



IMPACT REPORT

COOL
EARTH
2022-2023

The past year has seemed like a long one. Our partners and teams have had to battle political turbulence, shocking extremes of weather and a post-Covid resumption of forest threats, on top of daily life.

It has also been our most successful year, with more rainforest protected and more partnerships than ever before. This is a testament to the communities, staff and our donors who together make Cool Earth what it is.

In 2022 we continued to grow the Cool Earth team in Peru and Papua New Guinea (PNG). Our UK team now represents just a quarter of the organisation although it remains the beating heart of our fundraising and operations, and its Queen's Green Canopy campaign planted no fewer than three million trees. We are delighted to have Tony Juniper, chair of Natural England (formerly of Friends of the Earth and WWF), as our incoming chair.

Cool Earth is now evolving to put more control and resources in the hands of local people in Peru, PNG, Democratic Republic of the Congo (DRC),

Gabon and Cameroon. From 2023, providing cash and access to data will underpin every part of Cool Earth's work, so we can deliver impact for the people we work with and donors that make this work possible.

One of our proudest achievements is the trust held in our organisation, with this year marking 15 years with the Asháninka and 10 years with our partners in PNG. New partnerships this year are expected to grow and develop for decades to come.

The reason for our persistence is simple. From our own work and an ever-growing global evidence base, it is clearer than ever that the only people with a track record of rainforest conservation are those who live there. When it comes to impact, Cool Earth's environmental justice approach is the best chance we have of halting the contribution rainforest destruction makes to the climate crisis.

Matthew Ousey

Director, Cool Earth



A TRIBUTE TO VIVIENNE

This report is dedicated to Dame Vivienne Westwood - fashion icon, philanthropist and rainforest advocate.

It was with great sadness that at the start of 2023, we lost our patron.

Vivienne tirelessly campaigned for the environment throughout her life and was instrumental in the success of Cool Earth's Asháninka partnership.

Her ability to make a genuine connection to people wherever she was in the world was remarkable – memories of her visits all those years ago to the Asháninka and Awajún remain strong with communities there.

“We could not have had a more passionate or involved patron than Vivienne and we miss her dreadfully”. The greatest tribute we can pay her is to continue Cool Earth's work and prove that protecting rainforest community rights really is the smartest climate action.

After all, as Vivienne said, **“It's no fun being extinct.”**

Read our Director Matthew Owen's full tribute to Vivienne [here](#).





COOL EARTH EXISTS TO BACK PEOPLE LIVING IN RAINFOREST AND FIGHT THE CLIMATE CRISIS

We prevent rainforest destruction by supporting the Indigenous peoples and local communities who rely on and live in the rainforest. They have the longest and best track record at keeping the rainforest standing, allowing it to remain a carbon sink.

With tropical rainforests found in some of the planet's most marginalised areas, we must recognise that injustices created by poor social and economic policy play a major role in deforestation.

Our support must be unconditional.

Extreme weather patterns, unpredictable political events, economic crises, and heightened threats to forest livelihoods all have an impact on our programmes and the lives of people who live in the rainforest.

Last year our partnerships saw:

- An unprecedented cold front in Parijaro had tragic consequences for seven young children in the Asháninka community.
- Forest monitors in Oviri, Peru, found themselves facing a camp of 80 narcotics traffickers.
- Authorities blocked access to land rights for local people in DRC.
- An aggressive election campaign brought educational projects to a halt in PNG.

Less than one per cent of climate funding is allocated to Indigenous peoples and local communities in rainforest, despite the essential role they play in its protection. The urgency of backing them to keep rainforest as carbon sinks for people and the planet cannot be overstated.

**YOUR IMPACT HELPS BACK
PEOPLE IN THE RAINFOREST
TO CONTINUE THEIRS**





241,000 hectares of tropical forest protected by 31,000 people.



£1.7m spent on Cool Earth's programmes in 2022.



42 partnerships with Indigenous peoples and local communities in five rainforest countries.



14 agreements with Indigenous peoples and locally-led organisations to back land and resources rights, women's rights, forest fires, knowledge, food security and more.



£100k delivered in cash transfer payments to villages in Peru and PNG reaching 6,500 people in 2022.



One Asháninka community piloting a rainforest lab with solar power, satellite internet and a hub for reviewing real-time forest data by six employed forest monitors in 2022.



