves, Firewood use reduction

## MOUNT MUANENGUBA

Threats: Logging, Poverty, Bushmeat hunting

Activities: Fruit tree farming, Education

## GADAIKU

Threats: Logging, Poverty, Palm oil

Activities: Household Giving Programme, Income generation

## WABUMARI

Threats: Logging, Poverty, Palm oil

Activities: Health and sanitation, Income generation

## SOLOLO

Threats: Logging, Illiteracy, Palm oil

Activities: Education programme, Teacher training





## Case Studies

Rainforest nations have far more in common than just rainforest. Many also face high rates of illiteracy, malnutrition and gender inequality. If these challenges are not addressed, the cycle of poverty and deforestation will only continue.

Cool Earth's partnerships focus on financial resilience and empowerment alongside biodiversity and forest conservation.



## Financial Resilience

Financially resilient, healthy communities have the best chance of keeping their trees standing.

With regular, sustainable incomes, people face less pressure to sell or cut their forest during a crisis. Cool Earth's key rule is to equip people with the essential skills needed to plan their financial future and protect their forest in the process.



Marin Orrego,  
Awajún Community Facilitator



## Financial Resilience



### Growing Inga in Urakuza

For the community of Urakuza, shade-growing inga trees is becoming a way to earn a living that works with, not against, their forest. Inga, the Swiss-Army knife of trees, not only helps to restore degraded soils but also provides optimum growing conditions for other crops like cacao, turmeric and the lucrative black pepper.

The appointment of an inga manager in the Awajún partnership is encouraging more families to get involved in the project. Cool Earth is aiming to replicate the success of inga across all Peruvian partnerships; sharing knowledge and providing an income that reduces slash and burn agriculture and protects the forest it grows alongside.



### Fruit-tree Farming in Mount Muanenguba

Countries where rainforest can be found have frequently been affected by conflict and as a result, communities rarely have the capacity to make conservation a priority. In Mount Muanenguba, Cameroon, a lack of reliable income streams has led to increased financial poverty in this region that continues to face internal unrest. This poverty is driving deforestation due to unsustainable agriculture techniques and bushmeat hunting. Although illegal and dangerous, 90% of local communities have at least two bushmeat hunters in the family.

Cool Earth's partnership with CCREAD-Cameroon works to provide alternative livelihoods that reduce pressure on the forest. The introduction of sustainable and profitable agricultural techniques that enable hunters to become full-time fruit tree farmers is not only good for local food security and regular incomes, it also reduces degradation of the surrounding biodiverse forest.



### Coffee Growing in Parijaro

At 1,400 metres above sea level, Parijaro is ideally suited for growing coffee. Cool Earth is supporting this Asháninka community with a tailored programme to develop an income from sustainable coffee production. With 95% illiteracy rates amongst the participants, it is essential that training is made specific to community members.

Cool Earth's Peru team are enabling coffee growers to develop cultivation and harvesting techniques, alongside forming reliable links with local markets. Improving coffee production and quality using agroforestry systems and training is helping Parijaro to develop incomes that reduce the pressure often placed on the forest to make a living.





Family in Lubutu, DRC,  
beneficiaries of the  
fuel-efficient stoves project

## Case Studies

# Empowerment

If people are to withstand threats from the climate crisis and protect their trees, they often need to resolve major health, social and economic issues first.

This is why it is so often the case that the heart of effective conservation programmes is supporting local and indigenous knowledge.

Conservation decisions are more effective when those most vulnerable to climate change have the greatest say. Cool Earth works to equip people with the tools and skills they need to protect forest long into the future.



## Empowerment



### Household Giving in Gadaisu

Around the world, multidimensional poverty often manifests as material deprivation, inequality, poor community infrastructure and illiteracy. To address these challenges, direct cash payments to households is one of the most effective means to empower communities to control their own futures.

In Gadaisu, Papua New Guinea, funds are being given directly from Cool Earth to over 100 households, allowing people dignity and choice in meeting their personal development and wellbeing aims. Whether it's access to healthcare, water, shelter, food, or providing the fees and materials required to send children to school, support from Cool Earth is helping ease daily life that will reduce pressure on the forest.



