



IMPACT REPORT

COOL
EARTH
2023-2024

Just in case we were getting used to the climate crisis, 2023 reminded us just how quickly things can worsen. It wasn't just the hottest year on record, it was the hottest by a wide margin.

But whilst the records broken for ocean heat, sea level rise, Antarctic ice loss and glacier retreat are truly shocking, the fact that extreme weather created so much hunger will mark the year out. The threat that climate change poses to lives has never been so clear. Well over 300 million people now face food insecurity, more than double the figure in 2019.

This is no surprise to the rainforest communities that we work alongside. When we look at how the resources we provide to families and villages are used, food consistently holds the top spot. This reflects the cycles of floods and droughts that have moved from once-in-a-lifetime events to every few years. People sensibly assume the frequency will increase.

This is why the consistency of the support Cool Earth receives from Rentokil Initial is so fundamental to our impact. The threats to families and forests have evolved during Cool Earth's sixteen years of operations but the reliability and flexibility of our support has ensured resilience in rainforest communities. And in 2023, just as in 2007, community resilience equals rainforest protection.

This expansive review of the year details just how effective our approach is. In a year of record heat Cool Earth's team and the partners we work alongside have delivered record impact. In the year ahead, with a doubling of cash and data resources to communities, and your support, I can promise our unique approach to rainforest protection will break records again.

Matthew Owen

Director, Cool Earth





LOCAL AND INDIGENOUS LED

“It is crucial to recognise the role of Indigenous peoples and local communities in keeping rainforests alive, preserving biodiversity and defending ancestral lands. This is where our resistance thrives.

The Amazon rainforest is a graveyard of failed projects. They all started from a colonial vision that imposed external ideas on communities. Our work with Cool Earth is different. We start by understanding the needs and realities of our communities.

Together, we have come to understand the common vision of the people who live in and have protected the rainforest for generations.

This is essential for achieving sustainability. We value the work that Indigenous communities have already done and strengthen their autonomy in the face of the climate crisis.”

Ketty Marcelo

President of ONAMIAP, The National Organization of Andean and Amazonian Indigenous Women of Peru

A TRIBUTE TO FRANK FIELD

This report is dedicated to Frank Field, Cool Earth's co-founder and one of the most influential politicians of his generation.

None of our work would be possible without our incredible supporters, and it was with great sadness that early 2024 we lost Frank.

Frank campaigned tirelessly on social justice, tackling poverty and ensuring decency in politics. Co-founding Cool Earth in 2007, Frank turned his attention to climate change and the outdated and ineffective conservation models that had failed to halt rainforest destruction. Frank's vision was to put local and Indigenous peoples back in control of their rainforest.

The greatest tribute we can pay him is to continue Cool Earth's people-first approach and prove his vision, that protecting rainforest community rights really is the smartest climate action.

Read our Director Matthew Owen's full tribute to Frank [here](#).



COOL EARTH EXISTS TO BACK PEOPLE LIVING IN RAINFOREST AND FIGHT THE CLIMATE CRISIS

We halt deforestation by supporting the Indigenous peoples and local communities who rely on and live alongside the rainforest. They have the longest and best track record of keeping the rainforest standing, allowing it to remain a vital carbon sink.

With tropical rainforests found in some of the planet's most marginalised areas, we must recognise that injustices created by poor social and economic policy play a major role in deforestation.

In the face of these injustices, our support must be unconditional.

Last year our partnerships saw:

- Cyclone Yaku and the onset of El Niño contributing to unpredictable weather and landslides that prevented us from reaching Awajún communities.
- Political instability and unrest in Papua New Guinea led to riots in the capital, pausing travel to the communities we work with.
- The Peruvian government made controversial changes to the Forestry and Wildlife law putting Indigenous peoples and the Amazon at risk.

Extreme weather patterns, unpredictable political events, and economic crises are just a few of the threats against the livelihoods of those living in the rainforest. These factors all have an impact on the Indigenous communities we work with and the support they need to remain strong and resilient.

Less than 1% of climate funding is allocated to Indigenous peoples and local communities in the rainforest, despite the essential role they play in its protection. They have contributed to the climate crisis the least, yet are expected to fix it, and with no resources.

The urgency of backing them to keep their rainforest home intact for their communities, and the planet, cannot be overstated.

