



brother
at your side

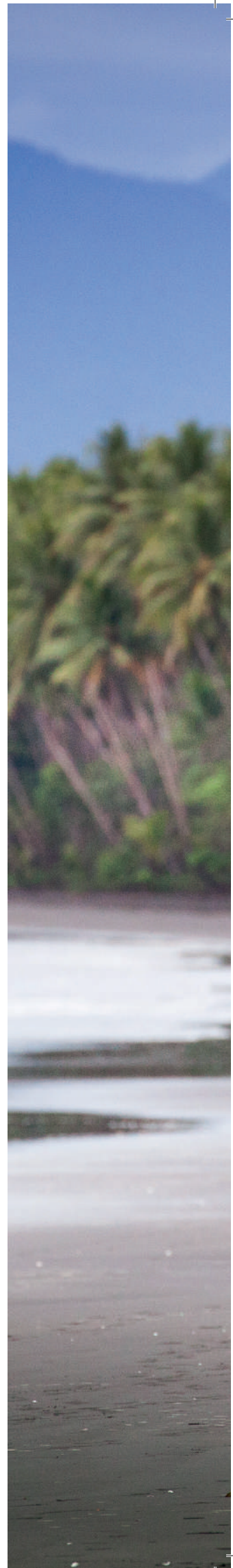
BROTHER AND COOL EARTH

Everyone loves a bright idea. Not everyone is prepared to back one, especially when it's brand new.

Eight years ago, Cool Earth wasn't much more than a bright idea. Placing rainforest back under the control of the people who had most to lose if it was cut down, seemed an obvious answer to decades of destruction. Without any proof to show that it would work, Brother International Europe became Cool Earth's earliest backer. Eight years later, Brother are still at Cool Earth's side. There are 1.6 million fewer tonnes of climate warming CO₂ as a result.

Their support for families and villages in Peru and Papua New Guinea has already kept well over 3.4 million trees safe from loggers and palm plantations. What's more, their loyalty and generosity has transformed lives. Brother has equipped schools, installed safe drinking water, made childbirth safer and boosted incomes for some of the world's poorest people.

It all adds up to healthier, happier communities who have never been better custodians of the rainforest.





brother



SUPPORTING
COOL EARTH'S **ASHÁNINKA**
PARTNERSHIP SINCE 2009



ONE OF COOL
EARTH'S **MOST**
COMMITTED
LONG-TERM
PARTNERS



PROTECTING OVER
3.5 MILLION ENDANGERED
RAINFOREST TREES

FUNDED THE EARLY
DEVELOPMENT OF COOL EARTH'S
NEW PARTNERSHIP IN PAPUA
NEW GUINEA

56

LIVES SAVED BY
FUNDING EMERGENCY
EVACUATIONS



SUPPORTING
14 RAINFOREST
SCHOOLS
IN PERU



174

**FAMILIES EMPOWERED
THROUGH
COOPERATIVES**



**THE ASHÁNINKA PARTNERSHIP
IS SHIELDING**

**1.4 MILLION ACRES
OF RAINFOREST
FROM DESTRUCTION**



**'BACK-TO-SCHOOL'
BURSARIES FOR
67 HOUSEHOLDS IN
PAPUA NEW GUINEA**



**LOCKING IN
1,634,620
TONNES OF CO₂**

⚡ 6,287 ⚡

**ACRES OF AT RISK
RAINFOREST PUT OUT OF
THE REACH OF LOGGERS**

**FUNDED A NEW
CLASSROOM FOR
GADAIU'S
174 CHILDREN**



WHY RAINFOREST?

“Action to preserve the remaining areas of rainforest is needed urgently in the fight against climate change. Cool Earth is supporting local communities to protect their forest livelihoods and is providing powerful examples for action on a big scale.”

|
Sir Nicholas Stern,
Economist and Author of the Stern Review

Over 10% of the world's population depends on the rainforest for their livelihood. This is not a small group of people.

The loss of rainforest is a tragedy for the people who rely on it for their existence.

Three quarters of the world's remaining forest has now been fragmented or degraded and forest loss is continuing at a faster rate than ever.

