



Impact Report  
2025/6

# Deep Roots

Marin, visiting the stream that provides life to the rainforest community of Katish, Peru.

# Care about protecting this?

You're in the right place



# From Peru to Papua New Guinea - worlds apart, one solution

A note from Sofia and Regina



## Peru

A year of contrast

“ In Peru, Indigenous communities navigated a triple threat this year: weakening environmental laws, political volatility and the climate crisis. Yet, local resilience remained the defining narrative.

Innovative responses like our fire prevention programme (PAAMARI), which combines ancestral knowledge with technology, successfully reduced forest fires within our partner CARE’s territory. Similarly, the Basic Income pilot, co-managed with our Indigenous partners ONAMIAP, addressed fundamental needs while empowering female-led communities. We also witnessed local producer associations scaling their enterprises, consistently prioritising forest-friendly activities across the Amazon.

The unwavering commitment of those on the frontlines remains our greatest source of hope. We enter 2026 more determined than ever to amplify their efforts. ”

Sofia Vargas, Country Manager



## Papua New Guinea

Standing firm

“ 2025 was a year of resilience. While we saw Indigenous people empowered through essential knowledge and direct cash transfers, we also faced a surge in logging threats.

Despite the intensifying pressure from logging companies, our partner communities are standing firm and saying no. These forests are more than just timber; they are vital sources of food, water, medicine and climate stability.

Thanks to your generous support of our December appeal, 2026 will see us partner with five new communities in Papua New Guinea to ensure even more forest is protected. ”

Regina Kewa, Country Manager



# We're changing the way the rainforest is protected

For decades, traditional conservation methods have failed simply because they ignore one simple solution:

## People.

We partner with people who want to protect the rainforest they call home. We trust them to make the best decisions for their families and forests, because when people have real control, lasting change is possible.

We provide direct cash, data and training for projects that reduce pressure on the forests and improve community health, income and resilience.

Every partnership is led locally. Communities set the priorities, and we work alongside them to make those plans happen.

Jaime Peña and one of the few Mashonaste trees left near Cutivireni, Peru.



# How we work:

## 01 Communities get in touch

We work on the frontlines of deforestation, in places where rainforests and the people who depend on them are most at risk. Sometimes communities approach us; sometimes we are introduced through trusted local partners.



## 01

## 02

### We align on priorities

Local people are at the centre of every decision. No two communities are the same, but they share a common aim to protect their land and improve life for the next generation.



## 03 We find the best ways to help

Together, we identify what each community needs – from livelihoods and cash to data and tools – and design support that fits.



## 03

## 04

### We create long-term impact

This leads to long-term change, stopping deforestation while improving lives and building resilience.





# Trust: the secret weapon in effective climate action

“ What I value most about Cool Earth’s work is their transparency and the respect they have for us. They have never told us to do things their way. They have always respected our decisions, our Indigenous autonomy. ”