### Education in Sololo

With a 95% illiteracy rate, the first step in empowering the community of Sololo is providing access to a good education. Reducing the illiteracy that makes Sololo vulnerable to loggers is vital for people to improve local incomes, protect their trees, and help to break a cycle of poverty that can stop effective conservation from taking place.

Working with a local organisation Community Service Consultancy (CSC), Cool Earth's Papua New Guinea team have developed a literacy programme that covers reading, writing, basic numeracy and speaking Tok Pisin, a local language, and English with confidence. The first cohort of students have already shown that access to education has a huge potential to open the door to opportunities that were previously out of reach.



### Fuel-efficient Stoves in Lubutu

In the Congo Basin, it is the simple need to collect firewood for cooking that pervades the rapid loss of biodiverse forest. Cooking using wood and charcoal as fuel not only releases plumes of climate-altering smoke and soot, but also contributes to 4.3 million premature deaths globally per year.

Cool Earth continues to work alongside Fauna & Flora International in Lubutu to support local communities to build fuel-efficient stoves that reduce the amount of firewood needed. With 811 stoves built so far, and a 58% reduction in firewood collection, these stoves are tackling forest loss and transforming the lives and health of local women.



## Conservation & Biodiversity

Protecting rainforest is the most important action we can take to support people, sequester carbon, and preserve wildlife.

From logging to oil palm plantations, wildfires to excessive drought, rainforest and its inhabitants are under immediate threat. In each unique partnership, Cool Earth and our community partners identify the key drivers of deforestation and work to protect some of the most megadiverse places on Earth.



Adelina Jackson the Queen of Namuli, stands in front of Mount Namuli, increasingly threatened by forest degradation



## Conservation and Biodiversity



### Parabiology in Camantavishi

In the Peruvian Amazon, where threats to the forest range from large-scale logging to small patches of slash and burn, Cool Earth is taking the laboratory to the forest floor.

The aim of the parabiology programme, developed with Dr Mika Peck of the University of Sussex, is to establish biodiversity research amongst rainforest communities. Local people will be given training to carry out a range of technical tasks including collection of raw field data, analysis, interpretation and dissemination of results.

From encouraging greater community participation in environmental protection to generating crucial new income sources, this practice will combine local knowledge with satellite data to give an in-depth understanding of the state of their forest and ensure that is passed on to future generations.



### Crocodile Conservation in the Cardamom Mountains

More than 70 species in the Cardamom Mountains are on the IUCN Red List, and for many keystone species, like the Asian elephant and Siamese crocodile, this forest represents their last hope of survival.

Cool Earth's partnership alongside Fauna & Flora International in Cambodia works with local people with a desire to see native species like the critically endangered Siamese crocodile protected. Employing people as crocodile wardens not only ensures a long-term livelihood, it also educates other community members on the importance of crocodile conservation and how to mitigate threats to this important species.



### Beekeeping in Mount Namuli

Forty years ago the communities encircling Mount Namuli lived in balance with the mountain and its forests. But now financial poverty, extreme weather and a growing population have placed new pressures on the forest as people seek to earn a living through potato farming.

Cool Earth has partnered with local NGO Legado to provide alternative livelihoods through beekeeping and selling honey, incentivising the sustainable control of fires and sharing key learnings that ensure a thriving future for those who call forest home.