This is a crisis for our planet. Only around 6% of Earth's land surface is rainforest, yet it accommodates more than half of all plant and animal species.

Rainforests generate more than 20% of the world's oxygen, with a fifth of the world's fresh water contained in the Amazon basin.

Half of the world's carbon is stored within rainforest trees, making them key to our fight against climate change.

Compared with other options, keeping rainforests standing is the simplest and cheapest way to mitigate climate change. And we can do it now.

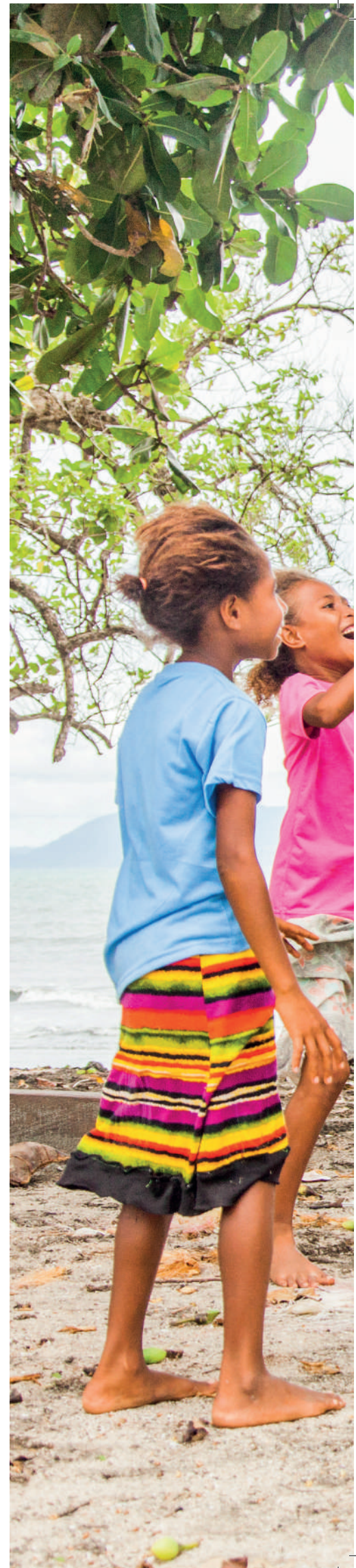
THE COOL EARTH MODEL

With the loss of half the world's rainforest over the past forty years, a new approach to conservation is needed.

Top-down solutions that champion a 'no people = no destruction' approach have failed. A conclusive body of evidence now demonstrates that the only way to halt destruction is to align the interests of the rainforest with the people best placed to protect it.

This means placing forest in the hands of the people who rely on its survival for their survival.

With your support, Cool Earth does just that.





WHAT WE DO



AT RISK

We work where the threat is greatest, on the frontline of deforestation.



LOCAL PEOPLE IN CONTROL

We only work with villages that approach us. They decide how funds are spent and drive the partnership.



BUILDING LIVELIHOODS

Rainforest is safe when local people earn more from keeping the forest standing than from clearing it. We build long-term livelihoods to do just that.



GROWING THE SHIELD

Our partnerships grow village by village to form a shield which protects millions of acres of neighbouring forest.

“Our trees are safe, I can sleep well at night again. We’re telling our neighbours about Cool Earth. Working with Cool Earth to protect our trees means all our families benefit. It’s better than selling wood to benefit a few.”

Leopoldo Chimanga Chumpate,
Oviri Village





Our partnerships are located in countries and communities where the threat to the forest is greatest, on the verge of intensive deforestation.

Whether Cool Earth is working in the Congo, Amazon or Oceania, we're always focused on putting local people back in control of their forest.

ASHÁNINKA

The Asháninka are Peru's largest indigenous nation. Having lived in the central rainforests for generations, their territory is now at extreme risk from illegal logging and coca trafficking. From our first village partner of Cutivireni, we're now working with 16 villages to form a protective shield for the adjacent National Park, making millions of acres of neighbouring forest inaccessible to loggers.

