

# SAVING RAINFOREST VILLAGE BY VILLAGE

cooearth



The rainforest won't be saved with global agreements or national reserves. It is the people who live in the rainforest that can stop its destruction.

We know that the forest is only safe when a village is strong enough to protect it.

By putting local people in charge, better health, better education and better livelihoods all lead to forest kept standing.

All our partnerships put the right people in control of the rainforest.

We're just a helping hand.



## HEALTH

Living 20 hours from the closest hospital puts lives at risk. In some villages, more than a third of families have lost a child. It's hardly surprising that better healthcare is at the heart of every Cool Earth partnership.

### MOSQUITO NETS

Cutivireni provided every family in its village with mosquito nets, resulting in a 60% drop in malaria.

### EMERGENCY EVACUATIONS

Travelling to the nearest hospital can easily cost hundreds of dollars from a remote village.

Every project has designated funds to save the lives of the seriously ill.

### MEDICAL INVESTMENTS

Improving basic healthcare in the community - from funding boats for evacuations and anti-venom kits to building entire medical outposts.



**“BEFORE WHEN WE HAD NO FUNDS IT WAS IMPOSSIBLE TO EVACUATE THE SERIOUSLY ILL AND PEOPLE DIED. SINCE WE’VE HAD THE SUPPORT OF COOL EARTH, WE ARE ABLE TO EVACUATE OUR EMERGENCIES – IT’S HELPING US TO SAVE LIVES. TODAY WE ARE STRENGTHENED FROM THE PROJECT.”**

CESAR BUSTAMANTE,  
Cutivireni village, Peru

## EDUCATION

Education can transform the future of a child, a family and a community. Unfortunately, education in remote rainforest villages is not high on government to-do lists, leaving local people vulnerable to exploitation. That's why, no matter where our partners are in the world, their biggest concern is the schooling of their children.

### BACK-TO-SCHOOL BURSARY

Providing each family with a small fund to cover the costs of going back to school. Simple items such as uniforms and schoolbooks.

### CLASSROOMS

Building classrooms that protect students from the elements so school doesn't stop in the rainy season.

### BOARDING HOUSES

Providing accommodation so that students that live too far to walk to school everyday still get a chance at an education.

### SCHOLARSHIPS

Scholarship Programmes to cover costs of further education in nearby cities.

**"I AM SO PROUD OF OUR NEW SCHOOL. WE'VE NEVER HAD A PROPER BUILDING BEFORE. THE STRUCTURE WOULD ALWAYS COLLAPSE AND THE CHILDREN WOULD LOSE OUT ON SCHOOLING. THIS BUILDING WILL LAST AND BE GOOD FOR THE WHOLE COMMUNITY. THANK YOU."**

VANESSA QUIRIGUA, Saboroshiari School Teacher





## LIVELIHOODS

For our projects to be sustainable, local people must earn more from keeping the forest standing than they would otherwise earn from clearing it. That's how our partners become self-sufficient, not dependent. Whether it's cacao, coffee or coconut oil, our projects out-price forest destruction.

### CO-OPERATIVES

Establishing Growers Cooperatives to share production and transport costs.

### TRAINING AND EQUIPMENT

Improving cultivation techniques to improve produce quality.

### CERTIFICATION

Increasing the value and demand by gaining organic certification.

### LINKING MARKETS

Linking villages to international markets to fetch a top price for produce grown in the shade of a protected canopy.

**“WHAT I LOVE MOST ABOUT MY ROLE IS BEING ABLE TO SUPPORT MY ASHANINKA BROTHERS. CACAO IS VITAL FOR US. IT GIVES A HOUSEHOLD SUSTAINABILITY - MONEY FOR HEALTH, EDUCATION, FOOD FOR OUR CHILDREN. THIS YEAR WE HAVE MORE GROWERS, WHICH IS GOOD BUT ALSO A CHALLENGE. TOOLS HAVE HELPED OUR PRODUCTION BUT IT'S THE CAPACITY BUILDING THAT MAKES THE REAL DIFFERENCE - THAT'S WHAT IS REALLY HELPING US GET THE BEST QUALITY FROM THE BEAN.”**

SERGIO CAPESHI, *Ayompari President* Ayompari is the Growers Co-operative in our Ashaninka Project in Peru that represents more than 174 families.

## STRONGER TOGETHER

Cool Earth never imposes our approach on a rainforest village. Each project grows by word of mouth when neighbouring villages see that we're a partner they can trust and ask to come on board.



**“ OUR TREES ARE SAFE,  
I CAN SLEEP WELL AT NIGHT  
AGAIN. WE'RE TELLING OUR  
NEIGHBOURS ABOUT COOL  
EARTH. WORKING WITH  
COOL EARTH TO PROTECT  
OUR TREES MEANS ALL OUR  
FAMILIES BENEFIT. IT'S BETTER  
THAN SELLING WOOD  
TO BENEFIT A FEW. ”**

LEOPOLDO CHIMANGA CHUMPATE  
Oviri Village, Peru

Our Ashaninka Project started with the village of Cutivireni in 2008 to save a few thousand acres. After one year and zero trees being lost to loggers, two of Cutivireni's neighbours joined us.

More villages came on board and more rainforest was secured. The numbers quickly stacked up. Now we're working alongside 16 Ashaninka villages to keep more than 150,000 acres of forest standing.

By linking together, these villages have formed a shield to make the adjacent forest inaccessible to loggers - more than 1.5 million acres of it.

Since all of our projects are located on the arcs of deforestation, we're shielding more than 5 million acres of forest around the world.

There is power in people.





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