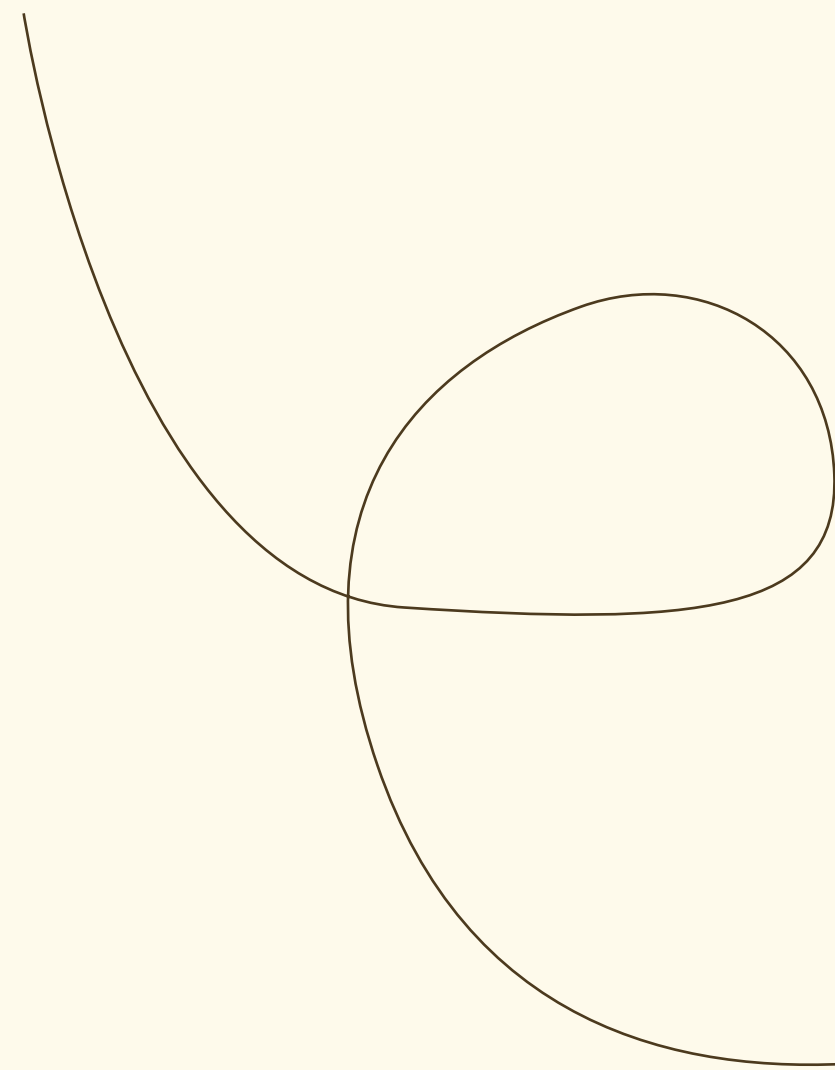
**Adelaida Bustemante**

Cutivireni, PERU





# Did we meet our 2025 goals?



The honest answer: yes and no!

