

coo|earth





# Introduction

DECEMBER 2020



As our financial year drew to a close in February 2020, the terms *unprecedented*, *lockdown* and *new-normal* were yet to enter everyone's daily vocabulary. Cool Earth's 2019 work detailed in this report may in some ways feel like another era altogether.

In reality our mission remains unchanged, and we are committed to supporting local communities to protect their rainforest no matter if we are in a time of global crisis or calm.



In recent months, the global landscape has changed beyond recognition. Cool Earth has met this challenge head on, pivoting towards new and innovative approaches in both fundraising and programme delivery.

In May Cool Earth launched the Rainforest Resilience Fund in response to the current pandemic. Our agile and responsive approach to conservation, along with the support of local partners and community members, has ensured we are meeting the urgent needs of rainforest communities in the most difficult of circumstances.

Relationships with our local NGO partners are stronger than ever, thanks to the focus on building resilience, empowering local leadership and programme delivery in 2019, detailed in the review below. Building resilience against deforestation will always be at



the heart of Cool Earth's approach as the evidence that autonomous rights-holders are the best rainforest custodians is overwhelming.

Whilst the Covid-19 pandemic has stalled many things, it has accelerated Cool Earth's strategic thinking. The team is using this time to reaffirm our mission to put people first, to protect their trees, to support self-determining communities and utilise the very best forest monitoring innovations.

As Cool Earth grows, we are grateful to all those who join in our fight against deforestation. With steadfast support of smart partners like A.S.Adventure, we'll continue to help find the best ways to keep forest standing, and ensure the conversation about conservation doesn't stop.

Thank you to all at A.S.Adventure, for knowing that investing in community-led conservation is the smartest climate action there is.

I hope you find Cool Earth's 2019 Annual Review an informative and engaging read.

Matthew Owen, Director

## Not up for debate: Climate change is happening

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The destruction of rainforest is undeniably at the core of the most pressing challenges facing our world today.

Zoonotic diseases like Covid-19 continue to emerge amidst rainforest degradation, and rising emissions from deforestation are already affecting those most vulnerable to the effects of extreme weather.

Indigenous people and rainforest communities live in high-risk environments where the impact of climate change is already being felt.

Recognising local people's impact on conservation, land stewardship and climate mitigation is essential. Practitioners of inherited, ancient ways of relating to the natural environment, indigenous people protect almost 22% of Earth's surface containing 80% of global biodiversity.

With our support, this makes them the most powerful stakeholders when responding to both climate change and conservation challenges.

If we are to successfully tackle climate breakdown and protect Earth's environment, we must commit to promoting and protecting the rights of the world's indigenous populations.





**"Indigenous, local, and traditional knowledge systems and practices, including indigenous peoples' holistic view of community and environment, are a major resource for adapting to climate change."**

- IPCC Fifth Assessment Report

Image by Huber Ccayaz Cruz, Tinkareni

# Making Earth Cool Again

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Protecting rainforest is one of the most effective actions we can take to tackle climate breakdown.

Rainforests store carbon, regulate water cycles, and protect millions of species of plants and animals. All of us rely on Earth's ecosystems standing strong for our survival, to slow global emissions and to avoid critical rises in temperature.

