



2018 Cool Earth Highlights

Rainforest Champions

From one village in the Peruvian Amazon, Cool Earth has grown a network of rainforest champions around the globe. People who are fighting on the front line of deforestation, and protecting the most biodiverse places on Earth.

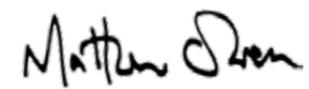
What these communities have achieved with your help in the last twelve months is nothing short of extraordinary. It lays the foundations for a future where tropical deforestation plays no part in climate change.

As our patron Vivienne Westwood says, “Cool Earth has a plan to save the rainforest”. Having a plan is one thing, but carrying it out is quite another. The year 2018 was a chance to take stock of a decade of work and make sure it is on the right track.

It was a year when report after report spelled doom for the climate, for biodiversity, and for the human species. But it was also a year where optimism shone through; a year where Cool Earth had more support from individuals, trusts, and businesses than ever before.

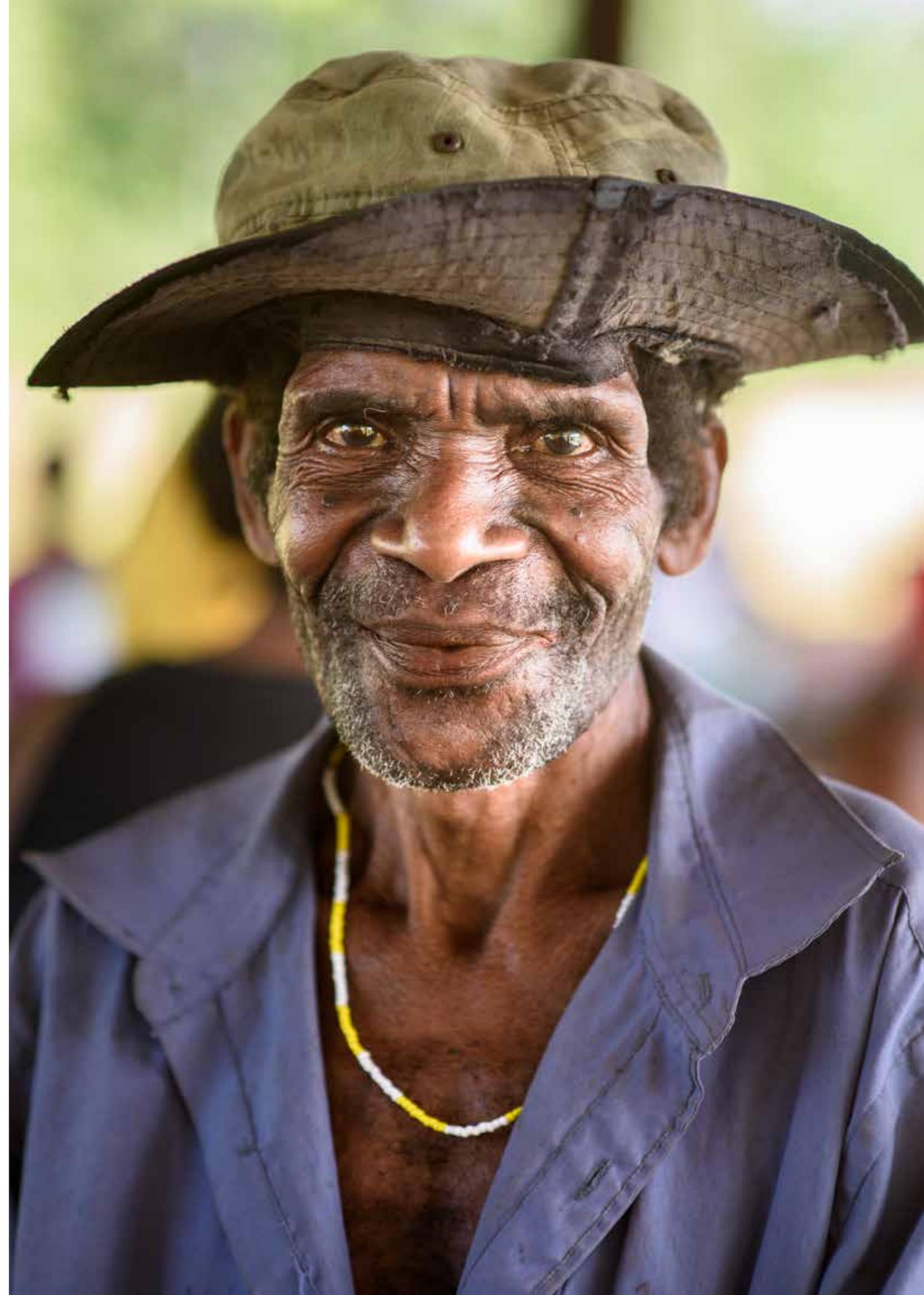
With deforestation causing up to 20% of manmade global emissions, there couldn't be a better reason to back Cool Earth in the fight against climate change. We know that keeping rainforest standing is the most effective way to lock carbon in. And we are determined to find the best way of helping local people do just that. With your help, I have no doubt that we'll succeed.