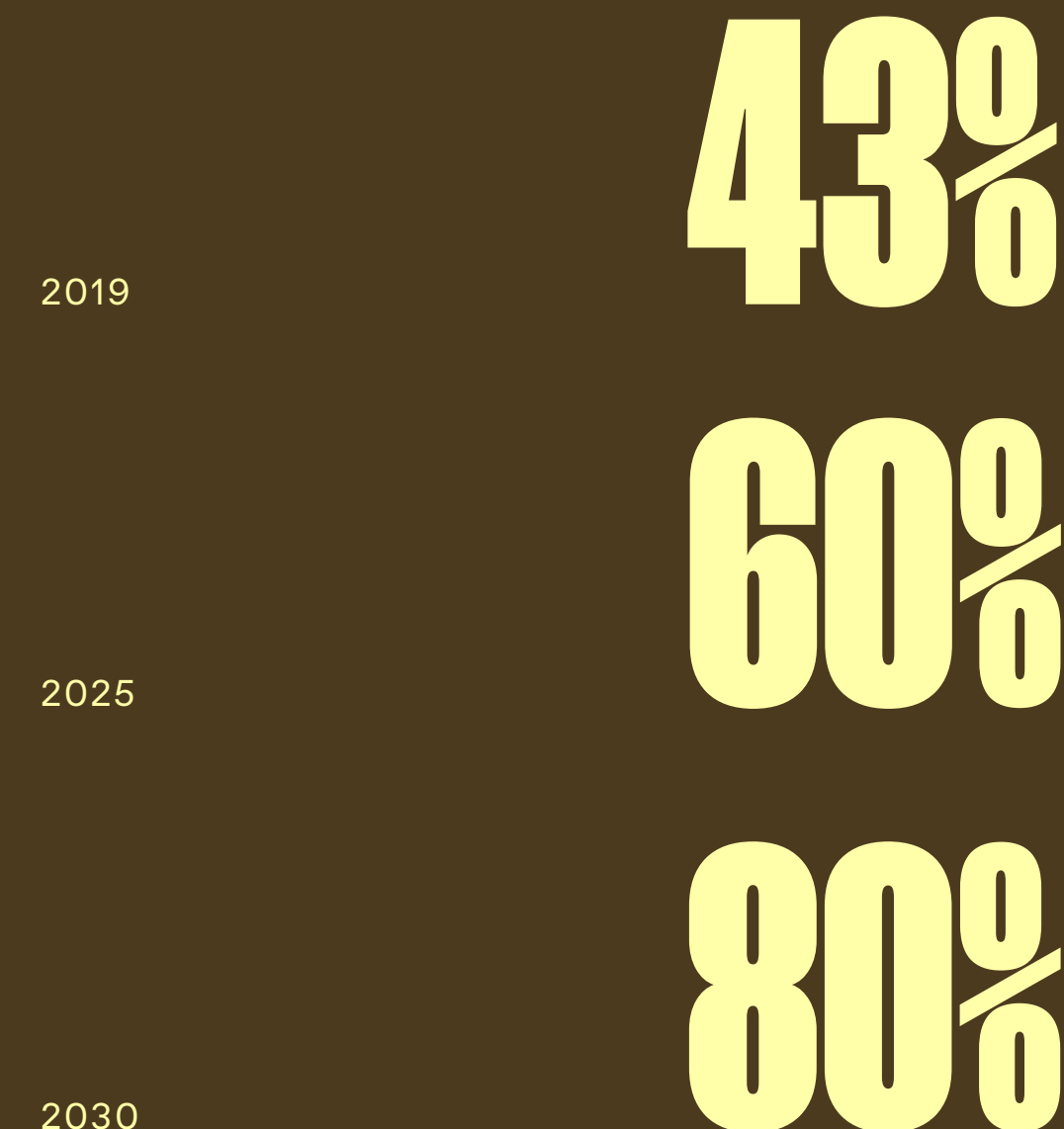
## GOAL

### Ensure more cash reaches the rainforest

In 2019, 43% of spend supported programmes in Peru and Papua New Guinea. Last year, that reached 60%, and we aim to deliver at least 80% by 2030.

Every pound you donated helped each community become more resilient. And resilient communities mean a healthier rainforest.

THE PERCENTAGE OF SPEND THAT SUPPORTED PROGRAMMES IN PERU AND PAPUA NEW GUINEA:



We can't list it all, but here are some of the things the communities spent the money on:

Every family had cash for food, medicine and education, meaning offers from extractive industries like logging and mining were less appealing

Constructed health posts, meaning communities had shorter distances to travel to for medical help

Purchased school uniforms, school supplies and paid teachers, because Indigenous education is underfunded