We do this in three ways - providing unconditional cash, supporting locally-led projects and ensuring access to rainforest data via our Rainforest Labs.

Vilma, mother of two and community member of Katish now has access to clean water outside her home. This means she no longer has to take the dangerous trip with her young children to the river to collect water.





**YOUR IMPACT HELPS
PEOPLE IN THE RAINFOREST
TO CONTINUE THEIRS**

RAINFOREST PROTECTION RATES AT A GLANCE:

46%

Forest loss rates in Cool Earth's Amazon partnerships are up to 46% lower than in areas outside our partnerships.

82%

Forest loss rates in Cool Earth's Papua New Guinea partnerships are up to 82% lower than in areas outside our partnerships.

33%

Forest loss rates in Cool Earth's Congo Basin partnerships are on average 33% lower than in areas outside our partnerships.

Forest loss calculated from analysis of satellite forest data 2023- 2024. Congo Basin partnerships refer to the rainforest of our partnerships with GCE in DCR, CCREAD in Cameroon and OELO in Gabon.



457,000 hectares of rainforest (640,056 football pitches) protected by over 59,000 local people.



19 agreements, representing 60 Indigenous and local communities, to back land and resource rights, women's rights, forest fire protection, food security and more.



The world's first basic income pilot for rainforest communities.



A new Rainforest Lab based in Huaracayo, in the Awajún partnership, piloting solar power, satellite internet, and a hub for reviewing real-time forest data.



100 forest loss alerts were responded to in just two years thanks to Rainforest Labs.

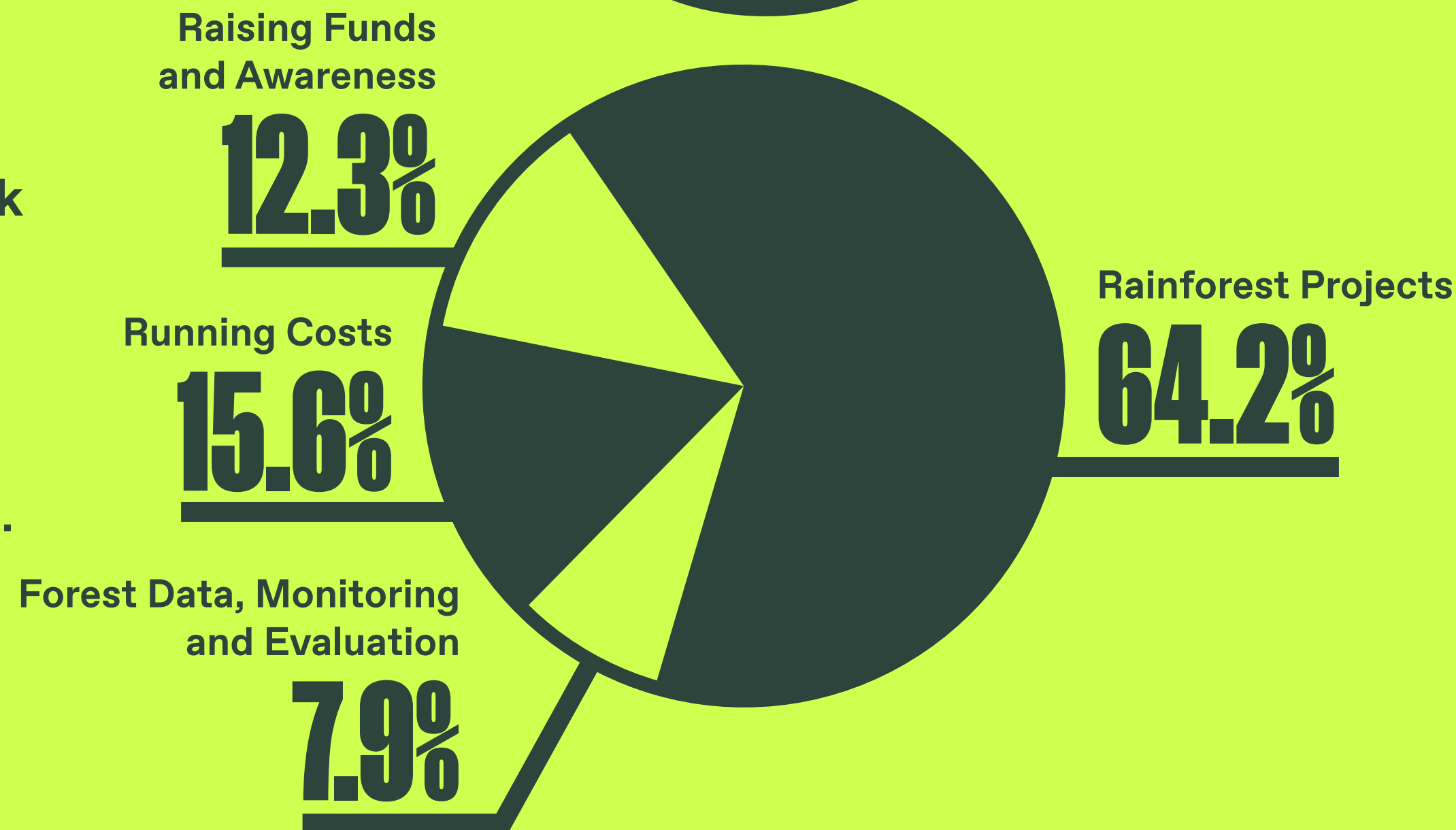
A portrait of Jessie, who sits in front of a newly constructed chicken coop in Gadaisu, Papua New Guinea. Jessie is working with Cool Earth, rearing chickens to cook nutritious meals and raise a sustainable income.