AWAJÚN

Our partnership in northern Peru works with seven Awajún villages scattered along the banks of the Marañon, close to the Ecuadorian border. The Awajún are renowned for their fierce independence, but with their forest under threat from oil and gold extraction they asked Cool Earth to help defend their ancestral forest. With the second highest deforestation rate in the country, the work of this partnership could not be more critical.

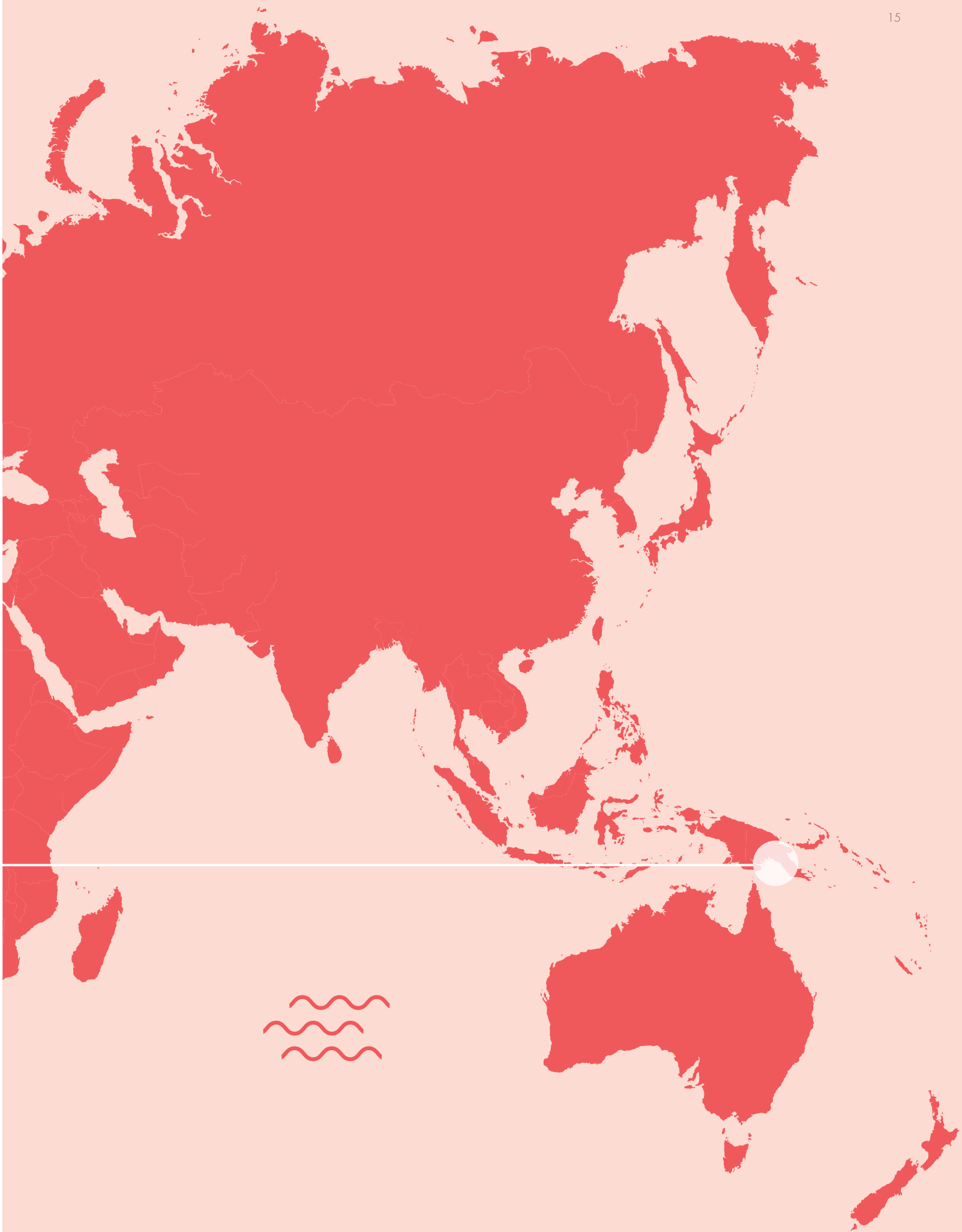
LUBUTU

Our first partnership outside the Amazon is in the east of the Democratic Republic of Congo. DRC is the world's second largest rainforest nation and one of the world's poorest. On the brink of rapid development, its forests are increasingly under threat. We're working with five villages in Maniema, the country's most remote province. Our aim is to create a buffer for the neighbouring reserve and ensure local people benefit from keeping the rainforest standing.

