99% of rainforest remains intact thanks to you

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

COOL EARTH

Protecting rainforest, fighting the climate crisis

Thank you, Rentokil

Since **2018**, your generous support has been instrumental in Cool Earth's mission to combat climate change by protecting rainforests. Your contribution has not only preserved these vital ecosystems but has also empowered Indigenous communities who are the true guardians of the forest.

In a time marked by global uncertainty, your commitment has helped us maintain momentum in our most critical projects. You're part of a bigger picture: Cool Earth has now protected over two million acres of forest, keeping half a billion tonnes of carbon from being released into the atmosphere.

Effective conservation can be simple and ethical.

You've helped prove that when you trust in local expertise, provide direct cash to communities and ensure data is available to all, remarkable things happen.

That is how we can extend our work to two new rainforest nations in 2025, and it is why we're now working hard to take our proof of concept to the next level and convince governments that this is worth funding.

None of this would be possible without your support, thank you.

Magda Pieta
Partnerships Manager

The Marañon River, home to the Awajún people.

Your impact

Here's how you've shaped the future of rainforest conservation.

£383,726
CONTRIBUTED

directly to communities with no middlemen. That's enough to fund **2 years** of our rainforest-saving cash projects alone.

9,774,729
TONNES OF CARBON

kept safely stored each year through your support. That's the equivalent of **103,333** flights from London to New York.

10,221,664
TREES PROTECTED

and thriving in rainforests thanks to your generosity. Each acre protected is home to at least 80 species of trees.

State of the rainforest

In 2024 alone, 6.7 million hectares of primary rainforest were destroyed, the equivalent to 18 soccer fields per minute.

Rainforests cover just three percent of the Earth's surface and are our planet's life support system, yet they are disappearing at an alarming rate. Protecting rainforest is the most important climate action we can take to support people, sequester carbon, and preserve wildlife.

Source: The World Resources Institute

Thelma, a biodiversity student in Wabumari.

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

Reading this on paper? Watch the video here:
youtube.com/watch?v=00aTXd77ERU

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. (Jump to page 15 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:

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.

Colombia NEW FOR 2025

- Explore a brand new basic income pilot in Colombia in partnership with Equal Right.

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.

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