INCOME GREW BY 9% IN 2023



In 2023 Cool Earth raised £4.22m and spent £3.77m on delivering our vital work to protect rainforest. Of this, £2m was given directly to communities living in the rainforest, an increase of almost 30%.



Donors in the UK & Europe together gave

£3.27m

up from £2.8m in 2022



Supporters in the US collectively donated

\$1.18m



£444k

added to our reserves,
safeguarding the future of
the organisation's vital work



WHERE WE WORK:

PROJECTS FUNDED IN 2023



Amazon Rainforest

£1.31m

Congo Rainforest

£330k

New Guinea Rainforest

£565k

NO-STRINGS CASH AND DATA, FOR PEOPLE AND RAINFOREST TO THRIVE

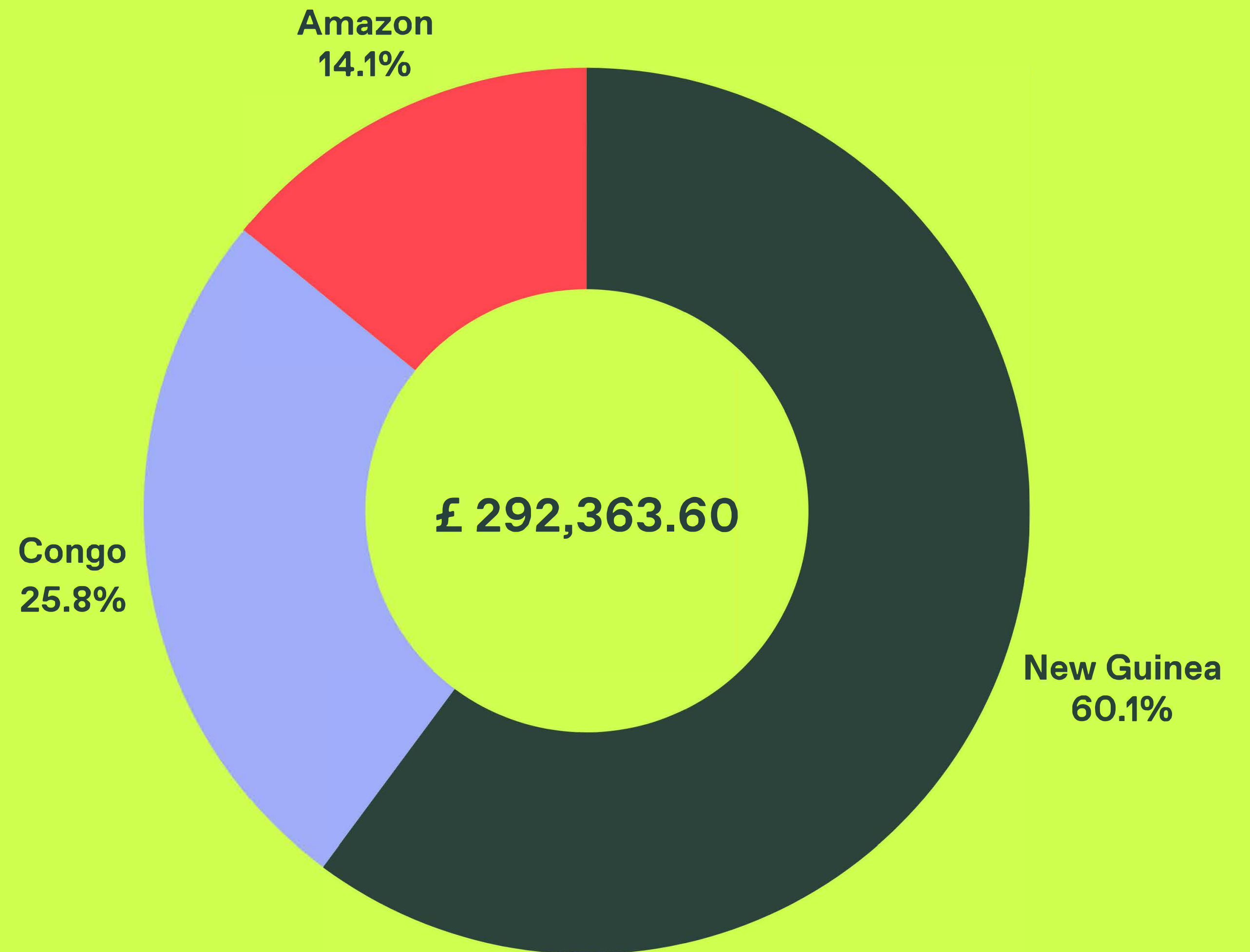


Rentokil Initial's support started in 2018 with funding projects in Papua New Guinea.

A year later, you moved to include our community partners in the Congo Basin, the second-largest rainforest on Earth after the Amazon rainforest.

In 2022 you expanded your support to our partners in the Peruvian Amazon, marking a significant milestone of funding rainforest protection across the three largest rainforest biomes on the planet.

Read on to see how your support is making sure we keep the trees standing.



THE POWER OF CASH

Here are some of the many ways communities use the cash that you donate:

20,000

cocoa seedlings
produced

As cocoa is a primary source of income the community of Tsutsum produced 20,000 cocoa seedlings to replace existing cocoa plots and establish new ones.

53

children have a
new classroom

In Camantavishi the community constructed a classroom for early childhood education, accommodating 53 children aged three to five.



In Sololo, a forest nursery was established by the community to help with reforestation and address forest loss.