ORANGERIE BAY

Working in the east of Papua New Guinea, we're partnering with four strategically located villages to halt the advance of the palm frontier. Of all the drivers of tropical deforestation in Papua New Guinea, palm oil is the worst. An ecosystem that has taken millions of years to evolve is destroyed in a matter of days. Situated in Milne Bay Province, our partnership is blocking the expansion of palm oil plantations from the east and shielding the pristine rainforest behind. If successful, this partnership will keep millions of acres of unique rainforest safe.





THE ASHÁNINKA PARTNERSHIP

In 2008, the Asháninka village of Cutivireni was offered a logging contract that would have committed them to selling off their rainforest.

With every family below the poverty line but desperate not to sell out to the loggers, the village elder, Cesar Bustamante, contacted Cool Earth.

Having lived in the heart of Peru's Amazon for thousands of years, the arc of deforestation had arrived on the doorstep of the Asháninka.

Cool Earth offered Cutivireni an alternative. The village turned away the loggers and formed a partnership with Cool Earth. The Asháninka Partnership was born.

In the years since, the threats to the forest have grown dramatically. Coca trafficking and illegal logging have spread throughout the Ene Valley. Despite this increased threat, 15 more neighbouring villages have joined the partnership. These villages are the only ones in the valley with zero logging.

By lending a hand to families desperate to keep their trees safe, Brother are safeguarding over 4,500 acres of critically endangered rainforest.

This protected forest is forming a shield for the adjacent Communal Reserve and National Park to make millions of acres of neighbouring forest inaccessible to loggers.