Matthew Owen, Director



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“Over the past year, a considerable amount of work has been done to synergise our processes across all our three offices in Peru. It hasn't been easy but thanks to each and everyone's energy and dedication to rainforest conservation and the people of the forest, we can come in to 2019 stronger than ever.”

- Fabiola Sanchez, Peru Operations Coordinator

A year of learning

The year 2018 was a pivotal one for Cool Earth. After a decade of work it was a key time to take stock of our achievements, challenges, and lessons learned. Those important lessons will help shape the next decade, and make us more effective than ever.

Activity Review in Peru

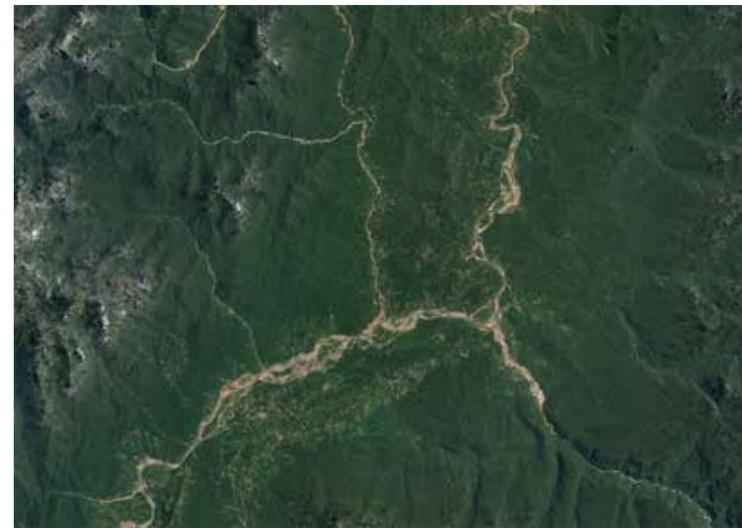
In July 2018, Cool Earth's team began a root and branch review of its progress in Peru. There's been a huge amount of activity in the partnership over the last few years, making it essential that we scrutinise what is being funded and why. The results of the evaluation showed there was much to celebrate, not least that no sales of trees to logging or mining companies have taken place. The evaluation also highlighted some big challenges that need addressing in the next phase of the partnerships such as mission creep and the pressure on the forest of a burgeoning population. The whole team, and our rainforest partners in Peru, are looking forward to tackling these challenges head on in 2019.



Measuring the forest

From the very beginning, Cool Earth funds were given to rainforest communities with one key proviso: that no trees are felled for commercial gain. Thanks to improvements in satellite mapping technology, and the skills of our team, Cool Earth is now able to monitor this much more closely and ensure that future investment is conditional on the canopy remaining intact.

With that in mind, a monitoring, evaluation and learning team has been built from scratch with expertise in remote sensing and AI canopy analysis. Managed by Natalie Gawor, the team includes Matt Proctor, Remote Sensing Officer, and James Ball, Data Analyst.



A new way of giving

As you would expect, a 'direct giving' funding model sees funds given straight to each household rather than to a community association. Whilst some bought essential supplies, families from Wabumari in Papua New Guinea invested the money in building new homes. This success spurred the community into deciding to distribute funds in this way going forward, and we're interested to see if neighbouring villages are keen to try a similar scheme. The potential for this model in other partnerships will be explored in the coming years.