Provided support and shelter for vulnerable families so they can thrive too

Installed water tanks to improve health and sanitation for whole communities

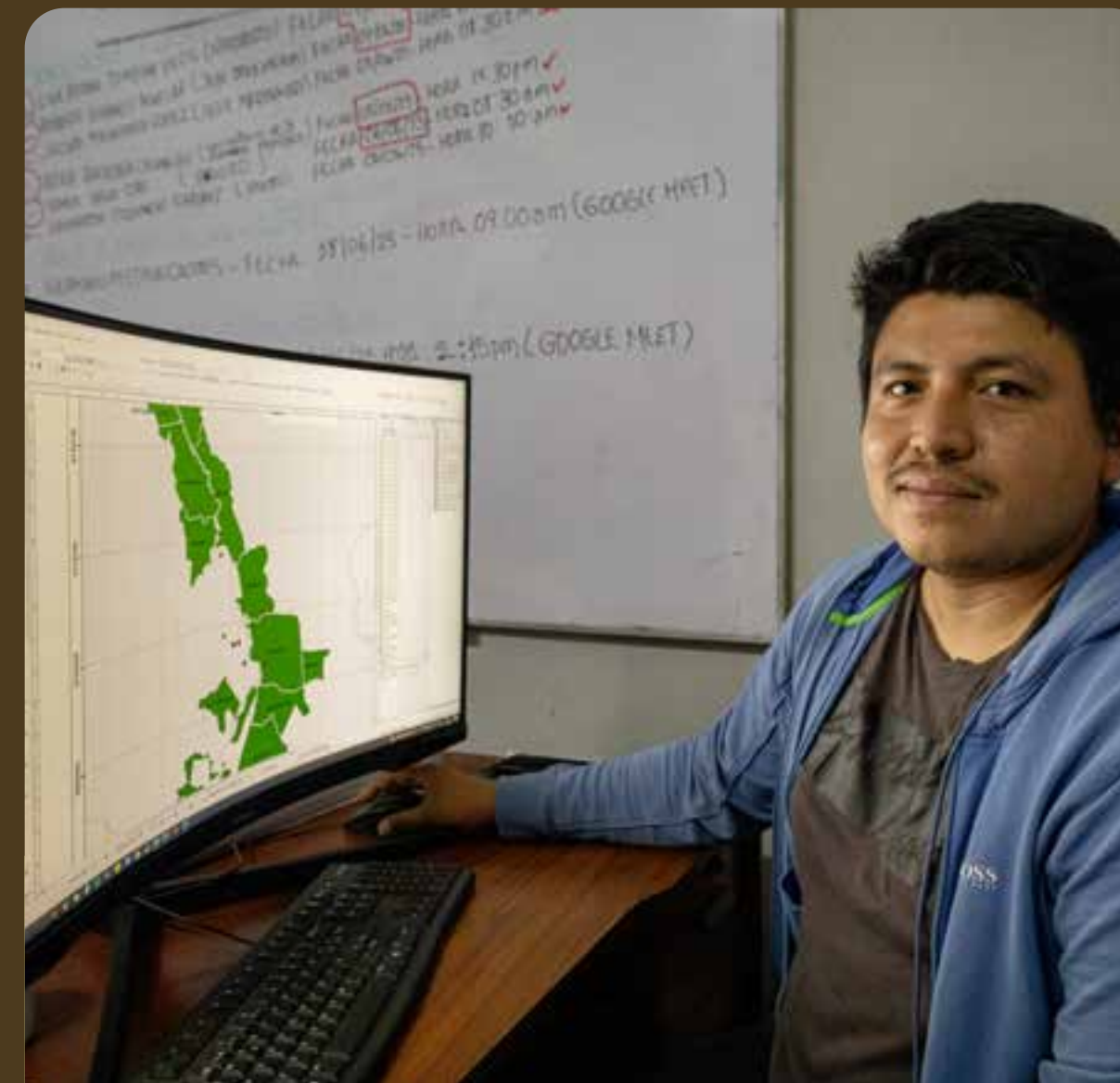
Ensured training and education that empower women, the backbone of community life

Invested in crops and garden improvements, to help sustain families and improve food security



# Ensure more people have access to tech and data

**59,000 people** across the three largest rainforests in the world now have better access to data, training and tools.



In Peru, the results of combining tech with Indigenous wisdom means wildfires in CARE's territory dropped from 25 in 2023 to nine in 2024, and to zero in 2025.

“ We strengthen that ancestral wisdom with tools like satellites, weather data and rapid communication, enabling early action before fires turn into disasters. ”

**David Torres**, Coordinator & Monitoring Specialist (CARE), Satipo, Peru



In Cameroon, we worked alongside CCREAD to provide solar panels so communities have access to electricity. One year on, CCREAD reports that families are delighted to have a steady source of electricity and that communities are collecting less firewood from the forest.



Over in Papua New Guinea, the new Rainforest Lab is being used by community members to monitor the health of their forest and map important species.

“ I help with biodiversity surveys like frog counts, bird watching and tree tagging. I love it because I learn so many new things. ”

**Liddie**, Wabumari, Papua New Guinea



# Establish two new partnerships

We said we would start work in Colombia, and we did. In partnership with Equal Right and The Nature Conservancy, we provided funding and expertise to kick-start a basic income pilot in Colombia. We're in the design phase and aim to start the FPIC (Free, Prior and Informed Consent) process with the communities in early 2026. This ensures that communities are fully informed and are free to give their consent to projects to protect their ancestral land, maintaining dignity, understanding and respect.

But we didn't manage to start our new partnership in Ghana as we had hoped. Instead, we focused our resources on Papua New Guinea, where five new communities asked us for support as pressure from loggers intensified. We're proud to be able to react so quickly in Papua New Guinea, and our attention will turn back to Ghana as soon as possible.

Community gathering during our first trip to Colombia alongside Equal Right and The Nature Conservancy.



