

COOL EARTH ANNUAL REVIEW 2017/18



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**COOL EARTH IS THE
NON-PROFIT ORGANISATION
THAT WORKS ALONGSIDE
RAINFOREST COMMUNITIES
TO HALT DEFORESTATION
AND CLIMATE CHANGE.**

OUR MISSION

Cool Earth was created to tackle climate change by reducing carbon emissions from rainforest loss.

The majority of these emissions come from the damage to small areas (less than 25 hectares), so Cool Earth works alongside people who live in rainforests and want to keep the canopy intact.

To date, Cool Earth has protected more rainforest through community partnerships than any government or NGO. It is judged to be the most cost-effective non-profit at mitigating climate change through direct action.





COOL EARTH'S VISION IS A WORLD WHERE RAINFOREST DESTRUCTION PLAYS NO PART IN CLIMATE CHANGE.

Cool Earth is building on a decade of experience to extend its impact. By prioritising partnerships with local NGOs, the charity is replacing the conventional development model and putting communities in control.

This means retreating from project implementation and using simple technologies to put funding and forest monitoring in the hands of local people. Cool Earth will seek to create an innovative network of partnerships that demonstrates the role of people-led conservation in addressing climate change.

Cool Earth is starting to generate a set of multi-national resources that address the drivers of deforestation, from expansion of the agricultural frontier to mining and timber extraction. Through a commitment to transparency and sharing, Cool Earth is shaping the next generation of conservation action.

WHY TREES ARE KEY TO FIGHTING CLIMATE CHANGE

Trees are extraordinary things. They provide oxygen, conserve water, improve air quality, preserve soil, support wildlife, and are some of the oldest and largest living beings on earth. Not only that, they are crucial foot soldiers in the fight against climate change.

The last time there was this much CO₂ in Earth's atmosphere, Megatooth sharks prowled the oceans, the global average surface temperature was 11°F warmer than it is now, and humans didn't exist ¹.

As we approach the record highest CO₂ concentration in human history, there's increasing worry about the future of our planet, and our species.

Trees absorb CO₂, removing and storing the carbon in their roots, branches and leaves while releasing the oxygen back into the air. In just one year, an acre of mature trees absorbs the amount of CO₂ produced when you drive your car 26,000 miles. And the soil beneath the trees holds more than twice as much carbon as the trees themselves ².

With climate change already making lives much harder for millions of the world's population, you'd think we would be protecting this amazing resource. But there are still massive pressures on the world's trees. The worst culprits are threats that Cool Earth's partner communities are all too familiar with.

INDUSTRIAL AGRICULTURE

The single largest direct cause of tropical deforestation is conversion to farmland for crops or livestock. A stark example is Papua New Guinea, where vast swathes of rainforest are being cleared for palm oil production.

LOGGING

In the past 40 years, a fifth of the Amazon rainforest has been cut down. In Peru, much of this logging is now small scale, often carried out by illegal gangs. This makes it much harder to police.

MINING

Global demand for metals and rare minerals is rising and rainforests are paying the price. Not only are huge areas cleared for mines, the chemicals used to separate the waste from the minerals make their way into rivers, polluting water supplies that local people depend on. Mining is one of the biggest threats to the forest in the Democratic Republic of Congo.

OIL

In 2006, 70 percent of Peru's flourishing Amazonian rainforest was zoned for oil and gas, up from just 13 percent in 2004. Oil pipelines are notorious for rupturing, leaking gallons of oil into the surrounding forest, contaminating the water supplies of local villages and killing wildlife.

...BUT IT'S NOT ALL DOOM AND GLOOM

There is good news. Clearing for agriculture, logging, mining and oil pipes are all human activities. The densest parts of rainforests are still inaccessible, so this destruction takes place on the edges of forests. These are also the areas with high populations of indigenous communities. People who have been living sustainably in the forest for generations and rely on its survival for their survival. They have more to lose than any of us if their forest is destroyed.