WHERE YOUR MONEY GOES

PARTNERSHIP DEVELOPMENT

16%

TRANSPORT

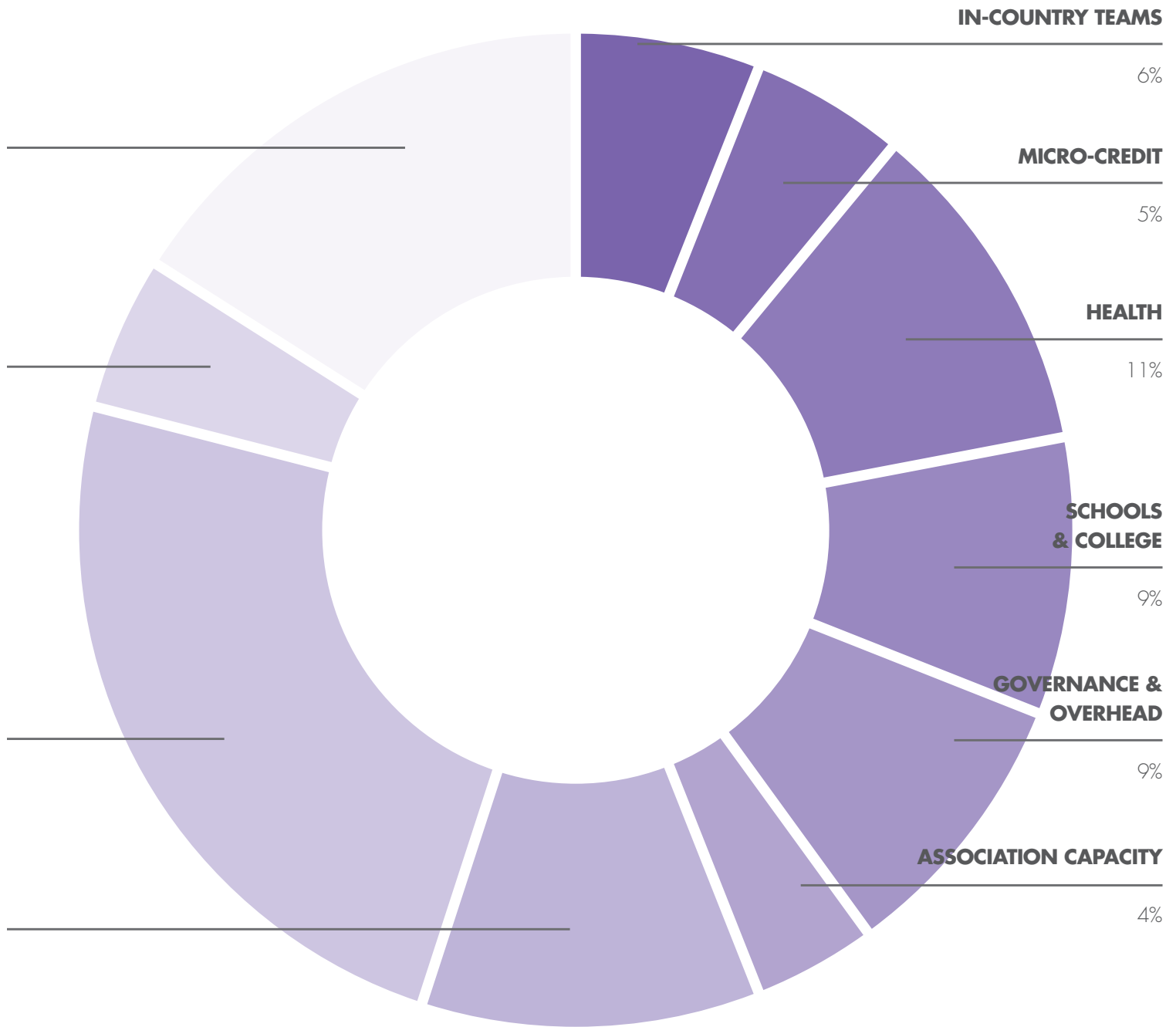
5%

LIVELIHOOD DEVELOPMENT

24%

COMMUNITY ASSETS

11%



Cool Earth is committed to spending less than 10% on overheads and governance. Last year we spent 9.2%.