Building skills to protect the forest

Cool Earth’s aim is to create strong, self-sustaining communities and reverse the dependency that loggers, ranchers and planters try to promote. Part of the groundwork for new partnerships is training in business skills and financial accounting. This doesn’t just provide a firm foundation for building livelihoods that outpace forest destruction. It means villages can build on the work they’ve done in partnership with Cool Earth for years to come.

A shop at the top of the canopy

From batteries to sanitary products, the new shop in Parijaro, Peru, will provide essentials that are often hard to come by in remote communities. As well as being a source of income for those who run it, the shop also means four community members are developing the diverse skills required to run their own micro-businesses in the future.



Saving the rainforest with savings

Training communities in how to collectively save money and give out loans, is one of the best ways to help develop business skills, not to mention fight poverty. And communities that have a secure financial future don’t have to sell their trees. Wabumari local Project Coordinator, Daisy Halaba, took part in Village Saving and Loans Associations (VSLA) training with CARE International, a global initiative working to end poverty in rural communities. The skills she’s now teaching to a pilot group of women in Wabumari will be shared with other villages.



Inga Pioneers

Following a successful knowledge exchange trip to the Inga Foundation in Honduras, the Awajún’s Marin Orrego and Felix Iván Mejía Pérez returned on an internship in early 2018.

The Inga Foundation, run by the remarkable Mike Hands, is the font of all knowledge about this incredible plant. Inga, the Swiss-Army knife of trees is a shade-growing, nitrogen-fixing crop that can be grown sustainably alongside cash-rich crops such as black pepper, tomatoes and chillies. Marin and Felix learnt about fertilisers, how to build A-frames to work on slopes, and using pruned branches to make charcoal. They returned to the Awajún as experts on everything inga, ready to make a real difference.



Power in numbers

Cool Earth is lucky enough to work with some incredible individuals who champion rainforest. But it's when people come together that the magic happens and 2018 saw collaboration on a global and local scale. It's something we want to capitalise on in the coming year, with plans for knowledge exchange trips and learning partnerships between different rainforest nations.

Forest Faena

Faena are a long-held tradition in Awajún culture. They are public work days where the community leader gathers everyone together to work on a task that will benefit the entire village. In 2018, fathers from the Urakuza community were called upon to spend a day working on restoring the local school's fish pond. Now the fish pond is restored, there'll be more fish to sell, meaning more cash and plans to plunge the money back into the school.



Branching out in Papua New Guinea

Cool Earth's team in Papua New Guinea worked hard in 2018 to improve links with local and national government and it's already proved really useful to have the support of political stakeholders. Cool Earth has also partnered locally with Community Service Consultancy Inc. (CSC), a charitable organisation based in Alotau, who have been helping with project design, market research, community profiling and education.



Partnerships and Collaborations

Cool Earth was delighted to welcome Rentokil Initial as a new business partner in 2018. The group has donated to us through unclaimed dividend cheques, an innovative solution that has a huge impact. Our work in Papua New Guinea was awarded three years of funding from the players of the People's Postcode Lottery. We've been re-selected for a second year as Cambridge University RAG's international charity. We also saw some terrific collaborations with our patron Vivienne Westwood in 2018. She not only designed a T-shirt that raised over £20,000, but hosted events at SUSHISAMBA and Floral by LIMA, and dedicated her collaboration with Burberry to Cool Earth.



“This year we’ve done some really exciting work using satellite imagery to map the health of our rainforests and analyse potential partnerships, with even more awesome projects planned for next year.”

- Matt Proctor, Remote Sensing Officer



A party that saves the rainforest

In Peru, if you need cash in a crisis you invite your friends round for chicken and beer. They come armed with money and their best moves. Peruvians call it Pollada. We call it a great way to save rainforest. In Summer 2018 Cool Earth asked supporters all over the world to host a Pollada and raise money for rainforest partnerships. We saw housewarmings for global warming and birthday parties with a difference. In 2019 Pollada will return bigger and brighter than ever.