By working alongside these communities living on the edge, we can offer an alternative to selling out to palm oil companies, cash offers from illegal loggers, and pressure from mining gangs. Our partners are protecting their forest for their future, and keeping that incredible army of trees standing to fight climate change for all of us.

¹ Andrew Freedman, Climate Central

² Food and Agricultural Organisation of the UN: Forests and climate change working paper



PEOPLE ARE THE ANSWER

Working with indigenous and local rainforest communities is one of the most effective ways to reduce deforestation and protect wildlife which has faced unprecedented declines in recent decades.

Despite representing only 4% of the world's population, indigenous communities legally own and manage as much as 11% of global forest, containing some of the highest concentrations of biodiversity in the world.

Even when there is a clear commitment to keeping rainforest standing, poverty can be a driver of deforestation. Cool Earth's support for local champions aims to boost incomes, reduce dependency on external funders and empower people in their work to protect their forest.



THE COOL EARTH MODEL

1

MEET

Cool Earth only works with communities who approach us, either by themselves or through a partner NGO.

2

DISCUSS

The community and Cool Earth learn about each other and see if it's possible to work together, and in what way. Each partnership is different.

3

SET GOALS

The community decides where Cool Earth funds will be invested to benefit everyone, and set long-term goals for the partnership.

4

AGREE

If everyone is happy they understand the partnership and consent to working with Cool Earth, a forest protection agreement is signed.

5

PREPARE

Cool Earth helps the community get ready - including running community training, conducting surveys, and setting up a bank account.

6

EMPOWER

The development of sustainable livelihoods, along with investments in health and education, leads to empowered communities whose forest is safe.

7

MONITOR

Cool Earth seeks to continually measure our impact and swiftly act when things aren't working as planned.

8

REPORT

Cool Earth regularly reports on partnership successes as well as failures. We present reports to communities first, then donors.

WHERE COOL EARTH IS WORKING

- CURRENT PARTNERSHIPS
- NEW PARTNERSHIPS IN 2017
- 2018/19 PARTNERSHIPS IN DEVELOPMENT
- SCOPED FUTURE PARTNERSHIPS



AWAJÚN, PERU
ASHÁNINKA, PERU
GUYANA

CAMEROON
LUBUTU, D.R. CONGO
MOZAMBIQUE
UGANDA

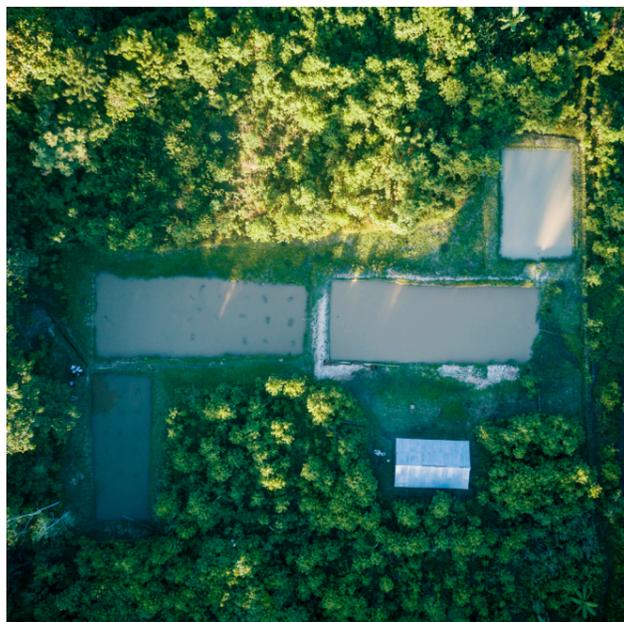
PHILIPPINES
SOLOLO, PNG
GADAIKU, PNG
WABUMARI, PNG
SOLOMON ISLANDS

An aerial photograph of a tropical village at sunset. The scene is dominated by lush greenery, including numerous palm trees and dense foliage. Several houses with corrugated metal roofs are scattered throughout the landscape. In the foreground, a prominent blue house with a white roof is visible. The background shows a sandy beach and the ocean, with the sun low on the horizon, creating a warm, golden glow. The text '2017/2018 ACTIVITY REPORT' is overlaid in the top right corner.