RAINFOREST PROTECTION RATES AT A GLANCE:

36%

Forest loss rates in Cool Earth's Amazon partnerships are 36% lower than those in local areas not managed by Indigenous peoples.

54%

Forest loss rates in Cool Earth's PNG partnerships are 54% lower than those in the province as a whole.

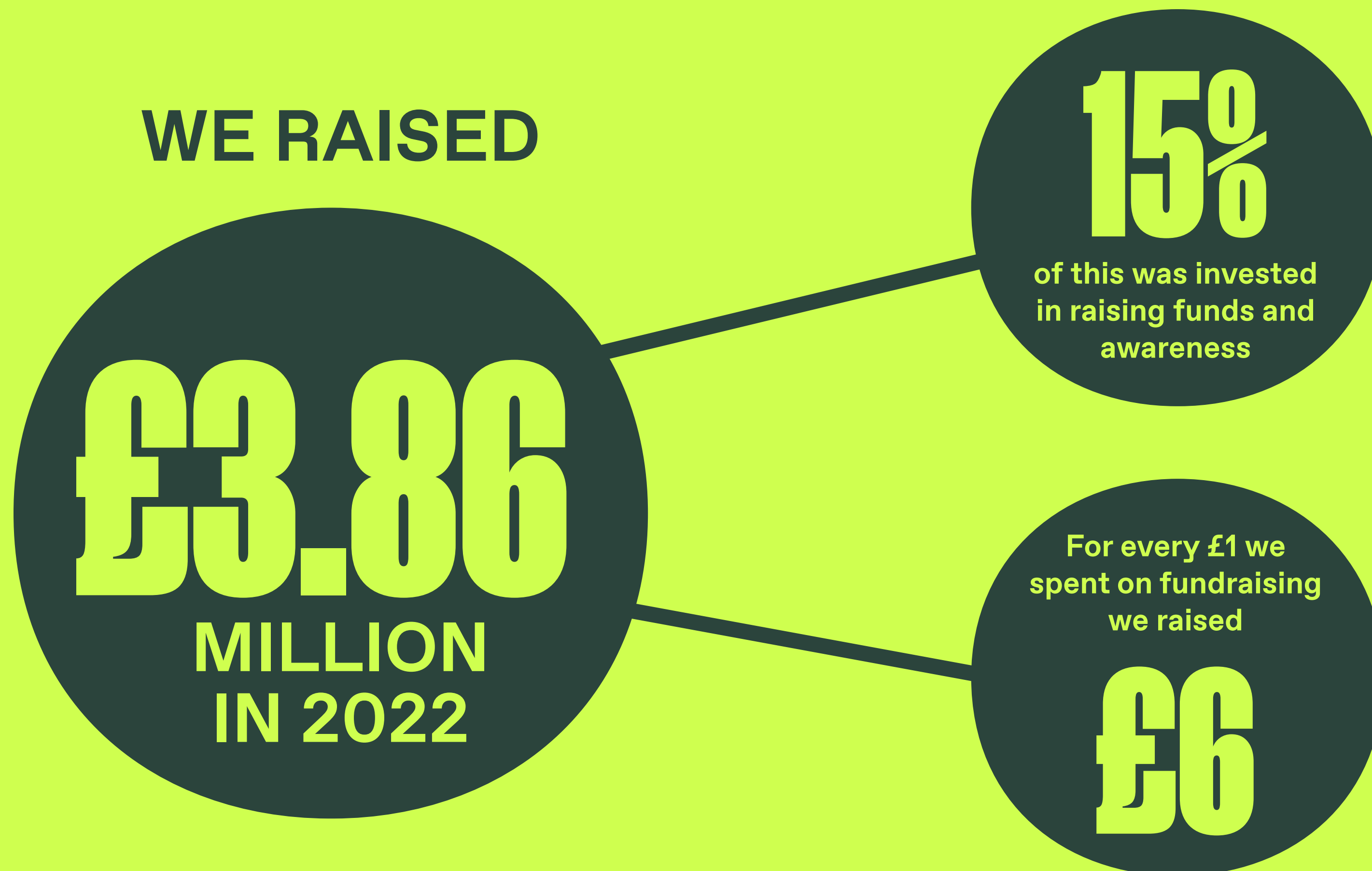
31%

Forest loss rates in Cool Earth's Congo Basin partnerships are on average 31% lower than the provincial rates where they are based.