The community in Sololo purchased biomass stoves. This means they have more time for other things that benefit their happiness and health because the stoves cook quickly. It also reduces the amount of firewood needed from the rainforest.





IT TAKES A VILLAGE - AND EACH ONE IS UNIQUE



cocoa seedlings
produced



Kg coffee sold



Kg fish sold

We are proud to be supporting 40 locally led projects. Each one protects the rainforest by ensuring those who live there can make an income.

Sustainable businesses, like jewellery making, fish farming, cacao production and farming as well as weaving, strengthen communities, preserve their culture and create financial security. When people living in the rainforest have cash, they have choice. Choices beyond selling their land to survive.

Two women (Leydy on the left and Lizbet on the right) who are part of the all female Artisan group called AMARNO (Association of Women Artisans of the Northeastern Region), Huaracayo, Awajun community, Peru. Their jewellery is made of seeds from traditional plants and trees.

NEW RAINFOREST PARTNERSHIPS

2x

the amount of
rainforest protected
in Papua New Guinea

650

people across two
communities

We've signed new partnerships with both the Gadaisu and Kondu communities in Papua New Guinea doubling the amount of rainforest protected. These partnerships promise to work closely together in developing projects that will ultimately reduce deforestation in these areas.

This is a huge step forward in our mission to back even more people in Papua New Guinea, and to protect more rainforest.



DATA DETECTIVES

13

rainforest monitors
employed and
trained

Over
11,000ha

of rainforest
protected by
Rainforest Labs

100

forest loss alerts
responded to

Rainforest Labs, we're talking data and technology in Indigenous communities to give people control over their lives, their land, and the future of their rainforests.