**2017/2018
ACTIVITY REPORT**

LIVELIHOOD SUPPORT

Developing stable and diverse sources of income leads to more choice and greater resilience to change. It creates communities who are in a position to refuse offers from commercial companies. Strengthening livelihoods makes a sustainable difference, even after Cool Earth’s partnership has ended.



THE PEOPLE COOL EARTH IS WORKING ALONGSIDE	ACTIVITIES THAT WERE FUNDED BY COOL EARTH	HOW THE INVESTMENTS ARE STRENGTHENING LIVELIHOODS
STALIE are a sewing cooperative of over 20 women in Wabumari, PNG.	In June 2017 STALIE bought two sewing machines, fabric, thread, buttons and elastic.	The women made ‘meri’ blouses with puffed sleeves, which they have been selling at local markets.
The Dabu Bakery cooperative in Gadaisu, PNG is made up of 40 members, 22 of whom are women.	The group works in two week shifts to produce baked goods including a local favourite – coconut scones.	Produce is sold in Gadaisu market and the profits are shared amongst the bakers.
Artisan group Jeto in the Asháninka partnership.	The group makes bags, necklaces, baskets and cushmas (traditional woven tunics).	Peru Project Coordinator Alix Silva ran workshops with the group and has linked them up with a designer from Lima in order to market their products more widely.
AMARNO is a well-established jewellery cooperative made up of around 50 artisans in Awajún.	This year Cool Earth has helped them grow with further funding and training.	Product development and marketing will increase income.
Teesh is a new artisan group developing in Huaracayo.	The group has developed their brand and logo, and are now planning how they will work together.	Marketing support makes these small businesses more likely to succeed.
Asháninka coffee growers in Parijaro.	In 2013 there were six growers. Today there are 92 beneficiary families to date.	Sales of coffee increases income.
Cacao growers in the Asháninka partnership.	In a consultation with the Lima team the growers chose to sell their produce to ‘Cooperative Satipo’ this year, based in the nearest local town.	The cooperative offers a higher price for cacao beans than opportunistic river traders, as well as training and loans for the growers.
Cacao growers in the Awajún.	In the Awajún there are 90 families growing cacao.	Each family is producing 100kg of cacao to sell.
Families in Awajún and Asháninka.	26 families are involved in cultivating inga and have had additional training from the Inga Foundation.	Inga allows more and better crops to be grown in smaller areas, increasing income for growers.

COMMUNITY INVESTMENTS

Cool Earth funds are used for infrastructure or key services such as healthcare and education. There's a good reason for this. Commercial loggers often provide such development as an incentive, so it is important that Cool Earth shows that there's an alternative path to development.



EDUCATION AND TRAINING

THE PEOPLE COOL EARTH IS WORKING ALONGSIDE	ACTIVITIES THAT WERE FUNDED BY COOL EARTH	HOW THE INVESTMENTS ARE IMPROVING EDUCATION AND SHARING SKILLS
School children in PNG.	In Papua New Guinea, funds were used to award 16 scholarships in Wabumari and 17 scholarships in Gadaisu.	Scholarship money is typically spent on clothing, stationery and school transport costs.
Wabumari football team Saulea Skeepers.	The team has invested in new kit. Their matches against neighbouring communities over the last year have boosted the potential business for the sewing cooperative.	Pitchside discussions and the logo on their shirts has increased awareness of Cool Earth. In December 2017, Saulea Skeepers were crowned champions of the local league.
Women in Wabumari, PNG.	Project Coordinator Daisy Halaba led a skills exchange programme. Three women from 'Alotau Urban' shared their skills with the community.	Alotau Urban shared ideas on cooking, sewing and weaving.