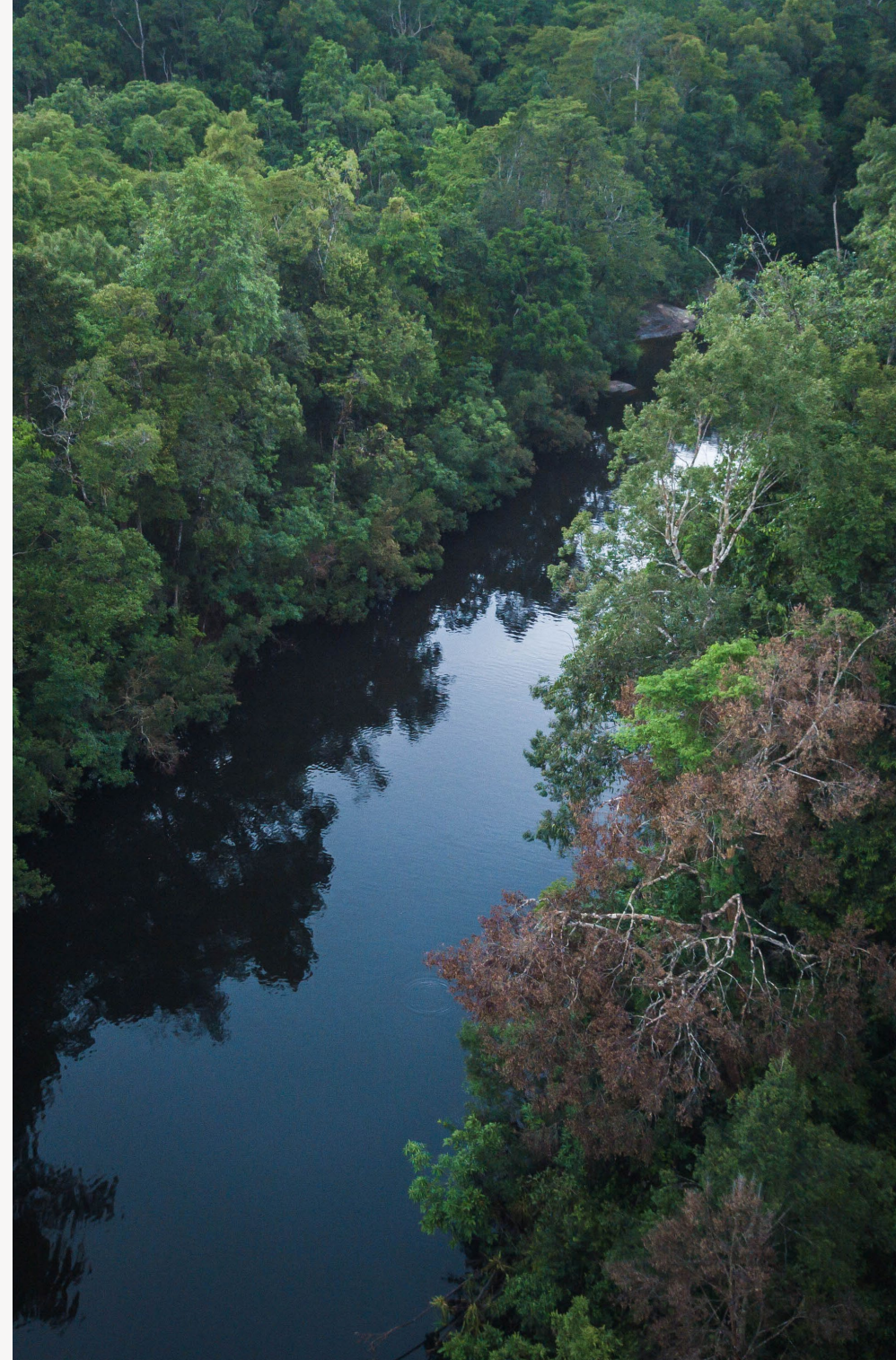
**“To avoid the worst of climate change, and in some cases to adapt to its impacts, it is necessary to conserve and restore forests.”<sup>1</sup>**

**- Tony Juniper, Cool Earth trustee**

Tropical forests have the highest carbon density of all forest types due to their ability for vast carbon sequestration. The planet's rainforests are capable of providing 23% of cost-effective climate mitigation needed by 2030 to avoid climate catastrophe.

Deforestation releases as much carbon into the atmosphere as the global transport sector and destroys the best carbon capture and carbon storage technology we have.

<sup>1</sup> Juniper, T, This Pandemic is an environmental issue, Evening Standard, May 2020





## Cool Earth in 2019

With help to develop climate, financial and social resilience, local people are the greatest rainforest custodians.

Their knowledge is essential when developing effective strategies that tackle the adverse impacts of climate change. Cool Earth works from the ground up to address financial and social inequalities that indigenous and rainforest communities face in order to keep trees standing.

Effective conservation is possible when local people who are uniquely suited to manage, protect, and restore rainforest are put first. By sharing local knowledge, Cool Earth is helping to develop the best ways to protect rainforest around the world.



**56,493,779**

ESTIMATED TREES IN OUR PARTNERSHIPS



**44,545,905**

TONNES OF CARBON FOUND IN THESE TREES



**13**

COMMUNITY-LED PARTNERSHIPS

\* These stats are based on 2019 data and will change according to annual analysis by Cool Earth.



## Rainforest: Satellite Data

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Combine local knowledge with the latest technology and the picture of forest health becomes clear.