# Improve the speed of resources

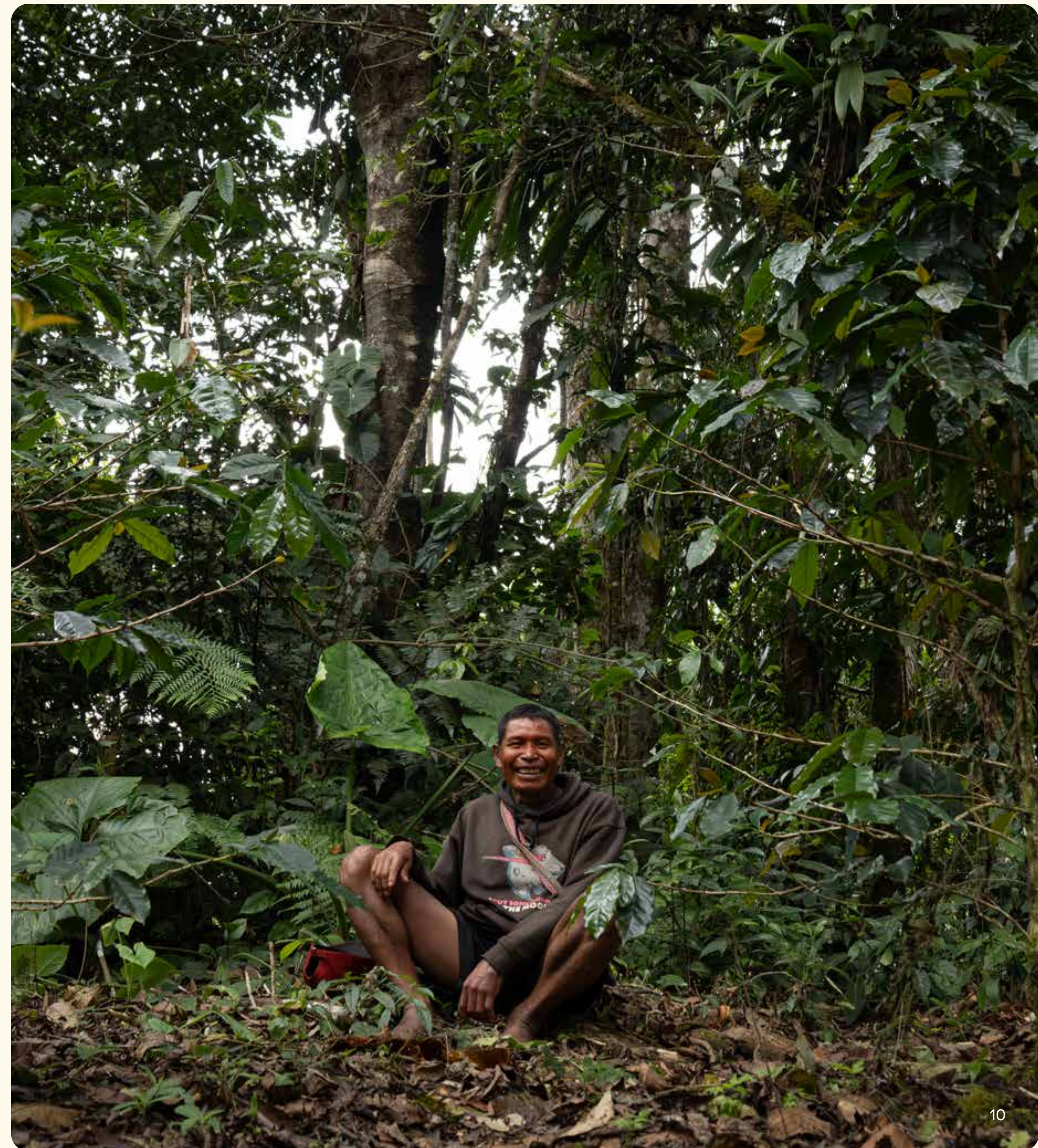
It currently takes 12-18 months from the initial conversation with community leaders to setting up a partnership. But, as we partner with more and more communities, we're becoming even more efficient.

Each community is unique, and there are many careful considerations to be made, from co-creation and mapping to establishing baselines and making sure everyone has ID so they can open bank accounts. All this, and more, has to happen before the first cash transfer takes place.

Segundo, community member from Parijaro, Peru.

When it truly mattered, in an emergency, such as wildfires and health emergencies in 2024, and extreme flooding in 2025, we had your donations with communities in 48 hours. That is the strength of flexible, unconditional cash.