With tech partners Cadasta, the technology is enabling communities to track real-time threats such as forest fires, flooding or illegal loggers.

In 2023 we opened a new Rainforest Lab in Huaracayo, in the Awajún community in Peru, the first to trial running on solar power.

Our Lab in Oviri, based in the Asháninka community, is entering its second year.

And we started construction on a brand-new Rainforest Lab in Papua New Guinea – our first in the country.

A rainforest monitor from Huaracayo showing real time satellite data of the rainforest he helps to look after.





The village of Sololo in Papua New Guinea

HEALTHY COMMUNITIES HEALTHY RAINFOREST

33%

Of people in rural communities in Papua New Guinea currently have access to clean water and 13% to basic sanitation*.

90

Giant water tanks and 100 toilets installed in Gadaisu and Sololo in partnership with local organisation Rural Water Supply and Sanitation Project (RWSSP).

3,000

People will have access to clean water and better sanitation.

We are also training the community in how to maintain and fix them so the project's impact lasts.



Giant water tank installed at a primary school in Gadaisu providing clean water for the children who attend.

*The WHO/UNICEF Joint Monitoring Programme (JMP)

BACKING LAND RIGHTS IN AFRICA

2

YEARS OF 'OUR FOREST OUR FUTURE' PROGRAMME

With OELO helping to create community forests and support local projects in the Bas Ogooue region of Gabon.

33,646

PEOPLE SUPPORTED

Within the Bikoro Territory supported in partnership with Go Conscious Earth. The two-year partnership has now ended but we will continue championing their important work.

105

FAMILY-RUN ORGANIC FARMS

Have been established on previously used land, rejuvenating old farms and preventing further forest clearances thanks to our work with CCREAD supporting 20 rainforest communities in Cameroon.

Organic farming, Cameroon



WILDFIRE PREVENTION IN THE AMAZON RAINFOREST



50%

Of the rainforest we protect is monitored for wildfires thanks to PAAMARI, a one-of-a-kind initiative led by Indigenous led organisation CARE.

126

People were trained up to join 18 Forest Surveillance Committees across 19 communities in the Ene River basin to detect fires and safely put them out.

1

Wildfire monitoring centre in the city of Satipo was also established.

5,000

Asháninka families better protected from wildfires as a result of this work.

THE WORLD'S FIRST BASIC INCOME PILOT FOR INDIGENOUS PEOPLES

£53

a month
per person

188

people across
three
communities

2

year pilot

In 2023, together with female led Indigenous partners ONAMIAP and OMIAASEC, as well as tech partners AidKit, we co-created the world's first basic income pilot for Indigenous peoples living in rainforests.

For the next two years every adult in three communities in the Amazon will receive a regular income to sustain their needs.

That means cash directly in the hands of the people with an unbeatable record of keeping rainforests safe. It matters, because the rainforest is their home, and if they are forced to leave, those who want to destroy it will move in.

Some of the Asháninka leaders who helped to co-create the basic income pilot with us.



LOOKING AHEAD





Local people being interviewed by journalists in Satipo, an opportunity to highlight the challenges they face and the resources they need.

ADVOCATES ON THE WORLD STAGE

We have an ambitious goal to inform and influence policy internationally on providing unconditional resources to Indigenous peoples to protect rainforests.

Change is happening from within communities right now. The Forest Monitors in Oviri, Peru have been officially recognised as the Forest Surveillance and Control Committee by SERFOR, the government entity responsible for forestry matters.

As members of this committee, the forest monitors play the role of guardians of the forest and wildlife, responsible for protecting the heritage of their community.

And we'll advocate for unconditional cash to be taken up as the fairest and most cost-effective approach to restoring rights, tackling deforestation and fighting climate change.

DATA FOR ALL: RAINFOREST LAB ROLLOUT



New rainforest
labs

We will complete our brand new Rainforest Lab in Wabumari, Papua New Guinea early 2024 and we'll train new Rainforest Monitors.

We've also partnered with the Indigenous-led organisation, Central Asháninka del Rio Ene (CARE) to create eight new Labs in Indigenous communities located along the Ene Valley in the Amazon rainforest, including Parijaro and Camantavishi.