With A.S.Adventure's support, Cool Earth is working alongside local communities, investing in the latest satellite monitoring technology to help them keep tabs on the level of forest cover in and around partnerships.

Canopy cover is a key indicator of forest health in Cool Earth's partnerships. The Forest Impact team worked with Asháninka community members to trial methodologies for collecting geospatial data. The data collected through on-the-ground observation will be used to validate data from satellite analysis. It's called 'ground truthing' and is a core focus in our monitoring, evaluation and learning in the coming years.

Using traditional GPS field devices, GPS-enabled smartphones and a bespoke form to collect information from each point, the team verified locations of primary forest, deforestation and degradation.

But it's not just about facts and figures. These activities are invaluable in engaging members of the community with every aspect of monitoring their forest. It's during exercises like this that the most interesting information comes out in conversation; territory boundaries, invasions, village names, diseases, hunting methods and what medicinal plants continue to be used.

One in a long list of ways in which Cool Earth works to understand the threats to people's forest and find solutions to deforestation.

[Watch the video.](#)





**"In another 30 years we might not find bears or any other animals. There won't be any left. So we need to get together with friends to learn about forest preservation."**

- Jaime Peña, Tinkareni



# Financial Resilience: Outpricing logging in the Peruvian Amazon

Essential medication. School uniforms. Food on the table.

Financial poverty often makes these basic needs near impossible to obtain. This puts conservation further down the list of priorities.

If communities are to protect their forest, they need to be empowered. With A.S.Adventure's steadfast support, Cool Earth has been able to continue on its mission to create strong and financially resilient communities.

The relevance of this was reiterated when Cool Earth's Peru team received word of a cash offer from loggers to the Oviri partnership. With their eye on Oviri's forest, the company was keen to negotiate directly with the chief for its purchase.

In true Asháninka spirit, the chief replied that he could not decide alone. He informed the logging representative that if they wanted the trees, they would have to come and make their case to the whole community.

But the representative did not show up. Instead, he sent a letter announcing his interest. The chief

read the letter, expressed his own point of view and asked the assembly to discuss the proposal and come back to him with an answer. It did not take them long to come up with a unanimous reply:


**"No, we do not accept loggers in our territory. We wish to continue working with Cool Earth to protect our forests and our rights."**

**- The Chief of Oviri**

The chief immediately wrote a response and had it sent to the offices of the logging company. Oviri hasn't heard from the loggers again.

By improving access to healthcare and education and developing sustainable livelihoods, Cool Earth continues to work with Oviri to enable the community to make positive decisions about their future, and the future of their forest.



An aerial photograph of a lush tropical forest at sunrise. The sun is low on the horizon, creating a golden glow and casting long shadows. Mist or low clouds are visible between the forest canopy. In the lower-left quadrant, a small village with several buildings with corrugated metal roofs is nestled among the trees.

**"Respecting, valuing and promoting indigenous peoples' intricate wealth of knowledge is possibly our best hope for protecting what's left of the Amazon. And what's exciting is this is what we'll be trying to do for years to come."**

**- Martin Simonneau, Programme Manager**

## Sustainable Livelihoods: Coffee, climate change and cooperatives

With climate change already having an impact, our favourite caffeine-fix is likely to be much harder to get in the near future.

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60% of the 124 known species of coffee are on the edge of extinction<sup>1</sup>. The reasons for this lie in the growing uncertainty in weather patterns in the tropics. A longer dry season, more intense rainfall and extreme heat waves are playing havoc with a reliable coffee crop<sup>2</sup>.

The genes of wild coffee varieties could be harnessed to help coffee plants survive climate change and emerging diseases in the future. By protecting rainforest we can keep those genes safe.

That's one reason why we were so pleased to hear that success is bubbling away in the rainforests of the Cool Earth Asháninka Partnerships.

Coffee technician Walter Marcos joined Cool Earth's Asháninka team, working alongside the Ayompari coffee

growers in Cutivireni. Ayompari means "hardworking producer" in Asháninka and, with Walter on board, their hard work is paying off.

The coffee growers in Ayompari have forged connections with Valle Santa Cruz, a local specialist coffee cooperative. Valle Santa Cruz are paying 50% more per kilo than the previous buyers so it's a resounding success. Connecting with these niche local markets will be key in scaling their success long term. It means they have a fair and sustainable buyer that will be there long after the partnership with Cool Earth is complete.

