99% of rainforest remains intact thanks to you

COOL EARTH

Here's what we achieved in 2024 and what we will deliver in 2025.

Sololo, Papua New Guinea.

The problem

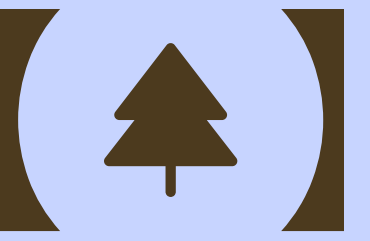## Deforestation makes climate change worse, and recovery much harder.

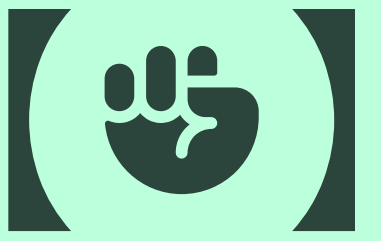Deforestation accounts for 20% of global greenhouse gas emissions.

Source: here

Rosa, part of Amarno. Keeping her culture alive by making traditional jewellery, whilst also generating an income for her community.

The solution

Protect rainforest, back people, fight the climate crisis.

Why?

The climate crisis is made worse by deforestation

+

A stable and liveable planet requires rainforests

How we help

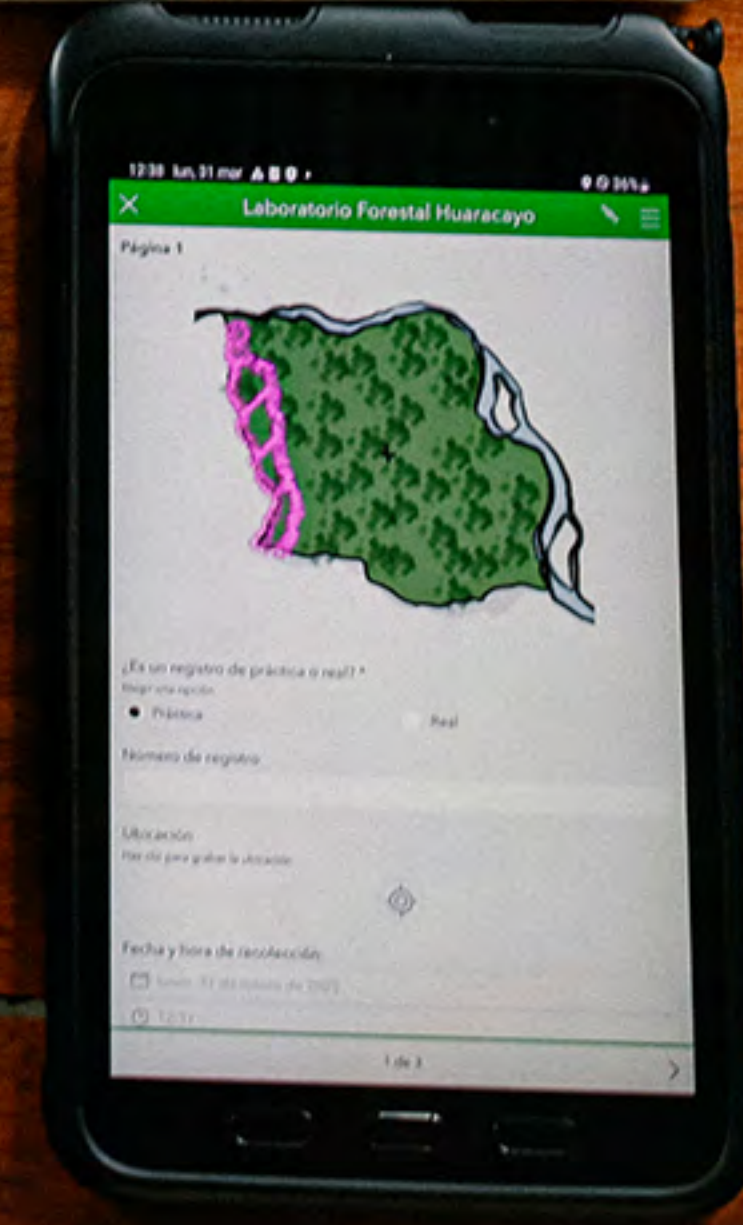We invest in local people who live in the rainforest via:

🐷 Cash transfers

🔍 Rainforest data

✊ Stronger local economies

= less deforestation and rainforest is protected

The goal

The climate crisis is over

This is far more effective and easier to scale up than protected areas and carbon offsets. Find out more: coolearth.org/impact
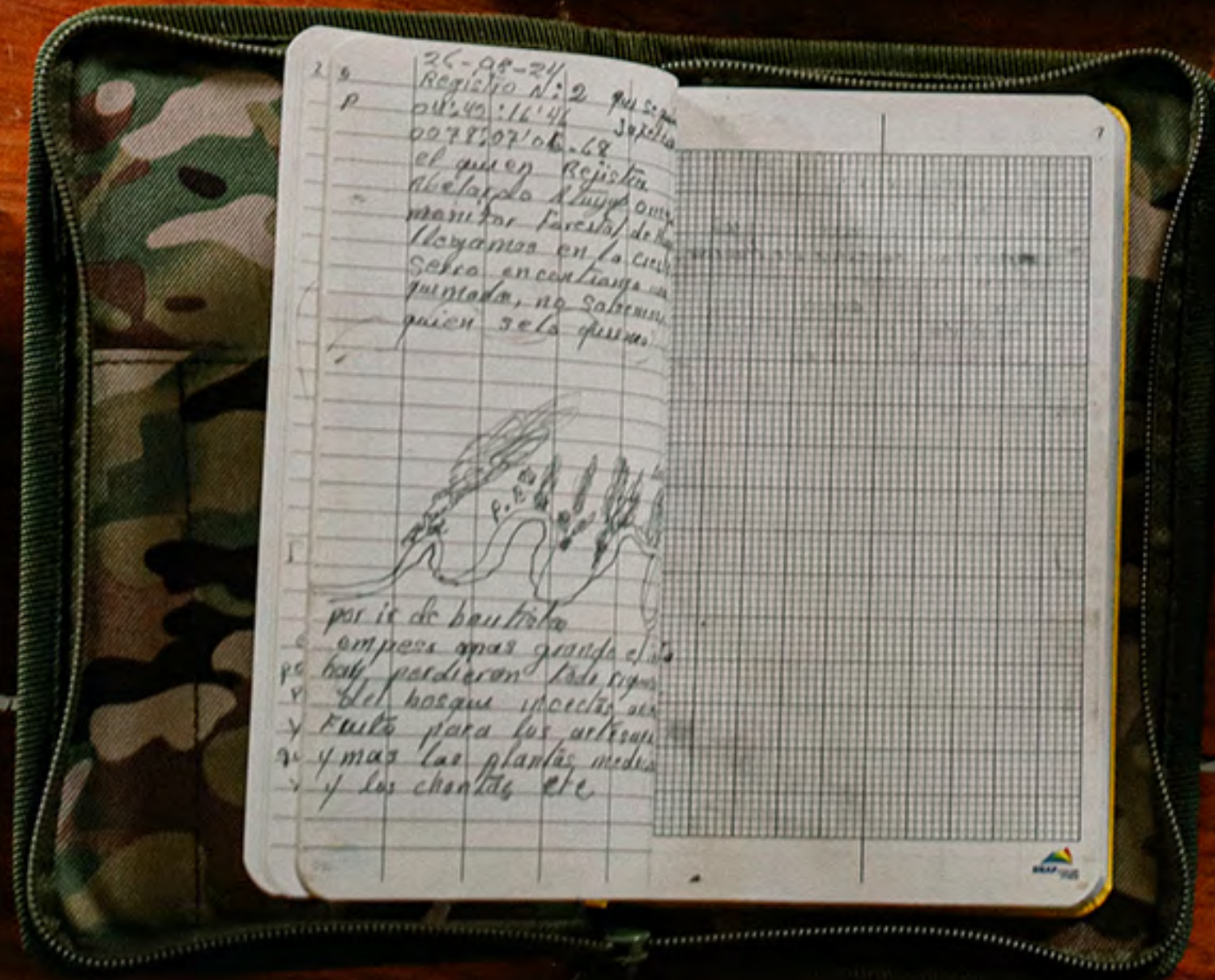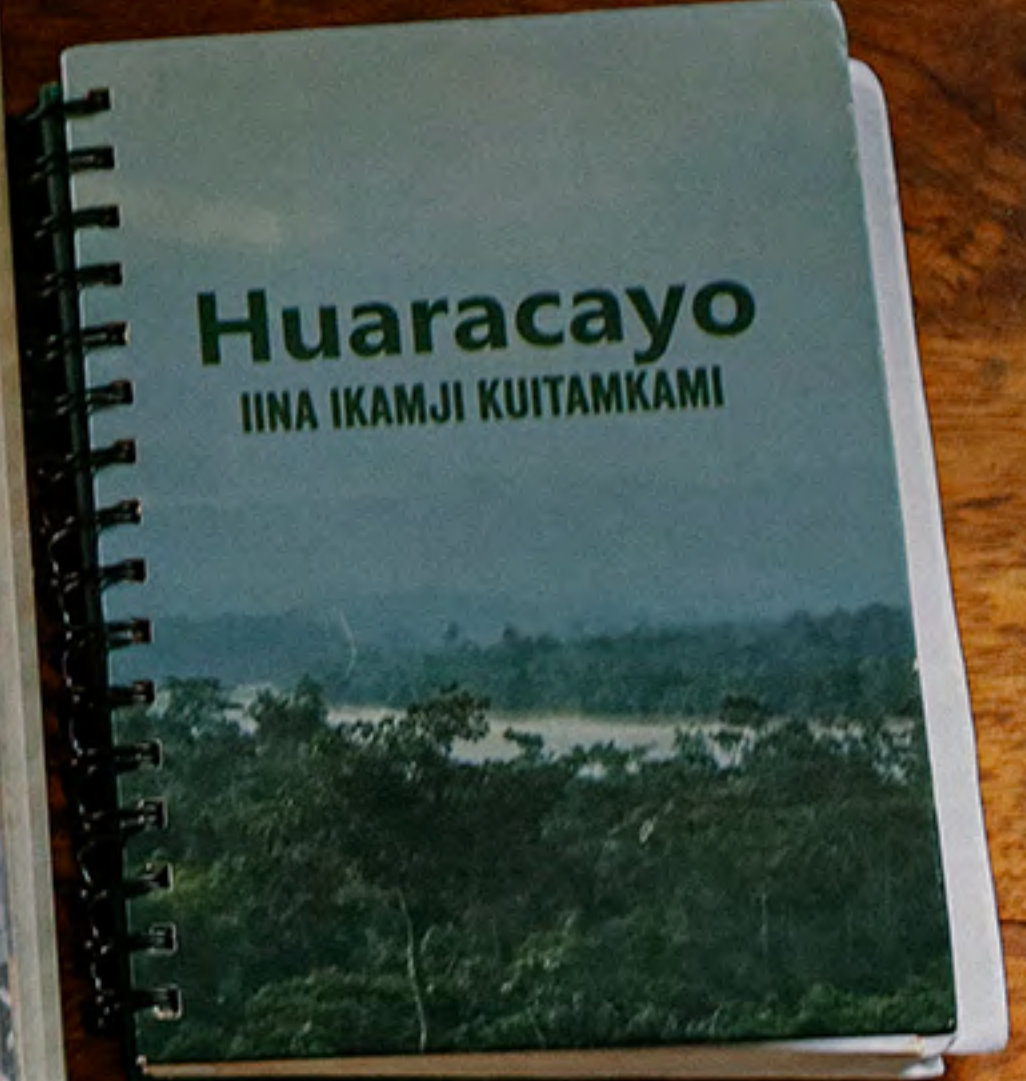
Equipment used by forest monitors