"Our Pollada was great fun! We're hoping to organise another one soon. Along with eating chicken and drinking beer, we held an auction at our Pollada and raised over £1,000 which we're incredibly proud of."

- Sophia Lane, St Lukes



Growing the network

Perhaps the most exciting development in 2018 was the extension of Cool Earth's rainforest network to a brand new community in Papua New Guinea. We welcomed Sololo, another village that approached Cool Earth to help them protect their rainforest and improve their communities' resilience long term.

Hello, Sololo

In September, a forest agreement was signed by the community of Sololo in Papua New Guinea. Their plans for investment include an education programme to address very high illiteracy rates in the community, as well as identifying key areas for income generation. We're excited to work alongside another community determined to protect their forest from advancing unsustainable palm plantations.

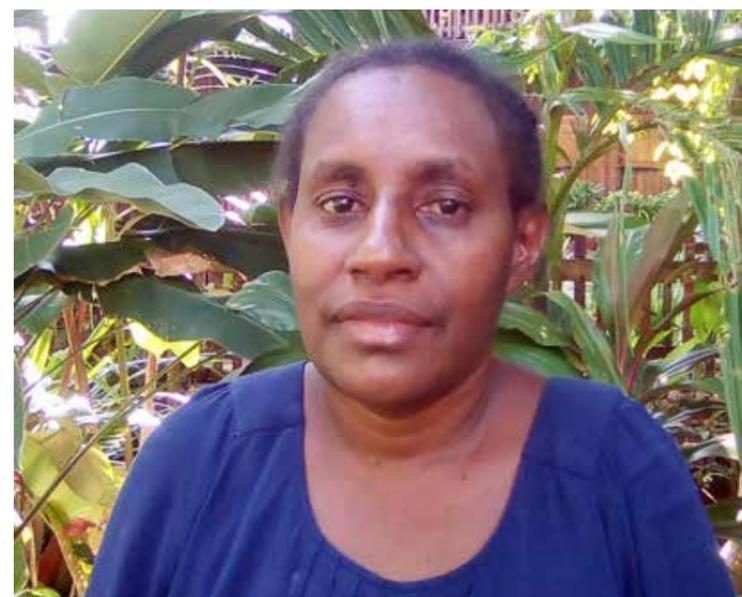
'We cannot do conservation without education. Education is enabling for the success of the conservation program.'

- Gellie Akui, Project Manager, PNG



Growing the team

Cool Earth welcomed two new members of staff to our team in Papua New Guinea this summer. Gellie Akui and Ricky Imanakuan will be supporting the work that our partner communities in Gadaisu, Wabumari, and now Sololo, are doing. In Peru, Aurora Lume joined as a local coordinator for the Asháninka partnership, and in the UK we welcomed no fewer than seven new team members, all determined to make Cool Earth as effective as possible.



Further funding for DRC

Building on the success of the partnership with communities in Lubutu, in the autumn Cool Earth confirmed our partnership working alongside Fauna and Flora International in the Democratic Republic of the Congo for a further three years. This is great news and means that not only can Lubutu expand the fuel-efficient stoves project to neighbouring villages, the community can also begin a farmer schools project which will work with local people to develop incomes from sustainable crops.



The future of rainforest protection, where everyone makes a difference to climate change.

