

Read about Sim's success on page 5.

A woman with dark hair, wearing a bright green t-shirt with a Mickey Mouse graphic and black pants, stands in a rustic chicken coop. She is holding a large, weathered metal bucket with both hands. The coop is constructed from wooden poles and wire mesh, with several chickens visible in the background. The ground is dry and dusty. The scene is set outdoors with lush green trees in the background under a clear sky.

**Cool Earth
Highlights 2020**

In 2020, you supported the people most vulnerable to climate change. Despite the impact that coronavirus has had on us all, you committed to keeping carbon-rich rainforest standing, helping to tackle the dangerous effects of a warming planet.

Together, we're starting the new year determined to make a difference and increase our local partners' resilience, no matter what comes their way.

At a recent Eden Project climate seminar, Cool Earth's Programme Manager Ali Skeats spoke about the importance of wellbeing in forest conservation:

"Thinking about our basic needs and what brings about wellbeing for us, and aligning that with how people living in forests can meet their own wellbeing and needs puts us all on the same page in how we approach conservation."

In 2021, Cool Earth will continue to champion the most effective custodians of rainforest: the people who live there. Their local leadership is vital in finding the most effective ways to keep forest standing. By listening and understanding how best we can support our partners in developing their conservation work, we can open up opportunities for people to earn a living, increase local resilience and plan for the future.

A global, coordinated response to climate change is possible. It starts with rainforest, local people, and Cool Earth supporters like you.

Thank you,



Matthew Owen
Cool Earth Director

January

Papua New Guinea: Transformative Education

Helping individuals access education has the potential to benefit a whole community. You've helped to provide education programs for adults in Sololo, with 13 new graduates in 2020 and 36 people attending life skills sessions.

Students took part in literacy and numeracy lessons, as well as being taught skills in cookery, sewing and health. This will help increase confidence in land use planning and negotiations with other land use actors as well as open up opportunities to generate incomes that work to protect rainforest.



The graduation ceremony of the Adult Education Program funded by Cool Earth.



March

Peru: Research partnerships

By collaborating with researchers and universities, Cool Earth can find innovative ways to address the greatest threats to rainforest. Cool Earth worked with Larissa Longano de Barcellos, a Master's student from the University of Freiburg, as she researched Awajún traditions. Her work, alongside insights from local community members, has provided a deeper understanding of the Awajún way of life, which is vital for us to enhance and promote local conservation practices that could 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.



Larissa, University of Freiburg.



"The literacy programme is very important for me and the people of Sololo. Through this programme, now I know how to read and write and speak with confidence so that I can speak to my people to protect the rainforest."

- Ruthy, Papua New Guinea

February

Cambodia: Chicken Husbandry

The determination of women like Sim means that Cool Earth programmes like this one in Cambodia are flourishing. Raising chickens gives women their own sustainable income, ensuring that they have a greater say within their household and provides a much-needed source of protein for themselves and their families.

[Watch the video](#)

"Now I have my own income, I'm stronger than before."

- Sim, Cambodia



Sim tends to her chickens in Por Beung, Cambodia.

April

Cambodia: Crocodile conservation

Cool Earth is working alongside partner organisation [Fauna & Flora International](#) in the Cardamom Mountains of Cambodia to find the best ways to support local people, protect wildlife and preserve forest. That's why a breeding centre for a threatened key species, the Siamese Crocodile, is such a success for both the local community and surrounding environment. This centre ensures baby crocodiles can mature safely and also provides employment for wardens patrolling the river, trained in data collection and monitoring crocodile numbers.

[Read more](#)



A juvenile Siamese Crocodile at the Phnom Tamao rescue centre, Cambodia.

"By supporting indigenous communities that live in rainforest, we can help them continue to be the guardians and custodians of the rainforest that we all need."

- Gillian Burke, conservationist, presenter and Cool Earth ambassador



María: Asháninka chief, mother and cacao-grower.

May

Cool Earth's BBC Radio 4 Appeal

María's story as told by conservationist and presenter Gillian Burke as part of our BBC Radio 4 Appeal, inspired so many of you to make a difference to the lives of rainforest families just like hers.

With the donations you gave, Cool Earth has been able to provide funds for medical supplies and healthcare, hygiene kits, food security and remote technical support for people like María who normally benefit from Cool Earth's income generation programmes.

[Listen again](#)



The community of Wabumari village, Papua New Guinea.

Rainforest Resilience Fund

In response to the Covid-19 health crisis, Cool Earth launched the Rainforest Resilience Fund to help people living in rainforests tackle rising food prices, access basic supplies, and help reduce the spread of the virus. 2020 saw us work closely with communities to provide immediate aid and help our NGO partners to plan for the future. From fast-growing seeds and essential tools to help grow sustainable crops to sanitation supplies to reduce transmission, your support is vital to ensure both families and forest are protected now, and long into the future.

In this video, Asháninka local coordinator Josue explains the varying impacts of Covid-19 on community needs.

[Watch the video](#)



"Focussing on our rainforest partnerships allows me to work with incredibly determined and passionate people all around the world. I hope that we can continue to expand this network over the next year to work with more local organisations to ensure that forests are protected and that the people who call them home are able to control the management of their natural resources."

- Ellie Green, Rainforest Partnerships Coordinator

June

Ecuador: Food and First Aid

Cool Earth partnered with Ecuador-based organisation Yakum to tackle the immediate knock-on effects of Covid-19, deliver food aid to local communities and help increase long-term food resilience too by helping people grow crops. This support helped cover food gaps, improve overall nutrition and diversify diets, enabling people to control how they become food secure and resilient to future threats.

149 | Emergency food packs containing rice, beans and oil

249 | hygiene kits of soap, gel and masks



Food supplies being handed out in Ecuador.