Your support = effective and ethical rainforest protection

This community in Papua New Guinea said no to loggers, saving a rainforest twice the size of central London, all because of your support.

[Watch now]

Huayruro seeds, Peruvian Amazon. Known as the seeds for warriors.

The headlines
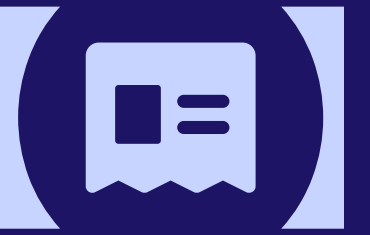
99% of rainforest is intact where we work.
So far, 58,000 Indigenous peoples have been supported by you, meaning they can:

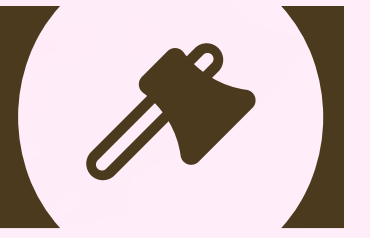Protect 2.1 million acres of forest for future generations. That's 263 times the size of central London.

Keep half a billion tonnes of carbon where it belongs. That's two-thirds of the UK population's carbon use for a whole year.

Ensure 380 million tropical trees are still standing. Yes, we counted them all.

And there is so much more to come. (to see what's next for Cool Earth).

We achieve this in three ways

【 🐷 Cash 】

You donated over £4.2 million in 2024 to support rainforest communities around the world. Direct from your pocket to theirs, no strings attached.

Why does it work?

Financial stability reduces the risk of communities selling their forest to generate an income.

In 2024:

- We expanded our UN-backed basic income pilot to more participants and clocked over a year's worth of data to learn from for future pilots.

- Communities reported spending funds on education, health emergencies, water storage and improvements to infrastructure such as homes and tracks.