HEALTH

THE PEOPLE COOL EARTH IS WORKING ALONGSIDE	ACTIVITIES THAT WERE FUNDED BY COOL EARTH	HOW THE INVESTMENTS ARE IMPROVING HEALTH
78 people in the Asháninka partnership.	A pilot nutrition project with the Asháninka has provided tools, seeds, training and chickens.	This was to try to tackle signs of chronic malnutrition and high levels of anaemia in Cool Earth's Peruvian partnerships.
People in the Awajún and Asháninka.	Six communal fish ponds and 21 individual fish ponds have been established in the Asháninka community to date, whilst in the Awajún community there are 65 beneficiaries.	The ponds provide a valuable source of protein and an additional source of income.
Asháninka.	Poor sanitation and hygiene is being addressed by the introduction of 'tippy taps' in Asháninka communities.	Easy to make using recycled materials, tippy taps provide a station for families to wash their hands with soap and running water.
Asháninka.	Emergency evacuations to local hospitals in cases of serious illness in the Asháninka. In the coming years Cool Earth will be focussing efforts on building capacity within communities.	Strengthening links with local authorities and government-led social support systems will ensure more sustainable access to healthcare.

CAPACITY BUILDING

WHERE FUNDS HAVE BEEN INVESTED	ACTIVITIES THAT WERE FUNDED BY COOL EARTH	HOW THE INVESTMENTS ARE BUILDING CAPACITY
Papua New Guinea.	In the K20 challenge, an individual is given 20 Kina (about £5) and challenged to make as much money as possible from it. Once they have made some profit, they in turn pass 20 Kina to another person to attempt the challenge.	It teaches key skills in establishing and running livelihood cooperatives.
Cutivireni and Urakusa in Peru and Gadaisu in PNG.	Community Resource Centres have been built in Gadaisu in PNG and in Urakusa and Cutivireni in Peru.	These buildings perform many functions – they act as a neutral meeting place, somewhere to store and access shared community resources and even a place for visitors to sleep.
Papua New Guinea.	Cool Earth has forged closer links with local level government in PNG in order to find shared solutions to challenges.	Ricky Morris, President of Suau LLG, made his first visit to Wabumari in December, which was a great honour for community members.
Democratic Republic of the Congo.	In Lubutu, DRC, over 90% of households harvest fuelwood three times a week and 65% of households cut wood rather than collecting deadwood or fallen branches. Cool Earth has been working with Fauna & Flora International to reduce demand for fuelwood through the introduction of fuel efficient stoves.	Since June 239 households from 33 villages have built their stoves and a further 82 have completed kitchens to house the new stoves.

HOME GROWN FINANCE

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. Communities that have a secure financial future don't have to sell their trees.

Papua New Guinea Project Coordinator, Daisy Halaba, took part in Village Saving and Loans Association (VSLA) training with CARE International, a global initiative working to end poverty in rural communities. Most of the people Cool Earth works with can't access banks. They are too far away, it costs more to get there than the amounts people have to save, and the interest rates are too high.

Following a series of workshops in Wabumari village to tell everyone about savings groups, Daisy will work closely with around 10-15 people to set up their own savings and loans association. The STALIE sewing group will be one of the first groups to benefit. Through the training they'll have financial skills and resources that will mean they're not just creating clothes, they're creating security for their families and their forest.

Using VSLAs means that even the poorest members of the community will have the opportunity to borrow and save. Savings groups are responsible for safeguarding their own finances, choosing their own interest rates and loan repayment periods. Each member makes decisions about where their money should be invested. And even better, villages where these savings groups have been set up have more women starting up businesses.



FOREST HEALTH

Biodiversity officers in each of our partnerships use the latest equipment to take photos of and raise awareness of incredible local wildlife.

This is not just a paper exercise: the more biodiverse a forest is, the more carbon it stores.