A leader in conversation among the Asháninka, Jaime is pictured next to a tree he planted in his youth.

In 2022, Cool Earth spent over £1.7m on programmatic work, including almost £1.5m given directly to communities living in rainforest.

It was not just a year of investing in people living in rainforest; we also grew our global team, developed our digital capabilities, established a Programmes Communications team and improved our data insights. These commitments are essential in scaling our income and our programmatic work over the next few years.



Donors in the UK & Europe together gave

£2.8m



Supporters in the US collectively donated

\$1.1m



We received support in kind valued at

£460k



WHERE WE WORK:

PROJECTS FUNDED IN 2022



New Guinea Rainforest

£416k

Amazon Rainforest

£858k

Congo Rainforest

£137k

Basil from Cool Earth's partnership in Wabumari, Papua New Guinea using a satellite phone



NO-STRINGS CASH AND DATA, FOR PEOPLE AND RAINFOREST TO THRIVE

Since 2008, alongside our community-led projects we have provided over £2m in unconditional cash transfer payments to communities in the rainforest. We started with one village in the Amazon, and now work with 30 across Peru and Papua New Guinea on cash transfers alone.

This is our most innovative programme of work, and it's fair and scalable. Cash brings freedom for people to conceive their own future development.

Put simply? We believe financial security should be a basic human right for all people who live in the rainforest.

How is this done? By providing a basic income to all members of a rainforest village over two years.

What about traditional conservation methods? This programme is not about payments for ecosystem services and rainforest-derived carbon credits, which do not put the rights of people living in the rainforest first.

Rainforest Labs provide infrastructure, technology, and data to local people so that they can continue to protect their livelihoods and forest.

We believe access to data is a basic right for people in the rainforest. Supplied with the space to work, power, internet, laptops and tablets, community members will be trained to read timely forest loss alerts and other useful datasets that can indicate emerging threats to the forest they look after, as it happens.



IT TAKES A VILLAGE - AND EACH ONE IS UNIQUE

We are proud to be supporting 56 locally-led projects in the Amazon Basin, the Congo Basin and the New Guinea rainforest. Each one tackles a challenge which is different from the rest.

María, an Asháninka community member who has worked with Cool Earth on sustainable income generation initiatives including cacao growing.

A NEW PARTNERSHIP IN WADAUDA, PAPUA NEW GUINEA

208

PEOPLE

38

HOUSEHOLDS

£37K

DONATED

Nestled in PNG's south-eastern lowland tropical rainforest, Wadauda is Cool Earth's newest partnership.

Cool Earth first went to Wadauda in November 2021 to distribute Personal Protective Equipment (PPE) during the coronavirus pandemic and started consultations about forming a partnership.

We are delighted to be delivering cash to Peoplesa, Wadauda's community-based organisation, to spend as residents choose.



The Cool Earth team in PNG work in collaboration and consultation with locally-led organisations and people living in rainforest on a range of projects throughout the year

WOMEN LEADING THE WAY IN CAMEROON

“This is the first project to train both women and girls on organic gardening, unlike other projects which always focus on men and leaving the women behind. I have been searching for an opportunity to get trained in organic gardening; so, our joy, for now, is complete, and we hope that 2023 will be fantastic.”

***Mrs Akame of Metug-Ekambeng,
community representative, Cameroon***

BETTER CASSAVA FOR INCOME GENERATION AND FOOD SECURITY

20
processing machines

Backing the Centre for Community Regeneration and Development, Cameroon (CCREAD) to purchase 20 cassava processing machines (one for each village) which have increased weekly flour production twenty-fold

25kg'
per day

25kg per day of cassava is being processed into flour as opposed to 1kg per week, which used to be produced manually

Egbe Bernice of CCREAD Cameroon's Monitoring and Evaluation Unit



FOOD OF THE GODS: SUSTAINING INDIGENOUS PEOPLES LIVELIHOODS WITH CHOCOLATE

1

new chocolate production
centre in Urakuza in the
Peruvian Amazon

236

236 cacao farmers work
across Cool Earth's Peruvian
partnerships

60,000

Over 60,000kg of cacao
produced and sold earning £65k
to rainforest cacao producers



Cemilia is member of the awajun community of Urakuza. Now, she works at the cacao factory of as members of the Cocoa Post Harvest Team.