Construction of the new Rainforest Lab in Papua New Guinea is underway.

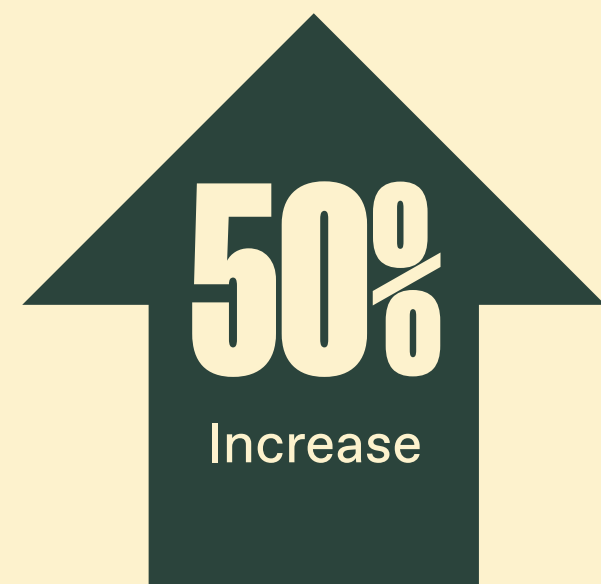


CASH RECOGNISED AS THE BEST FORM OF RAINFOREST PROTECTION

Giving unconditional cash is backed by science as the best form of rainforest protection. Here are just a few of hundreds of pieces of research:

We want to make sure that unconditional cash and resources for Indigenous peoples and local communities is regarded as the benchmark for rainforest protection.

We're going to scale up and roll out the basic income pilot to different countries, tailoring the model to their unique needs and requirements.



In 2024 we will give 50% more unconditional cash to the communities we already work with, at least £318,163.



We will also share the initial results from the first 12 months of our pilot in November 2024.

Ashaninka leaders visiting the watehole in their communal rainforest.



CREATIVE AND IMPACTFUL PARTNERSHIPS

50k

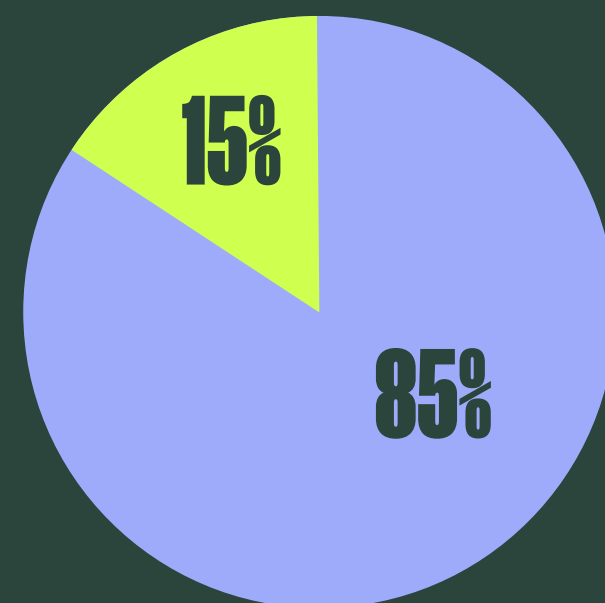
That's what we're aiming to raise with an innovative fundraising partnership alongside internationally recognised gaming giant Genshin Impact. The partnership, celebrating rainforest protection via gaming, will explore how we can meet potential fundraisers where they are, opening the door to a whole new audience of over 61 million players.



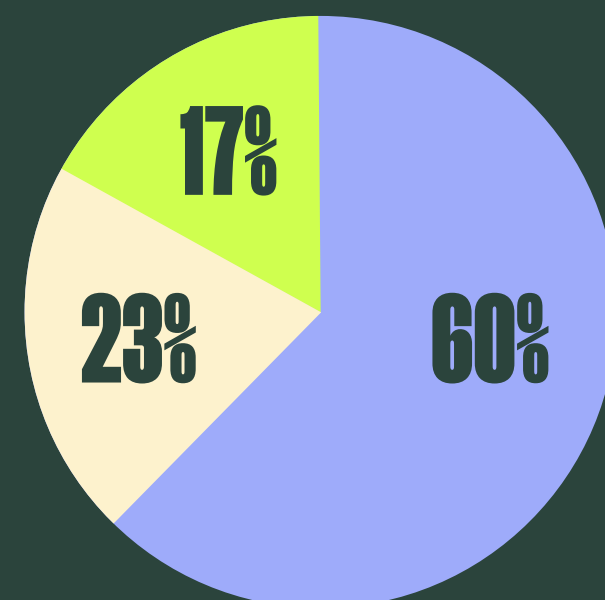
PEOPLE AND CULTURE



We hired 21 new team members.