WHERE COOL EARTH IS WORKING	ACTIVITIES THAT WERE FUNDED BY COOL EARTH	HOW THE INVESTMENTS ARE HELPING BIODIVERSITY
Peru and Papua New Guinea.	Cool Earth has three biodiversity officers working with assistants to capture pictures of local wildlife. There are 12 camera traps in PNG and seven cameras in Peru which are set monthly.	Biodiversity Officer Jaime has recently been able to capture very clear pictures and videos of spectacled bears in Peru. Having evidence of these rare animals will strengthen the need to protect the forest.
Peru and Papua New Guinea.	Environmental education lessons for young people and adults.	These workshops have raised awareness of local biodiversity and the need to protect it.
UK.	Remote Sensing Officer James Ball and Research Analyst Leo Hyde have been working on better ways to use remote sensing to monitor the impact of Cool Earth's work on the forest canopy.	GIS and the latest computer modelling is providing valuable insight into the drivers of deforestation, success of current partnerships, and intelligence about where Cool Earth might best use its resources in the future.
UK.	Deputy Director Dr Hannah Peck is researching other ways to monitor forest health.	Weighing the forest, and using soundscaping to assess biodiversity, are just two of the exciting techniques we could be using very soon.

THE QUEEN'S COMMONWEALTH CANOPY

The Queen's Commonwealth Canopy (QCC), a project pioneered by Cool Earth's founder Frank Field MP, was centre stage at this year's Commonwealth Heads of Government Meeting in the UK.

A landmark documentary aired on ITV had at its heart a unique conversation between The Queen and Sir David Attenborough. They discussed conservation, climate change, and the Commonwealth Canopy project.

With 40 countries now having committed projects to the QCC, this vibrant network of forest conservation initiatives demonstrates the capacity of the Commonwealth to act together and to benefit from shared knowledge and experience.

Cool Earth continues to be a critical partner in the development of the project, and is looking forward to new partnerships in Commonwealth countries in the future.