For the full, audited accounts, visit [here](#).





By supporting Cool Earth you are helping to protect 866,998 hectares of rainforest and by protecting the forest, you are helping to lock in 522 million tonnes of carbon each year.

New data\* shows that our Peru partnerships are located in one of the most carbon-dense rainforests on Earth, making it critically important that we protect it.

We are proud of these stats, but they are just half the story. The other half is told through the courage of people like Regina and the villages they protect.

**866,998**

hectares of rainforest protected

**522m**

tonnes of carbon saved each year

# Rooted in results

Rainforest homes built from natural materials such as Sago, Papua New Guinea.



# Nine communities standing firm against loggers



Regina, our Country Manager in Papua New Guinea, explains that a logging company has been lying in wait for over 12 months. They have set up camp near communities to keep the pressure high.

“Their aim is to log as many trees as possible, shipping the timber to China. They enter the communities every few weeks with tempting offers: thick envelopes of cash and empty promises,” Regina says.

The loggers arrive with smiles and promises that sound like a politician’s pitch: better roads, schools, health centres, roofing

iron and water tanks. They sweet-talk communities, saying things like you can keep your land and other resources, we just want your timber” or you’ll receive royalties to help your families and keep your children in school.”

“They like to target leaders and ward councillors first. The loggers know that if they convince one respected figure, others might follow,” Regina says.

Cash is a lifeline and loggers know it.

But that’s where you come in. In December, you helped raise £200,000 so we could partner

with five of the communities, meaning they can keep saying no to the loggers. Because of your support, and their resilience, the forest is still standing. But pressure from the loggers remains high.

In 2026, we’ll be doing everything we can to support the communities. We’ll provide cash and data, and we’ll bring in legal experts where needed. Anything to keep the forest standing and communities resilient.

Thank you for your support.

Regina Kewa, Papua New Guinea Country Manager

# Considered growth



Ashaninka leaders walking in the rainforest



# 01

## Colombia

Continue our partnership with Equal Right and The Nature Conservancy. In early 2026, we will meet communities to start co-creating a Basic Income pilot that suits their needs and protects forest.

# 02

## Ghana

Work with a community near the border of the Bosumtwi Forest Reserve – a programme we hoped to start in 2025, but the logging situation in Papua New Guinea meant we had to prioritise our support there. Our work in Ghana is in the very early stages, and conversations with the community about whether they want support are still ongoing. If we partner, we hope the first cash transfers will take place in late 2026.