August

Awajún: Medical Support

In August, the Covid-19 pandemic threatened to overwhelm whole regions of the Peruvian Amazon. Medical essentials were in short supply, local hospitals had exceeded their capacity, and at one point 50% of the health staff working at a local hospital had Covid-19. Cool Earth joined forces with local organisations to provide funding for masks, protective suits, oxygen and vital medications. With so few medical staff locally, this support was not only vital for the survival of patients, but for the protection of doctors and nurses too.

"Thanks to the support of Cool Earth, it has been possible to protect the population and the health personnel that cares for them from the imminent pandemic."

- Hospital I Santa María de Nieva



Supplies are delivered to the Hospital I Santa Maria de Nieva.

July

Cameroon: Aid Support

Cool Earth worked with local partner organisation Centre for Community Regeneration and Development (CCREAD) in Cameroon to deliver much needed health and food supplies to rural rainforest communities. 5,000 face masks, 500 sanitary pads and 5,000 bottles of hand sanitiser were amongst the medical support handed out, helping to increase local resilience and reduce the effects of the crisis on the forest.

"We have been hearing the threatening messages of corona, but no one had come here to give us facemasks or hand sanitiser. We welcome CCREAD and Cool Earth to our village and thank them for all their donations. They remembered us in these forests."

- Linda, Cameroon



Cool Earth and CCREAD deliver essential supplies to rainforest communities.

September

Awajún: Fish Ponds

Cool Earth's priority since the pandemic outbreak has been to support people in remote villages like Urakuza and Huarcayo to reduce the spread of Covid-19. Now, with new safety procedures in place, sustainable income projects have re-started at the request of the community. First up: 37,000 fish fry delivered to populate fish ponds; helping local people achieve greater food security and protect their forest.

[Read more](#)



Top: Fish fry in oxygenated water for safe transportation.

Bottom: Wilson Barturen ready to drive 37,000 fish fry to Urakuza.

'Time for nature': Clifford Peter Yaee

Awareness-raising continues to be one of the many parts of Cool Earth's work in Papua New Guinea. Clifford, Forest Project Manager, writes about how supporting the education of communities we work alongside is essential in helping them continue to protect and preserve their forest environment.

[Read more](#)



Clifford, Forest Project Manager

"Students are the agents of change for tomorrow. Awareness programmes give the understanding needed to make good future decisions to protect and preserve their environment."

**- Clifford Peter Yaee,
Forest Project Manager**

October

Long Way Up visits the Peruvian Amazon

In 2019, whilst filming Long Way Up from Apple TV+, Charley Boorman and Ewan McGregor paused their journey to spend time in the tropical rainforest of the Peruvian Amazon. Visiting one of the Asháninka communities that Cool Earth works with, they saw first hand how sustainable incomes are being developed that tackle deforestation, and met local people committed to finding the best ways to protect the forest.

[Read more](#)

Tony Juniper: Author, Conservationist, Trustee

Tony Juniper's unrivalled efforts to conserve tropical forests for over 30 years has made him an invaluable addition to Cool Earth's Board of Trustees. Former Campaigns Director for WWF and CEO of Friends of the Earth, Tony currently holds the title of Chair of Natural England. His experiences from leading the fight to save the world's most precious resources have inspired millions and will encourage many more to do the same in the years ahead.



Top: Charley Boorman and Ewan McGregor.

Bottom: Tony Juniper CBE.



"It's a different way of thinking. It's empowerment. It's... a sustainable income, rather than chopping down the forest. I think this place really works."

- Charley Boorman

November

Cameroon: Aid Support

834

households received
food support, including
2,569 children

300

children received free
malaria testing and
instant treatment

600

additional facemasks
were shared to
women and children

A second round of Covid-19 aid was completed to the Muanenguba communities as Cool Earth continues to work alongside local partner CCREAD. From face masks to hand sanitizer, these essentials have been vital in helping to reduce the spread and increase resilience to the virus in local communities, particularly households headed by unemployed women, widows and young girls who may be overlooked otherwise.



Staple food items and handwashing equipment are distributed to the community.

" Since CCREAD-Cameroon and partner Cool Earth are committed to be with us even in a health crisis like this, we thank them a lot and our families will try all we can to also keep the forest intact."

- Ms. Senze Kome, Cameroon

December

Cool Earth's new online store

Featuring sustainably-produced clothing, jewellery, prints and more, every purchase from our new online shop supports Cool Earth's mission to fight deforestation. Even better, all T-shirts and tote bags are produced using organic cotton and plant-based inks in renewable-energy powered factories by employees paid a fair wage.

Helping you shop for friends and family and take climate action, all at the click of a button.

See the whole collection at CoolEarthShop.org

"Cool Earth very much signals the possibilities in terms of working with the people who literally are on the front line of deforestation."

- Tony Juniper in conversation with
Cool Earth director Matthew Owen



An aerial photograph of a vast, dense tropical rainforest. The canopy is a deep green, with many tall, thin trees visible. In the lower portion of the image, a small village or settlement is visible, consisting of several small buildings with light-colored roofs and walls, surrounded by lush vegetation and palm trees. The text is overlaid on the upper half of the image.

"Despite travel restrictions and projects put on hold, Cool Earth has never been more community-led than this year. That's due to invaluable technological progress, years of building trust with people around the world, increased communications with community members and more understanding of the realities and complexities of life in the rainforest."

- Martin Simonneau, Project Manager

"The world of conservation is a complex world, there is no single solution. The Covid-19 pandemic has shown that maintaining a flexible approach and adaptive management is essential for any organisation working on development issues."

- Isabel Felandro, Peru Project Manager



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