FOREST CAREERS IN PAPUA NEW GUINEA

A citizen science project in Wabumari provided environmental awareness, skills, cultural exchanges and plant use knowledge between elders and young people to build experience in careers in conservation:

63

PEOPLE GRADUATED FROM TRAINING

Across literacy skills, life skills, gender, community and team building knowledge, creating employment opportunities

25

PEOPLE RECEIVED TRAINING

For plant identification, herbarium preservation and biodiversity conservation

21

PEOPLE RECEIVED FIRST AID TRAINING

The PNG Red Cross Society delivered first aid training to 21 people



SOLVING THE WATER CRISIS TO FIGHT THE CLIMATE CRISIS

70

Cool Earth funded a WaSH project by United Church PNG's Rural Water Supply and Sanitation Programmes (RWSSP), it was launched with seventy 1,180 litre household water tanks donated to the Gadaisu community

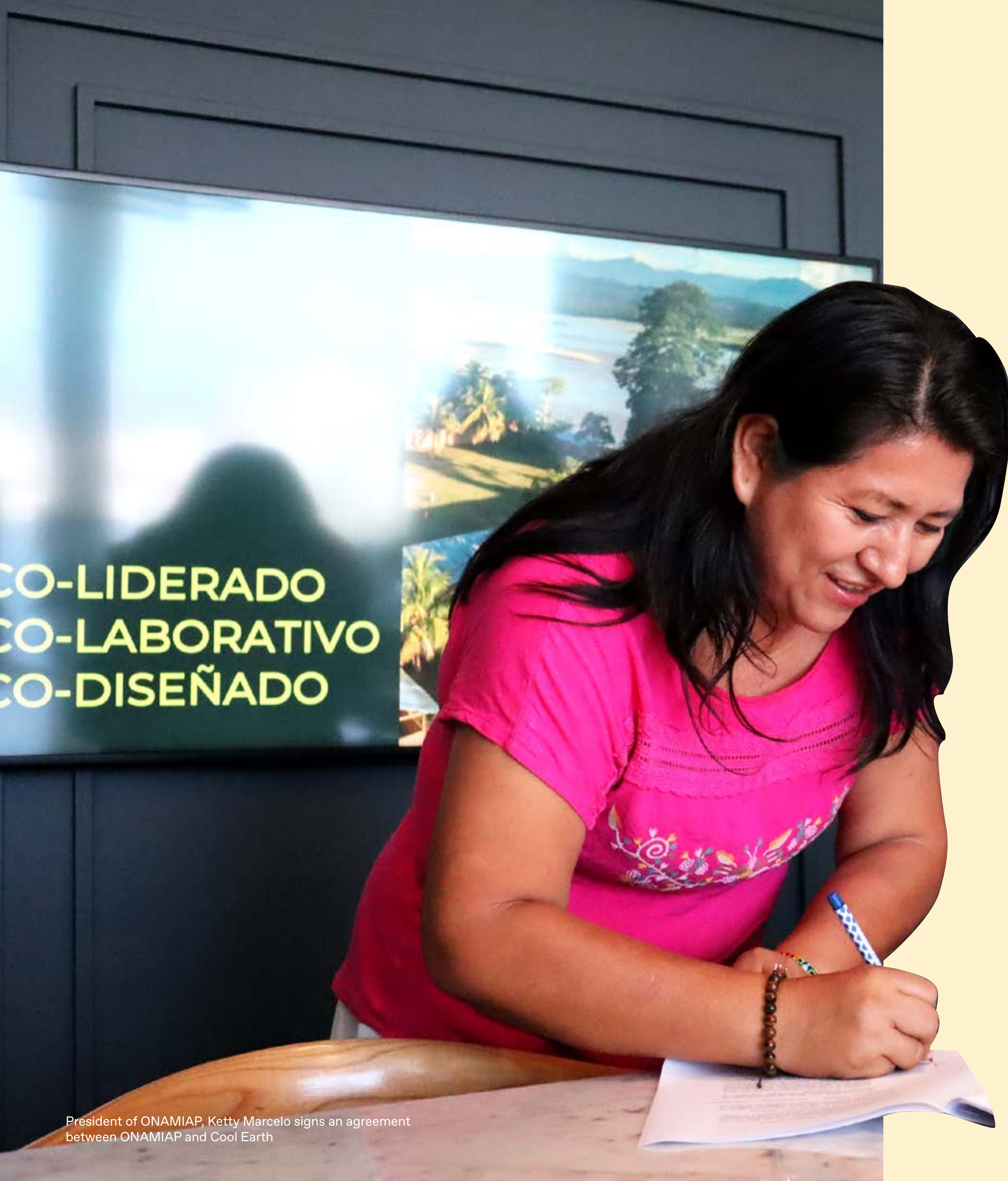
2,650

A total of 2,650 people and over 1,000 children now have access to clean drinking water and handwashing facilities

LOOKING AHEAD

By supporting Cool Earth this year, you can help Indigenous peoples stay in their ancestral lands where they can nurture their rainforest for generations to come.





President of ONAMIAP, Ketty Marcelo signs an agreement between ONAMIAP and Cool Earth

THE FIRST BASIC INCOME PILOT FOR RAINFOREST COMMUNITIES

A partnership was launched with the Organización Nacional de Mujeres Indígenas Andinas y Amazónicas del Perú (ONAMIAP)¹ to implement and evaluate the pilot project with an Asháninka community

500K

A village of 300 people in the Peruvian Amazon will receive **\$2.15/day** per person for two years totalling **\$500k**

4

Four Cool Earth staff employed to support participants with banking and financial issues