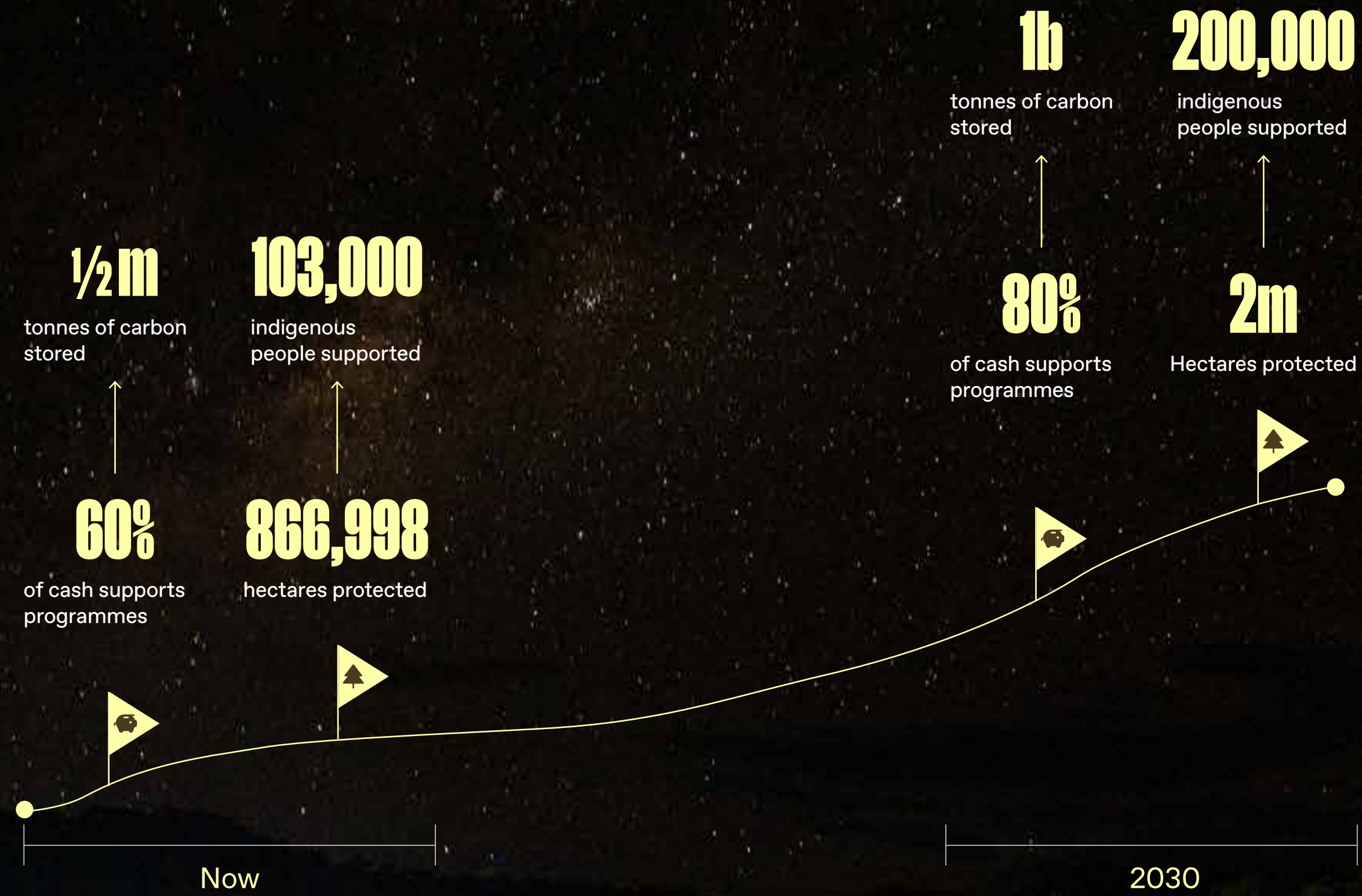
# 03

## Papua New Guinea

Partner with five new communities to halt urgent logging threats. Co-creation begins in early 2026. If it all goes to plan, cash transfers could start at the end of 2026.

All this is alongside supporting our existing partnerships in Peru, Cameroon and Papua New Guinea, as we have done for the last 18 years.

# Our 2026-2027 goals:



## Our vision for the future

A world where deforestation doesn't fuel the climate crisis.

By 2030, we will double our impact – delivering twice as much direct, unconditional cash and resources to rainforest communities. This will secure two million hectares of forest and lock one billion tonnes of carbon safely in the forest.

Together, we will rewrite the script on the climate crisis.

But to do this, we need to raise at least £8.4 million a year.

Be part of it.

[Donate now](#)

Tsiquireni community at night.



This year, the partnerships Cool Earth has cultivated over nearly two decades delivered exceptional impact. Open-source data shows that up to 99% of the forest we help protect remains standing. As one of our team aptly remarked, it is a figure almost “too good to be true”. Yet this is what happens when we trust those on the frontlines.

This level of success is almost unheard of in conservation. It is a direct result of the support and trust of over 20,000 individual,

corporate and foundation funders. Your faith in our model, combined with the tireless commitment of Indigenous peoples, has created an unrivalled track record of climate action at a time when global leadership often falters.

While political priorities shift, the reality of the climate crisis does not. Our teams and partners in Papua New Guinea, Cameroon, Colombia and Peru have shown that the triple threat of legislative rollbacks, volatility, and environmental degradation can

be overcome by combining multi-generational knowledge with innovative technology. From Basic Income pilots in the Amazon to thwarting logging in Papua New Guinea and amplifying the voices of those who put us in with a chance of beating the climate crisis, your collective trust has been the catalyst for impact.

Thank you for making it all happen.

**Matthew Owen, Director**



# DEEP ROOTS

# Your cash delivered straight to the rainforest.

For Cool Earth's full audited  
accounts, please visit [here](#).

[Donate now](#)



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