Walter's also working with the growers to make sure they have minimal impact on the environment. That means training in the use of degradable biocides, agroforestry techniques, and sharing knowledge about natural ways to stop disease. Not only will these methods continue to be sustainable, it will improve the quality of the crop at the same time.

<sup>1</sup> Science Advances, Science Mag (2019) 'High extinction risk for wild coffee species and implications for coffee sector sustainability'.

<sup>2</sup> Nature, (2017) 'Resilience potential of the Ethiopian coffee sector under climate change'.



An aerial photograph of a vast, dense rainforest in the Peruvian Amazon. The forest is a deep green, with a small settlement visible at the bottom. The settlement consists of several small, simple buildings with blue roofs and walls, surrounded by palm trees and other tropical vegetation. The forest extends to the horizon under a bright sky with scattered clouds.

A.S.Adventure is supporting four  
Asháninka communities in the  
Peruvian Amazon that are  
custodians of 61,168 hectares of  
rainforest,

22,337,002 trees and

over 26 million tonnes of  
carbon stores.



## Forest Impact: Monitoring & Learning

In 2019, Cool Earth's monitoring and learning capacity grew to ensure accountability and transparency remains at the core of everything we do. It's a vital part of our effectiveness, and helps us to understand impacts on the rainforest and the communities we work alongside. Studying the intricacies of both challenges and successes helps us to adapt, develop and share more ways to reduce deforestation and build resilient livelihoods.

By forming links with researchers and universities, we're finding ways to address the greatest threats to rainforest and how to keep local people at the forefront of sustainable forest protection.



### Larissa, University of Freiburg

Cool Earth worked with Larissa Longano de Barcellos, a master's student from the University of Freiburg,

as she researched Awajún traditions. Her work has provided incredible insights into the Awajún way of life, all of which are vital for us to enhance and promote local conservation practices that may otherwise be overlooked. Working with anthropologists like Larissa is crucial for Cool Earth to understand the complexities of life in the forest and how to preserve local practices.



### Léna, University of Exeter

Working closely with Cool Earth throughout her PhD, University of Exeter student Léna Prouchet looks to tackle deforestation and food

insecurity through the use of integrated regenerative agriculture practices in forest communities of Latin America. Focusing more specifically on the Peruvian Amazon, where political, social, economic and environmental processes and contexts are extremely unstable and unjust, Léna hopes that her research will contribute to addressing some of the key drivers of deforestation and the climate crisis.

**"Translating my research into culturally-sensitive and practical field activities, whilst questioning, adapting and improving what has been done so far is a key objective. I hope this will serve Cool Earth and other organisations as they strive for more impact."**

**- Léna Prouchet**



## Goals, Ambitions, Challenges

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### Strengthening local decision-making

Progress continues to be made in our aim of building greater independence for partnerships. It means more decisions will be made locally by people who are the best placed to find solutions. Employing and empowering more staff in-country will facilitate this goal, helping local teams, NGO partners and regional networks to be ultimately self-sustainable without Cool Earth's support.

### Covid-19 and rainforest communities

The growing Covid-19 pandemic will mean forest villages need our support more than ever. Remote indigenous communities are the most vulnerable to new diseases as health care, reliable sanitation or even running water are often difficult to access, inadequate and often unaffordable for forest families. Cool Earth is on high alert to do what we can for our partnerships should Covid-19 reach their communities.

Healthy, strong families are key to rainforest communities being able to continue to thrive and protect their forests. While addressing emergency Covid-19 support, our emphasis will be on keeping current partnership activities going as much as we safely can.

### Flexibility and local knowledge

The ever dynamic environment of tropical rainforest becomes more evident each year. 2019 saw an array of unpredicted incidents that meant some community support activities had to be adapted or postponed. Floods in Papua New Guinea prevented travel to host workshops in local schools for World Environment Day and in Cameroon, civil unrest and heavy rains caused the teams to be locked down at home, and the loss of bees from newly colonised beehives.

These unpredictable events are a reminder that individual partnership circumstances are different and complex. With every new community, we become more aware that there is not a one-size-fits-all solution to support local people in tackling deforestation. Solutions found and lessons learned in one community often do not apply to close neighbours, let alone communities on the other side of the world. This is drastically highlighted between neighbouring communities in Milne Bay, Papua New Guinea, where two neighbouring partnerships Gadaisu and Sololo speak entirely different languages, despite living just two hours walk from each other.