- We ran ten workshops to increase financial literacy in communities.

Impact on forest and climate:

Less deforestation means we're more likely to end the climate crisis.

【 🔍 Data 】

We've just opened a brand new Rainforest Lab in Papua New Guinea. They're hubs for the latest tech so communities can monitor their forests.

Why does it work?

Instant access to satellite data means communities can tackle threats such as wildfires, flooding and deforestation faster than ever before.

In 2024:

- 40,888 acres of forest were monitored by our Rainforest Labs in Peru and Papua New Guinea.

- 52 forest alerts were investigated.

- We saw a 20% reduction in frequency and size of wildfires thanks to our early warning system, SAT CARE in partnership with PAAMARI.

- We celebrated indirect benefits of the labs such as improved computer literacy and Wi-Fi for whole communities.

Impact on forest and climate:

Faster responses mean less rainforest is destroyed.

[✊ Stronger local economies]

We work with Indigenous entrepreneurs to create sustainable businesses, from chocolate to jewellery. Think business plans, finance training and branding.

Why does it work?

When Indigenous-led brands get a larger profile, they sell more and put that cash straight back into their rainforest communities.

In 2024:

- Eight local businesses thrived.
- They generated £491,000 in sales, all reinvested back into rainforest communities.
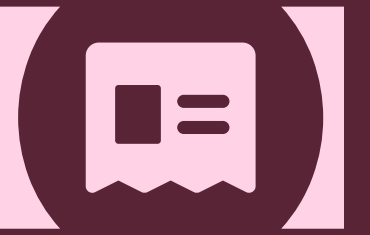- We saw increased confidence, more autonomy and improved economic stability.

Impact on forest and climate:

As communities generate more income, they are able to resist offers from miners and loggers. This keeps rainforests standing.

It's all over the news

THE INDEPENDENT

Rainforest labs: How tech helps Indigenous communities fight deforestation - and save the planet

Full article

Positive.News

Indigenous communities get tech and training on vital early warning systems

Full article

MONGABAY

Early results suggest communities stop logging during basic income pilot project

Full article

The Guardian

Could a £2-a-day basic income be the key to protecting rainforests?

Full article

THE TIMES

Hope for Amazon rainforest as fewer trees cut down

Full article

The climate crisis

It's not going to get any better unless
we fight it.

Papua New Guinea

- Sea levels rising
- Intensifying cyclones
- Drought in dry seasons
- Increased flooding in wet season
- Reduced water supply

Peru

- Drought in dry seasons
- Increased wildfires
- Rising temperatures
- Risk of extreme temperatures
- Increased flooding in wet seasons
- Reduced water supply

Cameroon

- Natural disasters (erosion and landslides)
- Droughts
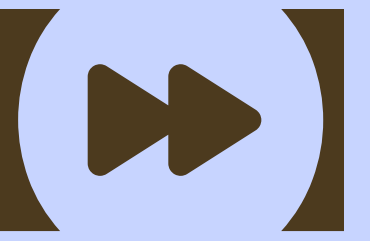- Reduced water supply

Rainforest community, Papua New Guinea

What does the future of Cool Earth look like?

Well, for every £ you donate in 2025 we will:

Colombia NEW FOR 2025

- Explore a brand new basic income pilot in Colombia in partnership with <u>Equal Right.</u>

Peru

- Collaborate with 25 Indigenous communities.
- Protect 264,804ha forest and store 111,245,000 tonnes of carbon.
- Put more forest data in the hands of Indigenous people with our two Rainforest Labs.
- Continue to slow wildfires alongside Indigenous partners CARE.
- Explore how we scale the basic income pilot in Peru and produce the evaluation of the pilot so others can learn from our approach.

UK, US & Europe

- Grow our income so we can expand our work and protect even more rainforest.
- Advocate for global climate finance to be given directly to people living in rainforest.

Ghana NEW FOR 2025

- Develop a brand new Rainforest Lab in Ghana to help protect a further 7,000ha of rainforest.

Cameroon

- Collaborate with 20 rainforest communities via our partnership with CCREAD.
- Protect 488,959ha of forest and store 170,000,000 tonnes of carbon.
- Complete rainforest threat analysis in order to ensure our work protects forest in the ways most needed.

Papua New Guinea

- Collaborate with five rainforest communities.
- Protect 59,674ha forest and store 75,577,000 tonnes of carbon.
- Put forest data in the hands of communities with our brand new Rainforest Lab.
- Continue to strengthen communities' access to resources, including clean water and crops.

COOL EARTH
coolearth.org

Your donations back people, protect rainforest and fight the climate crisis.

Donate now