¹National Organisation of Andean and Amazonian Indigenous peoples Women of Peru

DATA FOR ALL: RAINFOREST LABS ROLLOUT

- A further ten rainforest labs will launch in Peru and PNG
- In the **Awajún** community of **Huaracayo** in the northern Peruvian Amazon and in the community of **Wabumari** in PNG, building materials have arrived to create the lab, and hardware to begin processing data and information
- Our partners the **Central Asháninka del Río Ene (CARE)**², are also launching this programme with eight of the Asháninka communities they represent



²The Asháninka organisation for the Río Ene



BACKING LAND RIGHTS IN GABON AND THE DEMOCRATIC REPUBLIC OF CONGO (DRC)

2

more years
funding

Two more years of funding secured for Go Conscious Earth (GCE) as the battle continues in DRC to help four villages obtain territorial rights over their lands and resources

1

more year
funding

One more year of funding for the Organisation Écologique des Lacs et de l'Ogooué (OELO) in Gabon. Eight villages continue to improve forest and biodiversity conservation through the restoration of community access and management of ancestral lands

BRINGING CLIMATE AND BIODIVERSITY TOGETHER IN PAPUA NEW GUINEA

Biodiversity officer, Nicky Roma, Wabumari,
Papua New Guinea.

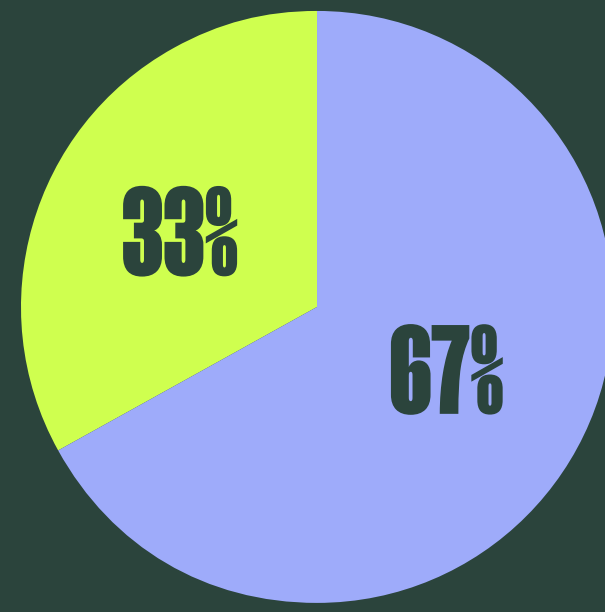
- Working with 600 adults across four communities to support land rights through community planning, mapping, boundary surveys, building, and land boundary mediation
- Knowledge sharing activities including environmental awareness events within the community and in schools, and the development of a herbarium
- Mapping trees and plants of economic and cultural importance in order to collect seeds to propagate and reforest by eight community staff