These challenges require being flexible, agile, open-minded and dependent on local knowledge and experience to make the right decisions.

## The Cool Earth team

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Cool Earth welcomed a host of new ambassadors to the team in 2019 who each offer a wealth of experience.

From Gillian Burke to Tony Juniper and Vianet Djenguet, this inspirational group includes wildlife filmmakers, conservationists and environmentalists, working to raise awareness of our mission to protect rainforest.

Samantha Cohen CVO has joined Cool Earth as Co-Chair of the Board of Trustees. Samantha's distinguished career ranges from working for the Australian Government to the Royal Household, where she was Assistant Private Secretary to The Queen from 2011-2018, and Head of Royal Communications prior to this.

A new addition to our Board of Trustees, Professor Dr Johan Rockström's research as joint director of the Potsdam Institute for Climate Impact Research continues to be a global call to arms and a framework for the future use of Earth's resources. Having led an international research group to identify planetary boundaries, Johan has committed his career to lead the way on all things climate science and sustainability.

Our in-country teams in Papua New Guinea and Peru continue to grow. From management of partnerships to forming links locally, we're working to showcase voices that need to be heard.



Gillian Burke



Tony Juniper CBE



Vianet Djenguet



Samantha Cohen CVO

Clifford Peter Yae joined the Papua New Guinea team in January as Forest Project Coordinator, with a focus on helping Wabumari with their plans to generate an income from protecting the forest for research visitors. Before joining the team, Clifford took part in a placement alongside Cool Earth for his final year of study at the University of Goroka, engaging community members in biodiversity surveys that help monitor the impact of climate change on local species.



**“In Papua New Guinea, youths are the backbone of society. Involve them to take ownership of the project and they will protect our forest and natural environment.”**

**- Clifford Peter Yae**


In Peru, Isabel Felandro joined us as Project Manager. An environmental lawyer, Isabel leads the team in Lima to support the Awajún and Asháninka partnerships, finding the best ways to alleviate financial poverty and protect the Peruvian Amazon forest.

**“The rainforest is life. The world can scale up rainforest protection. It will take collaboration and coordination to avoid duplication of efforts, and to use and allocate resources in an efficient way. We know that we are more effective as a collective rather than individual, disconnected projects.”**

**- Isabel Felandro**





A close-up portrait of Gellie Akui, a woman with dark skin and short, curly hair, looking directly at the camera with a slight smile. She is wearing a pink patterned top. The background is a blurred green forest.

**"We want to give people the skills so that they can generate income and not go into destroying the forest for palm oil and logging to get money."**

- Gellie Akui, Project Manager,  
Papua New Guinea

## Press & Campaign highlights

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### Money and maps

Keeping tropical rainforest standing is the key to averting a climate catastrophe. Cool Earth works with local communities on the latest mapping technology and ground truthing data, developing solutions to the climate crisis with those who rely on the forest for their existence. Journalist Clare Longrigg shines a light on the complexity of deforestation in remote rainforest communities in the Guardian's '[Money and maps: is this how to save the Amazon's 400bn trees?](#)'

### Climate action, together

The best approach to tackling climate breakdown is protecting rainforest. It means that effective conservation is only possible when local people who are uniquely suited to manage, protect, and restore rainforest are put first. More people than ever chose to take climate action with Cool Earth in December 2019 and invested in the future of rainforest and our planet, raising £310,734.

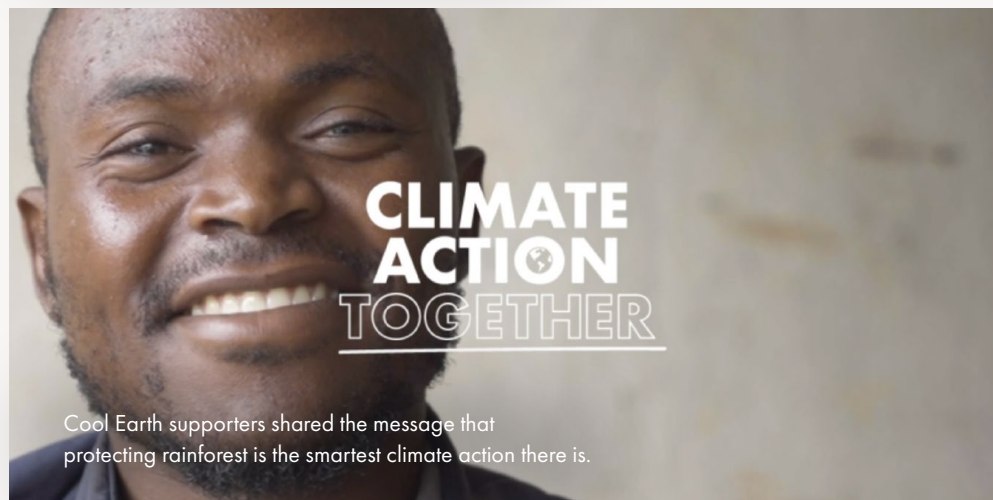
### Rainforest fires and a global response