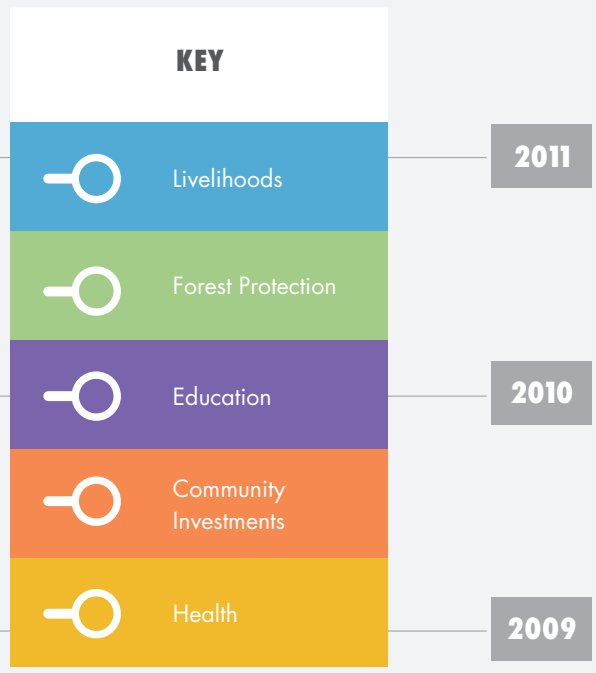
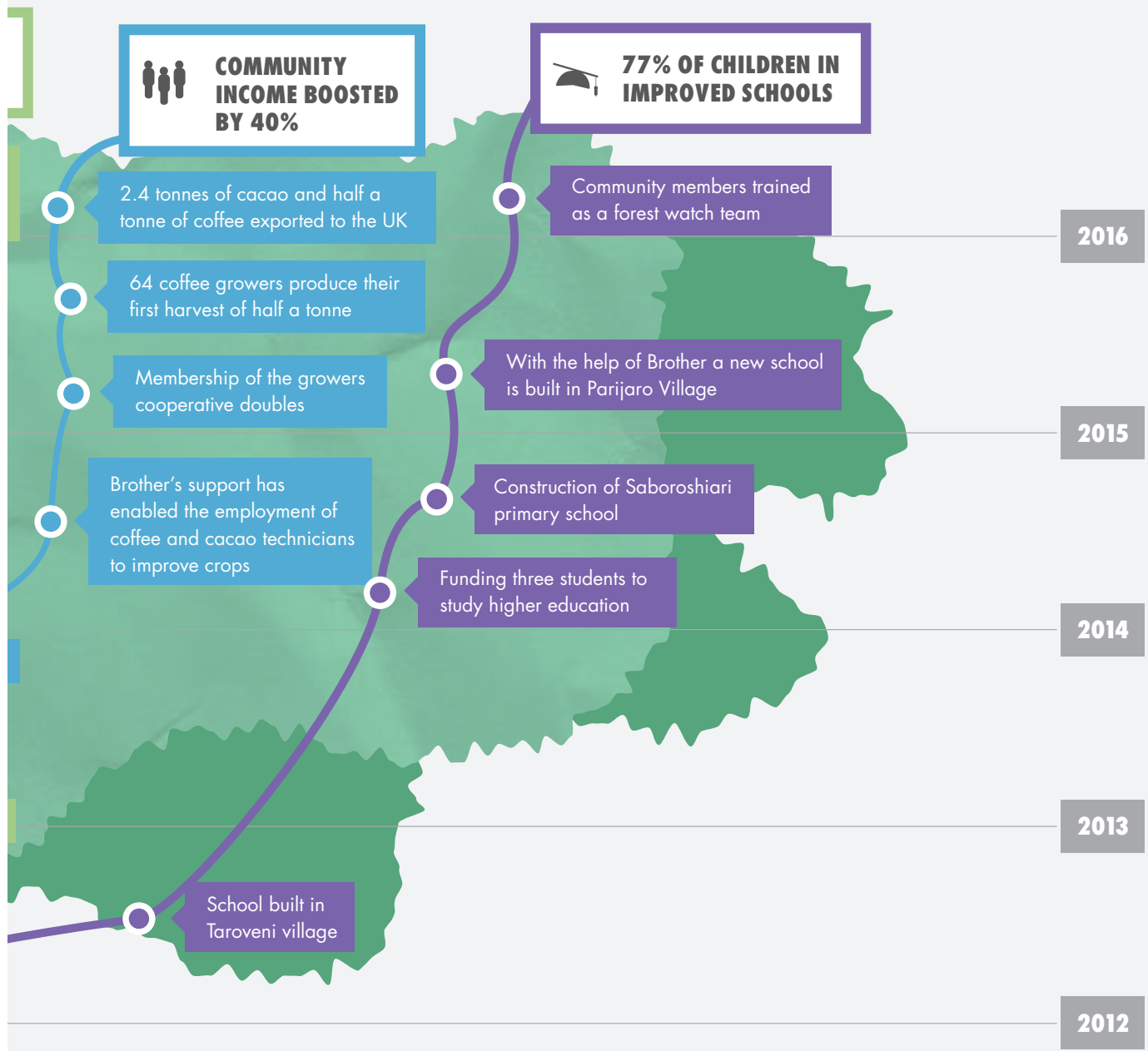
2,960 INDIGENOUS PEOPLE SUPPORTED

72% OF POPULATION NOW WITHIN ONE HOUR OF MEDICAL CARE

2.7 MILLION TREES SAVED BY BROTHER



THE GROWTH OF THE ASHÁNINKA PARTNERSHIP



HEALTH

Our Asháninka partners live more than 20 hours from the nearest hospital.

This remoteness puts lives at risk. More than a third of families here have lost a child, and infant mortality rates are twice the national average. It's no surprise that healthcare has been a key investment for our partners.



MEDICAL OUTPOSTS

Four new medical outposts increase population within one hour of medical care from 31% to 72%.



EMERGENCY EVACUATIONS

56 emergency evacuations funded. The average evacuation costs £150, with the most expensive evacuation costing £743.



SAFE WATER

74 families now have access to clean, safe water from tapping into two natural springs.



MOSQUITO NETS

60% drop in reported cases of malaria from provision of mosquito nets.