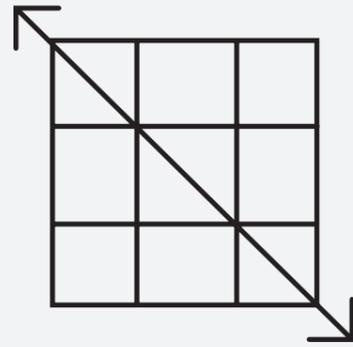
IMPACT



COOL EARTH'S IMPACT

901,679

acres of rainforest saved



216,402,960

trees protected from loggers

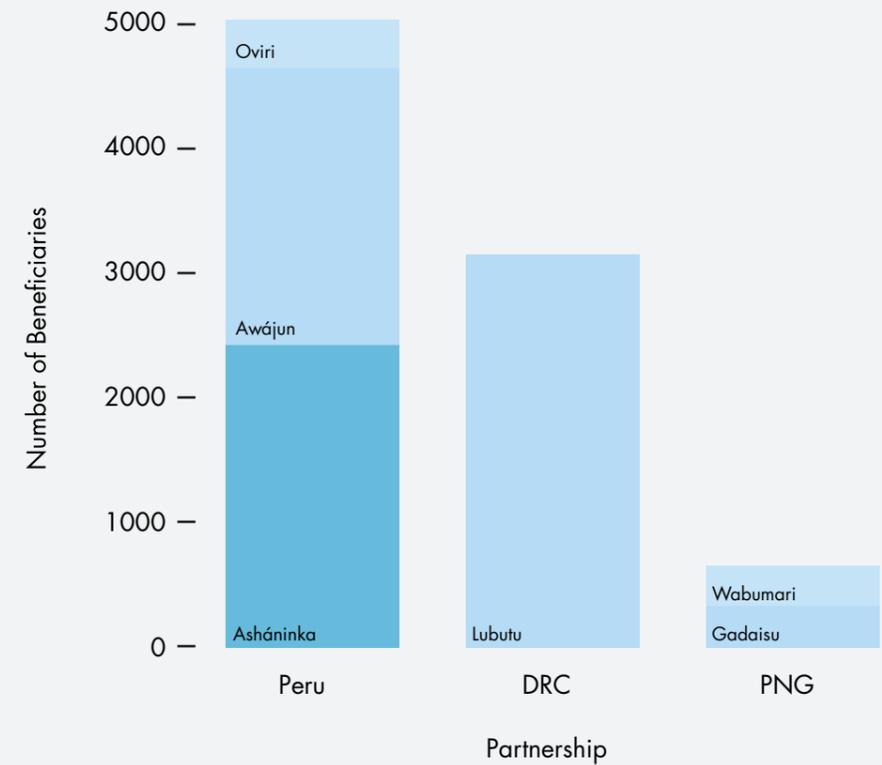


234,436,540

tonnes of CO₂ stored



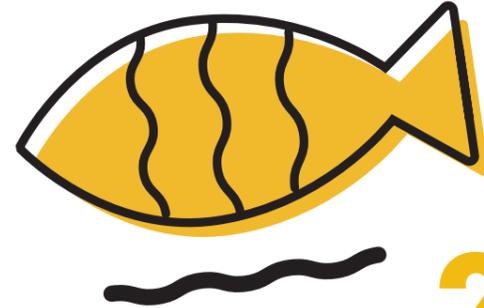
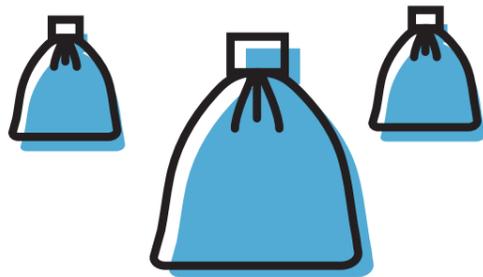
In 2017-2018 Cool Earth's work has supported 8,813 people.



2017/18 IN NUMBERS

8,813

total beneficiaries



21

fish ponds in Peru



239

families with fuel efficient stoves in Lubutu



26

families involved in inga cultivation in the Awajún

40

members of Dabu bakery cooperative in Papua New Guinea



180

families benefiting from cacao farming



33

scholarships awarded in Papua New Guinea



50

artisans in the AMARNO cooperative



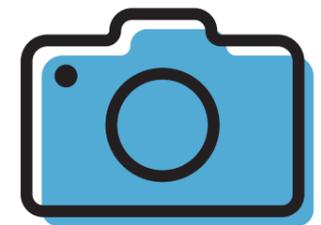
1

local league-winning football team in Wabumari



19

camera traps capturing local biodiversity



CHALLENGES AND LEARNING

Progress in PNG slowed for two months at the beginning of 2018 in the run up to and during national elections. Communication between our UK team and PNG field team was difficult and the community associations, who lead on prioritisation and implementation, weren't able to lead as much activity.

Cool Earth has since taken steps to improve connections with individuals in-country, and is looking at options to partner with local NGOs in the future. These connections, along with the new staff members, will help to ensure the continuity of activity and regularity of updates during tricky times.

More widely, progress has been hampered by ongoing disputes in PNG. There has been conflict around benefit sharing with people who own land in the community but live outside the area. Cool Earth has worked alongside local government land mediators to maintain transparency with all landowners, and strengthened local support for the partnership through the community association.

Challenges encountered in both PNG and Peru this year were internal disputes over the placing of camera traps. A number of landowners in PNG questioned the direct benefit it would bring them, while people in Peru were worried that the cameras would be used to take pictures of people. Cool Earth addressed these concerns, providing clearer explanations on the importance of monitoring biodiversity and the role that camera trapping plays in achieving this.

The lesson here is that all uses of technology in partner communities need to be explained clearly and iteratively over time to as many community members as possible, and it must also be culturally appropriate.

A key learning in Peru has been that changing behaviour can take time and requires consistent support and training. This has been most evident in our nutrition work, where communities have struggled to adapt their diets to include unfamiliar ingredients and tastes. Cool Earth funded cooks who introduced new ideas to the communities, encouraging ways of cooking these new ingredients and incorporating them into favourite recipes. This was received well but overall the community decided to concentrate efforts on other more popular agricultural activities to support families.

THE UN SUSTAINABLE DEVELOPMENT GOALS

Cool Earth's partnerships are an effective way to mitigate carbon, working towards achieving goal 13 of the UN Sustainable Development Goals: climate action.