# Highlights



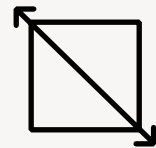
13

community-led partnerships



6

countries around the world



85,747

hectares of land under community  
stewardship in the Amazon



797,095

estimated tonnes of carbon in our  
Papua New Guinea partnerships



13,881,004

estimated tonnes of carbon in  
our Peruvian partnerships



30,145,243

estimated trees in our  
Peruvian partnerships

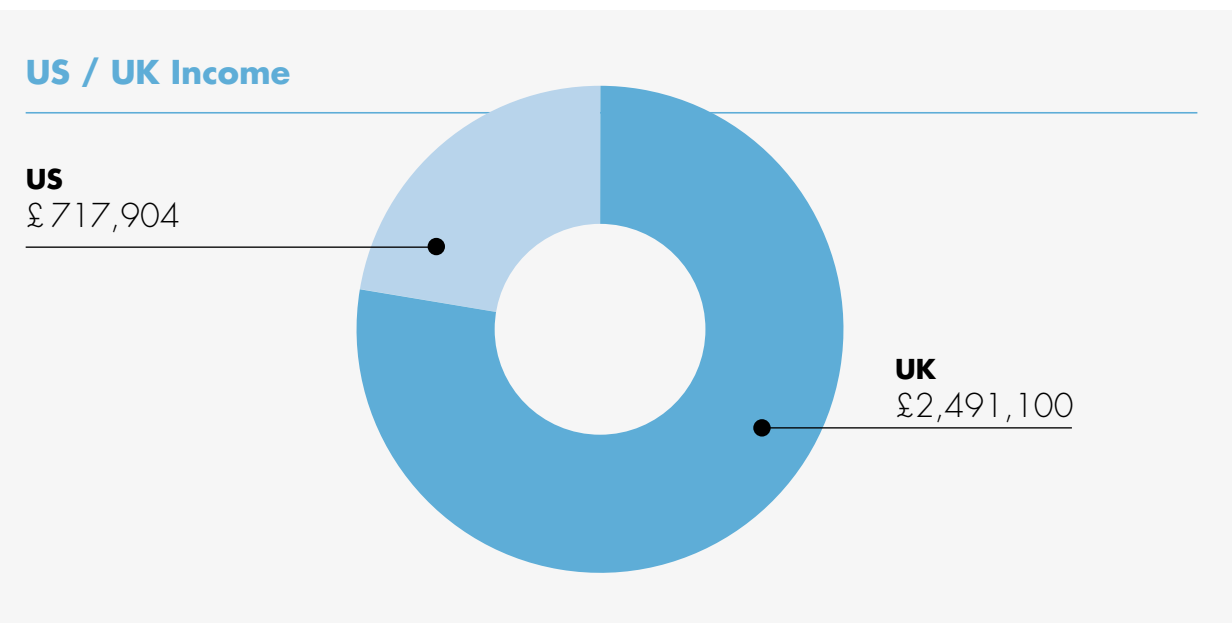


# Financials

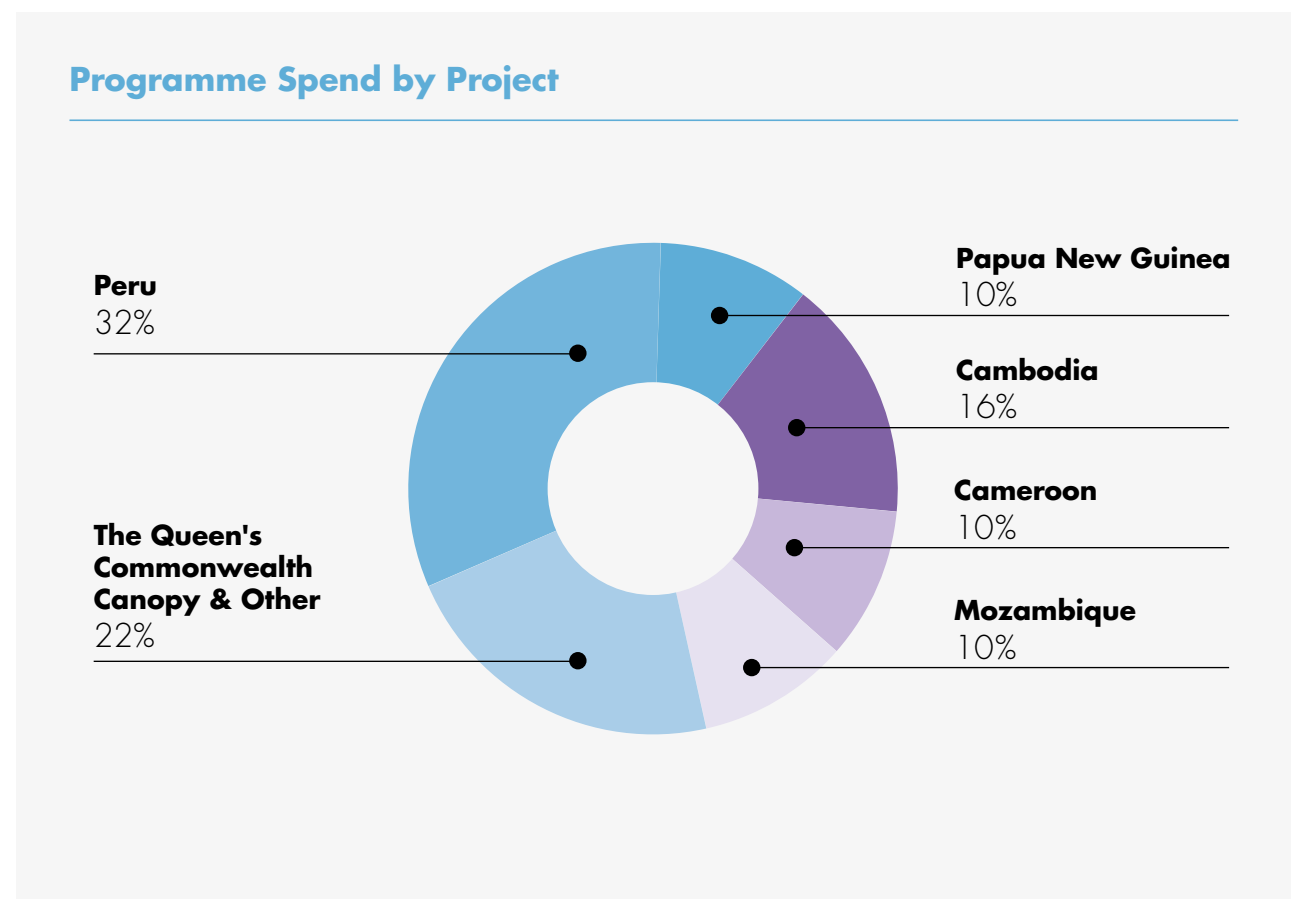
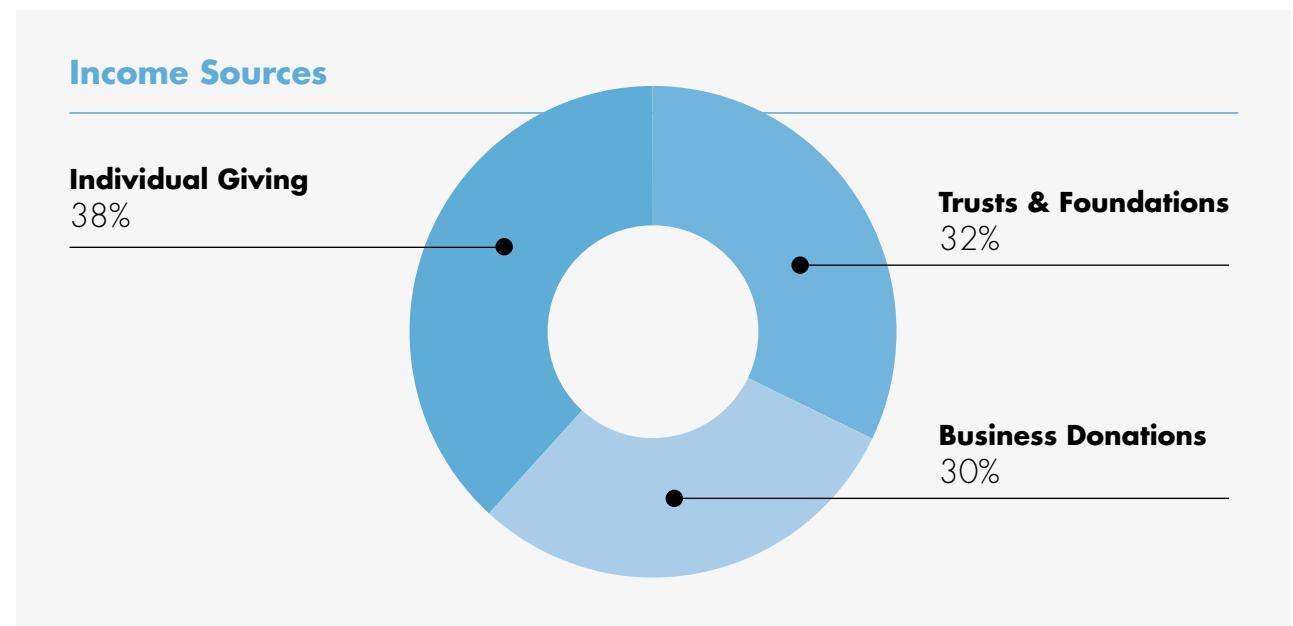
Community spending grew in 2018 and it is set to increase again substantially this year. Subsidiarity is key to Cool Earth's strategy and investing at the community level ensures spending power and decision making is made by those who call the forest home.