'Our house is on fire' Greta Thunberg warned in January 2019. Just over six months later, immense clouds of smoke filled our screens as the rainforest burned. Forest fires from Brazil to Angola sparked a huge movement in response.

The destruction of Earth's rainforests flooded our screens as we saw devastating pictures of the Brazilian Amazon burning. We cannot deny that the state of rainforest is at a critical point. Many supporters got in touch to find out how to help tackle the relentless destruction of Earth's forests, with an amazing 315 donors signing up to be regular givers in August alone.



Claire Longrigg and the team ready to walk through rainforest to the remote village of Tankoari.



Cool Earth supporters shared the message that protecting rainforest is the smartest climate action there is.



Record breaking fires throughout Earth's forests spurred many into action.

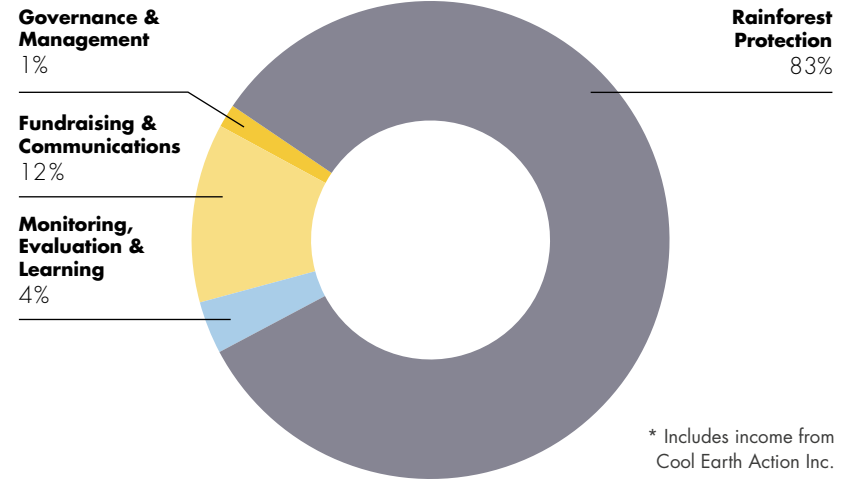
# Financials

In the last financial year, our global income rose to £4,115,621. This increase is thanks to our committed donors who continue to make a difference and generous new supporters who, through word of mouth and online advertising, have connected with Cool Earth’s people-focussed approach to conservation.

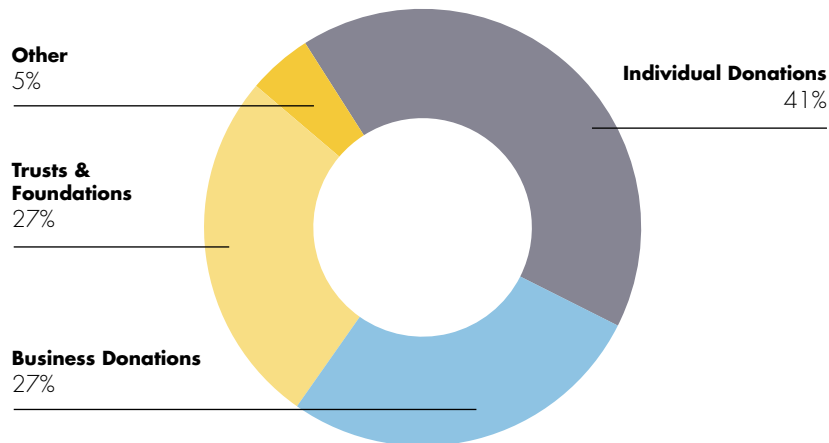
Of this total, £3,405,725 (83%) was spent on rainforest protection and allocated to programme reserves, working alongside our dedicated local partners to find the best ways to keep trees standing around the world.