85% of new hires this year were in Peru (15% UK).



60% of global team is in Peru, 23% of global team is in PNG, & 17% of global team is in the UK.



70% of senior management are women.



We appointed a female safeguarding officer in PNG, as the country has one of the highest rates of violence against women.



We expanded our Employee Assistance Programme to provide mental health and wellbeing support to the global team.



We held three workshops on adapting communication styles to enhance global collaboration delivered at no cost by Higson.



We launched a new set of organisational values and objectives to guide and inspire the global team.



Organic tomatoes being grown on family farms in Cameroon which are then sold at local markets.

AMPLIFYING OUR MISSION

We're running out of time to beat the climate crisis, so reaching new audiences and mobilising support for climate action is more important than ever.

In 2023, we launched impactful campaigns, developed new partnerships, increased our digital audience to 160,000, and have celebrated features in international press and attended many high-profile events.



The
Guardian

The Observer

BBC
RADIO

THE
SPECTATOR



MONGABAY

CTV
NEWS

tvpe

First
News

CAMPAIGNS:

- Earth Day 2023: We raised over £40k of vital funds and awareness for Rainforest Labs
- COP28 2023: We championed Indigenous voices, translating on behalf of our Asháninka partners ONAMIAP, and raised awareness of their attendance in the press.
- Do More Good: Together you donated £211,000 to our end-of-year campaign, which was matched to £422,000 thanks to some fantastic friends of Cool Earth.
- BBC Planet Earth III: In 2023 we were approached by BBC Planet Earth to share in their celebrations of all things rainforest and Indigenous rights across our social channels - how could we resist?



EVENTS:

- Driving Change: Climate conversations and calls to action
- The Sustainable Discovery Show
- Chocolate show, Lima, Peru
- Deforestation Halt: People Power in the Congo Basin
- CARE X Cool Earth, Satipo, Peru
- Oxford Sustainable Business and Entrepreneurship Society: Corporate Partnerships and the Perils of Greenwashing
- M & C Saatchi group: Art for Change prize

AMPLIFYING OUR MISSION

PARTNERSHIPS

301

active business partnerships



Vivienne Westwood X Eastpak

Iconic British fashion house Vivienne Westwood and renowned backpack brand Eastpak joined forces with the exclusive 'Planets' collection. Honouring Dame Vivienne Westwood's activist spirit and her commitment to fighting the climate crisis, a percentage from each sale is donated to Cool Earth.



RESEARCH COLLABORATIONS



Léna Prouchet, PhD student
at the University of Exeter

- 2023 was the third year of our collaboration with Léna Prouchet, PhD student at the University of Exeter. After spending four months in the Awajún community in 2022, 2023 saw Léna attend the European Association of Development Research and Training Institutes (EADI) as a panel member, and her research was included in the book 'Radical Alternatives or Ambivalent Engagements?' Published by Routledge.

- Cool Earth's Martin Simmoneau visited the students of Professor Julia Martin-Ortega on the Ecological Economics Masters course at the University of Leeds, to present and hear feedback on the work we are doing to provide a basic income to people living in the rainforest.

- A 2022 research collaboration with Masters student Callum Sheeham at the University of Leeds came to fruition in March 2023, when he and Julia Martin-Ortega published a paper titled '*Is conservation basic income a good idea? A scoping study of the views of conservation professionals on cash giving programmes*' in the journal Biological Conservation.

- Masters student Flora Hamilton at the University of Leeds completed her research with Cool Earth, publishing her thesis 'Poverty and deforestation: to what extent could basic income payments to Indigenous peoples and local communities support global conservation efforts?'

Rentokil
Initial

Protecting People. Enhancing Lives.

**THANK YOU FOR TAKING
CLIMATE ACTION WITH**

**COOL
EARTH**