Alongside this, our reserves have increased in line with the rise in community spending. Cool Earth has a unique model that ensures that any community-led partnership is fully funded in advance of implementation. This golden rule underpins our reserves policy, judged to be one of the most prudent in the sector. It ensures that irrespective of the funding environment, Cool Earth meets its obligations to each and every community partner.

Unrestricted funding has been key to allowing Cool Earth to grow and scale. It allows an agile, independent, community-led and more forward-thinking approach. Unrestricted funding enables innovation when it comes to finding the best ways to protect rainforest as Cool Earth can respond to communities and charities when they approach us.

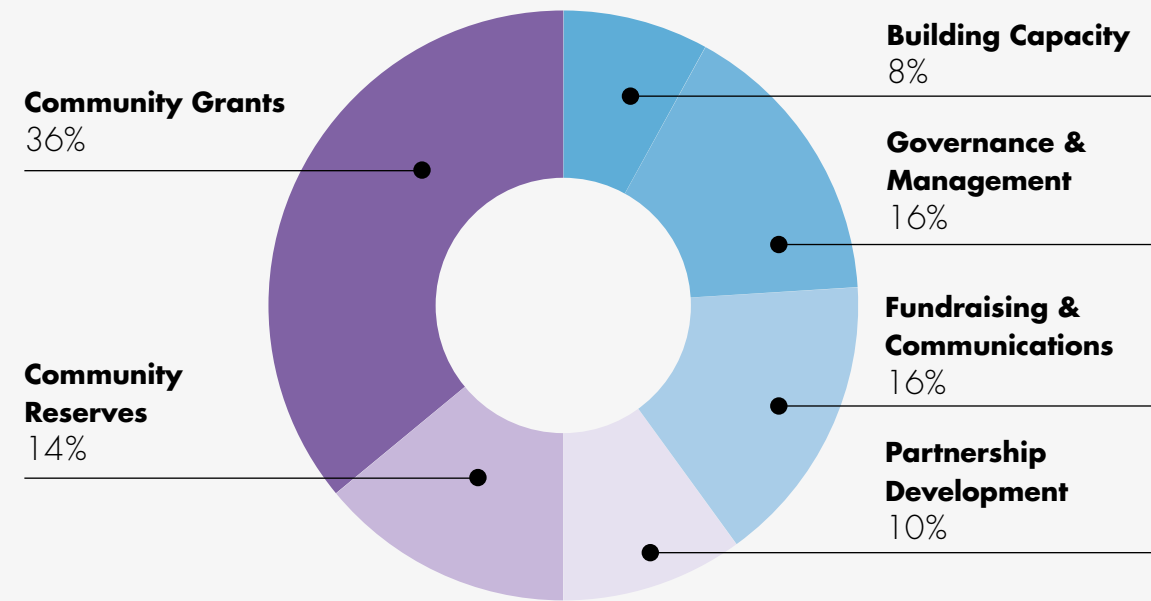


In the past year Cool Earth has spent 13% of its income on raising funds, with a focus on growing teams in-country like Peru and Papua New Guinea, and investing in fundraisers.