But the benefits reach much further than the climate. Cool Earth's work also directly contributes to three other goals: ending poverty, protecting ecosystems, and partnerships for the goals.

Protecting rainforest and supporting rainforest communities also contribute in part to a further seven goals. Our partners and supporters are helping to alleviate the world's most critical social and environmental issues.

We are currently developing a new reporting structure that will allow us to directly report on these four goals.



Keeping forest standing is the most cost-effective way to mitigate climate change. The trees protected by Cool Earth are keeping 250 million tonnes of carbon out of the atmosphere.



By protecting at-risk rainforest Cool Earth is contributing to the survival of unique biodiversity and 106 species on the IUCN red list.



Developing livelihoods that outpace loggers is lifting remote rainforest communities out of poverty. Cool Earth has so far supported 44 villages from Peru to Papua New Guinea, transforming the prospects of 8,813 people.



Working in partnership with rainforest communities and smart supporters, Cool Earth has leveraged millions of pounds to protect rainforest and keep carbon locked in.

FINANCIALS



In 2017, we spent 15% of our income on raising funds.

Our target is 10% and this overspend reflected investment in online giving platforms.

In the current financial year, contributions from this source are already up 70% year on year.

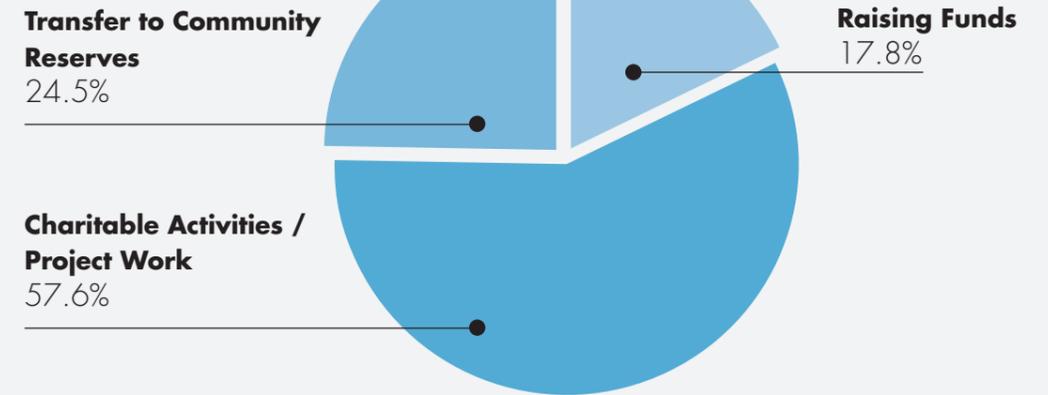
Consolidated Income Sources



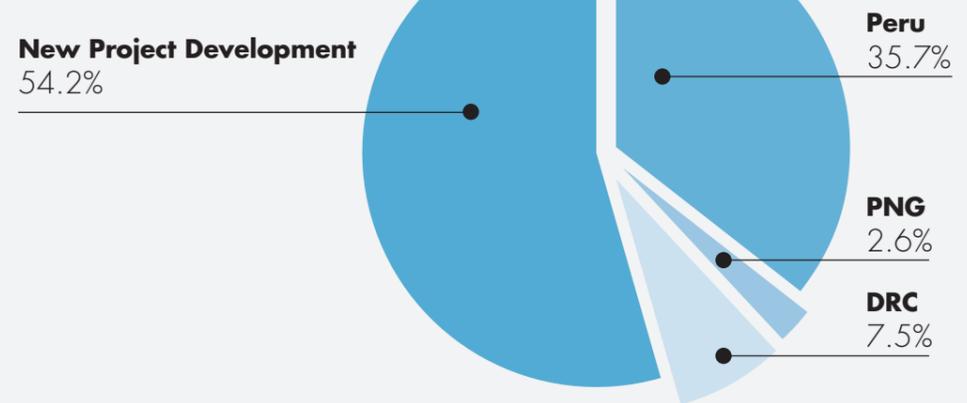
US / UK Income



Expenditure



Programme Spend by Project



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.



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