PEOPLE AND CULTURE



12 new team members including seven field technicians



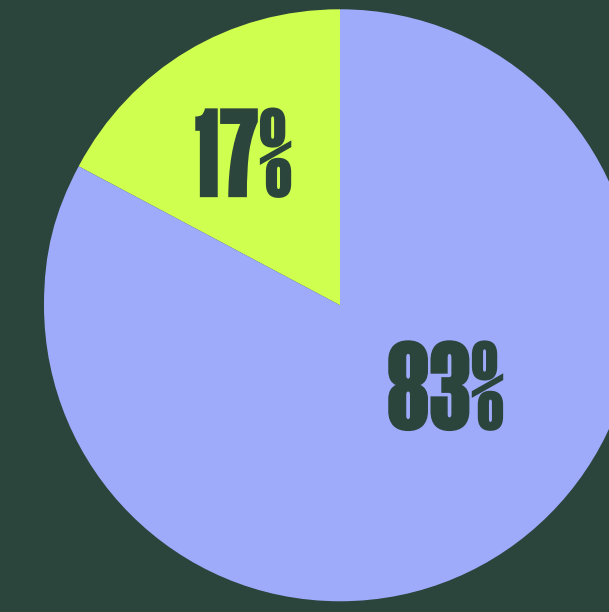
The percentage of hires who identify as women has increased from 29% last year to 67% this year



The percentage of recruitment in the UK has decreased from 29% last year to 8% this year



The diversity of nationalities represented among new team members has increased by 33%



Introduced a Global Leadership Team of Directors, Heads of Departments and Country Managers of which 83% people identify as women



Increased flexibility of working hours, locations and embraced remote-first and hybrid working



Worked with Prophet who donated their expertise to develop Cool Earth's organisational values and build an Equity, Diversity and Inclusion roadmap and new policies.



The Cool Earth UK team completed 120 hours of volunteering to give back to local community projects



Held wellness and feedback culture workshops delivered at no cost by people development consultancy, Higson, across three countries



Cacao technical team Lenin & Moisés, alongside promoters Amos, Juan and Javier in Doris' cacao plot in Awajún, Peru

AMPLIFYING OUR MISSION

We're running out of time to beat the climate crisis so amplifying our mission has become more important than ever.

By liking and sharing our social media content you've helped us reach nearly half a million new people. Thousands of you joined our newsletter. Hundreds of thousands visited our website and read our content.

In 2022, we launched several campaigns to spread the word.



Pleasing x Cool Earth

A collaboration with Harry Styles' lifestyle brand secured national press and we took over Pleasing's Instagram account, sharing Cool Earth's story with 1.3 million followers