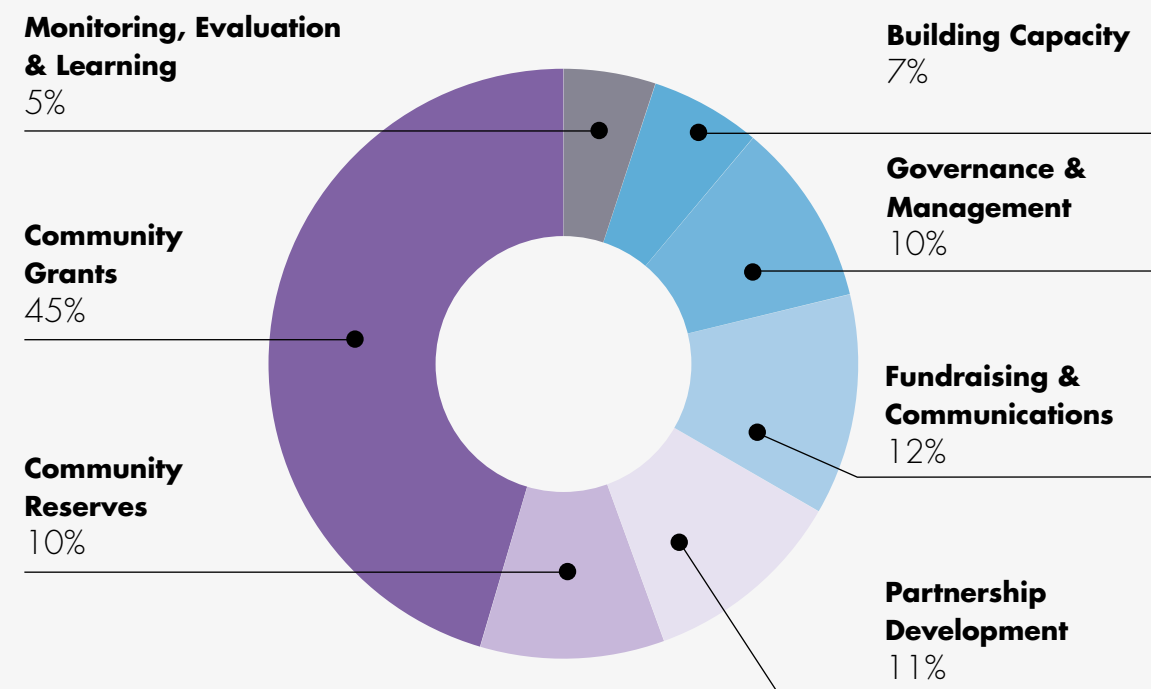




## 2018/19 Expenditure



## 2019/20 Expenditure Forecast





# Cool Earth's Supporters

The severity of the climate crisis and the effectiveness of Cool Earth's approach means more people than ever are choosing to donate each month. Regular supporters help us to plan ahead and have the reliable funds to grow a network of partnerships right around the tropics.

Business partnerships continue to grow in number and value as companies seek to prioritise climate action. Alongside celebrating ten years of working with Brother International Europe, new relationships have been formed recently with forward-thinking travel companies Jacada, Much Better Adventures and Remote Year. Cool Earth will soon be launching Climate Dividends, an initiative for FTSE companies to harness the potential of their unclaimed dividends and do good for the planet. Alongside this, a dedicated Sustainable Development Goal (SDG) Fund will help businesses wanting to invest in the practical realisation of high-level SDGs.

Cool Earth continues to retain generous loyal support from a range of Trusts and Foundations including Postcode Planet Trust and University RAG groups, with growing American interest from investors and family foundations.