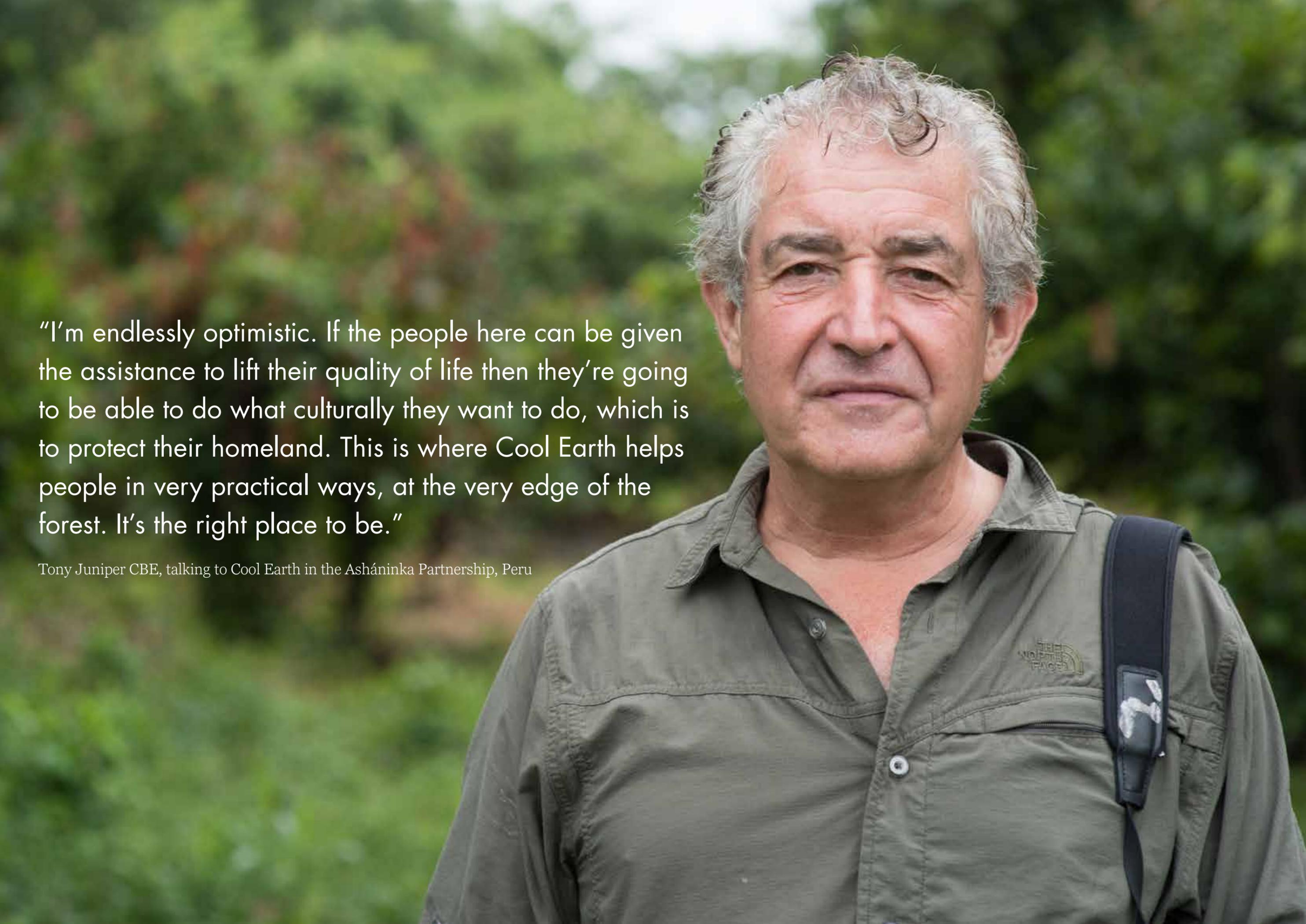
Over the next three years Cool Earth is developing three strands of work.

In Peru and Papua New Guinea, Cool Earth will maintain its in-country presence. We will test conservation strategies at the village level in challenging environments. These partnerships will provide the deepest level of monitoring data across a suite of measures, and continue to be a key source of insight and impact.

A network of new partnerships with local NGOs will test specific conservation strategies for addressing deforestation. They'll be led by local champions in a range of contexts.

These first two strands of work will focus on the strategic choices people who live in rainforests must make to protect forest and survive. They will all be assessed on their ability to reduce emissions, provide insights and sustain impact.

Thirdly, Cool Earth is committed to leaving room open to innovation and opportunity. We will maintain space for experimentation and risk, and will develop tools for reducing the distance between conservation funding and community conservation.



"I'm endlessly optimistic. If the people here can be given the assistance to lift their quality of life then they're going to be able to do what culturally they want to do, which is to protect their homeland. This is where Cool Earth helps people in very practical ways, at the very edge of the forest. It's the right place to be."

Tony Juniper CBE, talking to Cool Earth in the Asháninka Partnership, Peru



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