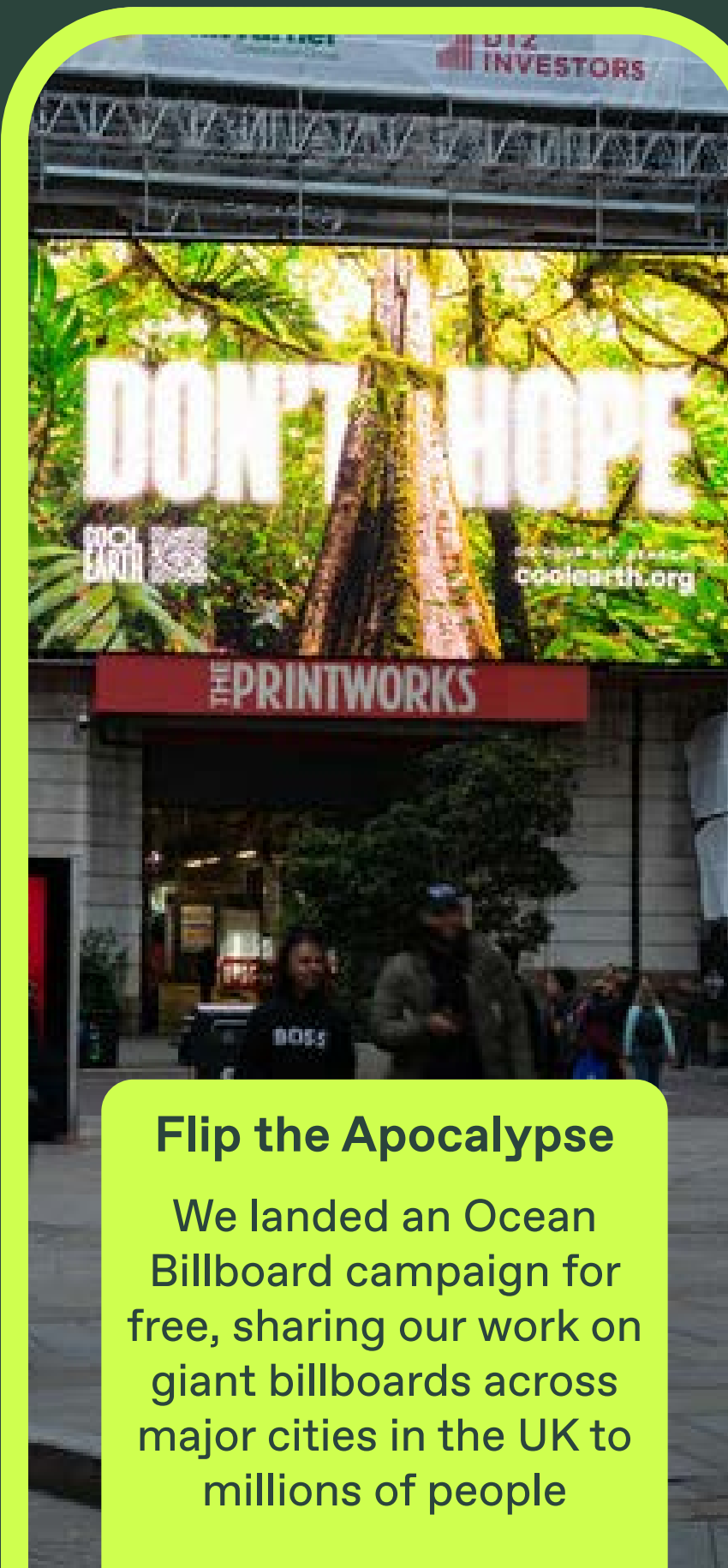
Big Give Green Match

On Earth Day, we raised funds and awareness for a new Unconditional Cash Transfer pilot in our Asháninka partnerships



Race for Rainforest

Hundreds of you helped us smash our target distance of 6,000 kilometres for people living in rainforest in our first virtual fundraiser



Flip the Apocalypse

We landed an Ocean Billboard campaign for free, sharing our work on giant billboards across major cities in the UK to millions of people



Climate Action Over Everything

Together you donated £200,000 to our end of year campaign, which we matched thanks to some fantastic friends of Cool Earth

NATIONAL PR COVERAGE

BBC
RADIO

Daily Mail

The Observer

HELLO!

Fabulous

THE WEEK
Junior

UKFundraising
fundraising.co.uk

euronews.

As our Peru team and partnerships grow, we are launching Spanish-language social media accounts.

Click the links below to follow us en Español on Instagram and Facebook.

TALKS AND PUBLICATIONS

June 2022 - joined academics at Bath University to develop a working group on Universal Basic Income

September 2022 - Spoke at the Basic Income Earth Network Congress in Brisbane, Australia to present Cool Earth's basic income pilot for Indigenous peoples in the Peruvian Amazon

November 2022 - Presented Cool Earth's ethical fundraising work at the BOND: Power in Development Conference

January 2023 - Guest lecture at the University of Exeter to present Cool Earth's work on sustainable finance in a climate emergency

June 2022 - Cash for good - Is direct giving the future of aid? Panel hosted by Human After All in London

October 2022 - Spoke at Forests and Livelihoods: Assessment, Research and Engagement (FLARE) in Rome to present Cool Earth's basic income pilot for Indigenous peoples in the Peruvian Amazon

November 2022 - the first Cool Earth webinar was held to present the basic income pilot. It was an opportunity to inform, respond to our donors' questions and generate interest for future contributions

January 2023 - Is conservation basic income a good idea? Our research collaboration with Callum Sheehan, a Master's student at the University of Leeds in 2021, is published in Biological Conservation



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