In the past year, Cool Earth spent 12% of its income on Fundraising and Communications. From growing our inhouse design capabilities to developing strategic approaches to reaching audiences right around the world, we continue to take a digital-first approach and follow industry best practices to raise money and advocate for forest protection.

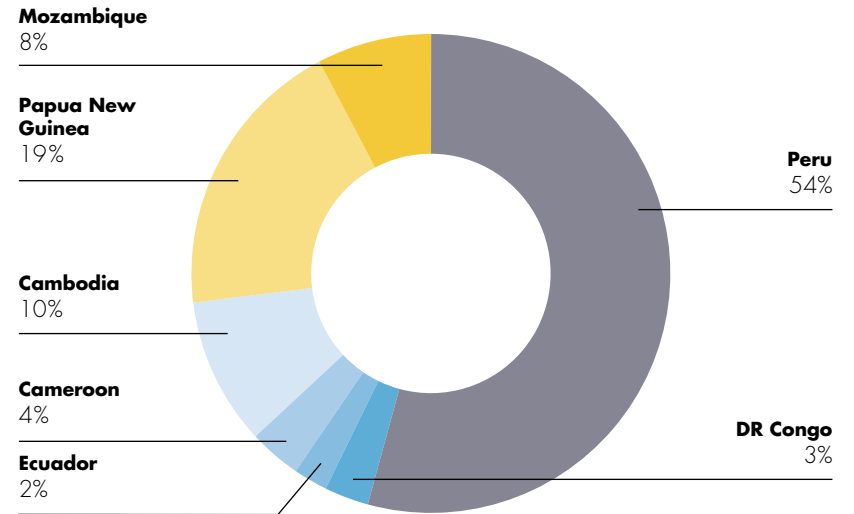
## GLOBAL INCOME ALLOCATION \*



## INCOME SOURCES



## PROGRAMME SPEND BY PROJECT





## Our community

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Cool Earth supporters are always creative and committed in their support of rainforest communities.

From birthday fundraisers to workplace giving and businesses celebrating decades of support, thank you for doing more than ever to keep trees standing.

### Painting the Rainforest

After seeing first hand how deforestation is destroying the habitat of rainforest birds, artist and Cool Earth supporter Graham Gynn committed to capturing their beauty on canvas. He creates and sells paintings of endangered birds to spread awareness and raise money for rainforest charities like Cool Earth, helping to protect the rainforest that these beautiful birds call home.

### Millennial Climate Action Fund

Maria and the rest of this environmentally-minded collective refused to let climate-doom take hold. Instead, they came together to make a tangible financial commitment to protecting rainforest and mitigating carbon emissions from deforestation.

**“So many things need to happen to get our planet on the right track, and we feel good being part of the change we wish to see. In forty years, we’ll have a bit less money in our retirement funds, but we will be able to say, I didn’t just sit on the sidelines watching the world burn. If you’d like to be able to say that with us, I hope you’ll join in today—we don’t have a minute to waste.”**

- Maria



## Victoria, USA

Victoria is not your average supporter. She is an effective altruist who works over and above to help the causes she cares about, whether through employment or charitable endeavors. Over the years, Victoria has generously supported Cool Earth with money and is now donating her time to help share Cool Earth's mission in the US.

**“Climate change is an existential risk that ties into every major problem we face and is impacted by every decision we make. I love that Cool Earth tackles this systemic problem holistically and efficiently, and works without borders on long-term solutions.”**

- Victoria

## Rentokil Initial and Climate Dividends

Rentokil Initial, a committed long term supporter of Cool Earth, helped launch a smart new initiative for FTSE companies looking to play a greater part in the global climate challenge. Through Climate Dividends, Cool Earth wants to engage with the FTSE sector to help businesses harness the potential of their unclaimed dividends, and direct those funds towards the most innovative and effective climate protection projects around the world.

**“Using unclaimed dividends to address climate change is a beautifully simple idea and it is typical that Rentokil Initial thought of it first. Thanks to Rentokil's ingenuity, the funding from Climate Dividends will ensure some of the world's most endangered forest is kept standing. I hope that where Rentokil leads other responsible companies will follow.”**

- Frank Field, Cool Earth Co-Founder and Trustee



THANK YOU  
TO  
A.S.ADVENTURE



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