**"If you're looking for a long-term partnership and want to take the task of tackling climate change seriously, yes, Cool Earth is the right partner."**

- Luc Goddard, International Marketing Director, Brother International Europe



An aerial photograph of a vast forest at sunrise. The sun is low on the horizon, casting a warm, golden glow over the landscape. Mist or low clouds are rising from the forest floor, creating a hazy, ethereal atmosphere. The trees are densely packed, and their colors range from deep greens to dark silhouettes against the bright sky. The overall mood is serene and majestic.

## Challenges & Learnings

Cool Earth is committed to innovation, experimentation, and learning. The main aim is to achieve the biggest possible impact, whilst ensuring we remain accountable to our donors and the communities we work alongside.

With every partnership, new threats to the forests are revealed. It is vital to understand the complex and varied challenges that local communities face when trying to protect their trees in order to best support them.



## Working in conflict areas

Rainforest is often found near ongoing or recently finished conflict and civil wars. Supporting conservation in such places is undoubtedly a challenge.

By ensuring strong communication with in-country teams and local partners, Cool Earth is finding the best ways to support local people to reduce pressure on their forest. Learning lessons from post-conflict communities in the Peruvian Amazon and current conflict areas in the DRC and Cameroon, we will improve our ability to support communities, share lessons learned and adapt to new social challenges as they arise.

## Local people know best

Protecting rainforest is an essential climate action, and we must all get better at doing it. Numerous approaches exist to protect rainforest but Cool Earth is committed to finding what works best, in what context and at what price.

To do this, it is more important than ever for charities to accept that we are not always the experts and be open to innovation and sharing failures. Cool Earth's Monitoring, Evaluation and Learning team draws on local knowledge alongside top-level data to provide as much useful insight as possible across three dimensions; the rainforest canopy, levels of biodiversity and the socio-economic experience of community members.

## Making conservation work for everyone

Cool Earth's priority is not only to develop the best approaches to conservation, but also to make sure that all voices are heard in each community. In any charity work it can be a challenge to ensure that the confident, the privileged or simply more accessible members of any community are not the only ones who can have their say.

Learning from our experiences, Cool Earth is reaching out to experts in participatory approaches for guidance and support. When it comes to issues such as indigenous rights, changing ecosystem services and traditional uses of the forest, listening and working with local people in local contexts is essential to the success of any conservation programme.



# Investments in Innovation

## Aerospace Cornwall

More than £100,000 in funds have been secured from Aerospace Cornwall, a programme funded by the England European Regional Development Fund. This will be essential in supporting Cool Earth's Monitoring, Evaluation and Learning (MEL) team to invest their time in innovative projects that use the latest Earth Observation (EO) satellite data. Integrating essential community knowledge and on-the-ground data collection to map land use and support the improved use of forest resources is key to Cool Earth supporting local people as effectively as possible.

## Deforestation Forecasting

What if we could predict where, when and why deforestation will happen? In the coming year Cool Earth aims to harness the latest generation of machine learning and a new abundance of forest data, to do just that. It's all part of a project to produce hotspot maps of high-risk areas of forest likely to be degraded that can be shared with rainforest communities. Supporting people to safeguard their forest, helping to inform future conservation strategies around the tropics.

## YAKUM: Community-led mapping and data collection

YAKUM: The Shuar word for howler monkey, is a grassroots organisation operating throughout the Ecuadorian Amazon. Working with experts around the world, they are experimenting in the fields of agroforestry, permaculture, community-led mapping, data collection and research to protect diverse rainforest and local indigenous cultures. Cool Earth hopes to work with and learn from their approaches to community-focused conservation later in 2019.





## Future Priorities

With an ambitious target to develop at least 30 fully evaluated and disseminated partnerships by 2030, Cool Earth's work will expand globally to address different drivers of deforestation, and threats to the forest. All approaches will be analysed and monitored with a common set of methods that help us learn, innovate, and share our findings openly and rapidly.

Cool Earth is determined to demonstrate that supporting people to protect rainforest is the most important climate action there is. If we are going to tackle climate breakdown and empower people, we need to act now. Rainforest is the place to start.





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**European Union**

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