FISHPONDS

Four village fishponds constructed to increase protein intake for 679 community members.



MEDICAL SERVICES

70% of community members are now satisfied with their access to medical services.





“Before when we had no funds it was impossible to evacuate the seriously ill and people died. Since we’ve had the support of Cool Earth, we are able to evacuate our emergencies – it’s helping us to save lives. Today we are strengthened from the partnership.”



Cesar Bustamante, Cutivireni Village

“Our facilities are useful for the whole village. It is fantastic because we have support which other communities do not, and this is why I wanted to teach here.”

Rosa Cuba, Pamaquiari School Teacher



EDUCATION

Education transforms the future of a child, a family and a whole community.

Proper education in remote rainforest villages is not high on government to-do lists. This leaves villages vulnerable to exploitation. That's why our partners are focused on getting their children into school.



SCHOOL RESOURCES

14 schools supported with classrooms and resources such as computers, solar panels, schoolbooks and pencils.



SCHOOLS

Three new school buildings.



SCHOLARSHIPS

Nine scholarships awarded for children to study higher education.



BOARDING HOUSE

One new boarding house built for the area's only secondary school.



EDUCATION

79% of families are now satisfied with the level of education available.

COMMUNITY INVESTMENTS

Alongside health and education, our partners have chosen to invest in the basic resources they need for a strong, resilient community.



SOLAR RADIO

Four villages linked with solar radio communication.



COMMUNITY BUILDINGS

Eight villages equipped with new community buildings.



TRANSPORT

Six river-based villages equipped with outboard motor canoes. These improve transport links between villages, particularly important for transporting sick village members for medical treatment.



EMERGENCY SUPPLIES

Emergency funds and tools given to flood victims after the devastating effects of El Niño.



BUILDING HOMES

11 houses built in Camantavishi for the village's poorest families.





“The most important thing is that the money can be spent how we see fit; emergencies, education, health, everything. The money Cool Earth gives us, we are sharing with all the annex villages and so it supports everyone.”

Julían Quispe Carbólico, Tinkareni Village



“Cacao is the most important thing for me. This is how I earn money, to buy basic things and feed myself. This way, Cool Earth is helping those most in need.”

—
Rosmery Quispe Carbolico, Cutivireni Village

LIVELIHOODS

Rainforest is safe when local people earn more from keeping the forest standing than they would from clearing it.

We build livelihoods to do just that. This ensures that every village partnership creates sustainability, not dependency.



COMMUNITY INCOME

Community income boosted by 40%.



COFFEE & CACAO GROWING

Four coffee growing villages supported, eight cacao growing villages supported.



EXPORT OF FOREST PRODUCE

2.4 tonnes of single origin, top quality criollo cacao exported to the UK.



LOCAL CONSULTANTS

Two local technicians employed to improve coffee and cacao crops.



SOLAR DRYERS

Five solar dryers installed for cacao processing.



TOOLKITS

Three villages equipped with rainforest toolkits.

FOREST PROTECTION

Our Asháninka Partnership has grown by word of mouth. Once neighbouring villages have seen that we are a partner they can trust, they've asked to form their own partnerships with us.

From the first village of Cutivireni in 2008, we're now working across 16 Asháninka villages with 585 families to form a shield for millions of acres of adjacent forest.



UNITED VILLAGES

16 Asháninka villages united to defend their forest.



PROTECTING FOREST

Over 4,500 acres of ancestral forest protected by Brother.



FOREST GUARDIANS

98% of households want to protect their forest.



DEFORESTATION RATES

Deforestation rates of <1% in our partner communities compared to 28% in the wider region (Office National des Forêts).



FOREST WATCH TEAM

Three community members trained in biodiversity monitoring techniques.





“We continue to look after our forest for our children. We will not sell our forest to the loggers because we know that these companies will clean the forest out. We can see that this is what they have done in neighbouring communities. They are ending up with no forest; they are not thinking about their children.”

—
Jamie Huamán Casanto, Camantavishi Village



ORANGERIE BAY

Of all the drivers of deforestation in Papua New Guinea, palm oil is the worst. An ecosystem that has taken millions of years to evolve is destroyed in a matter of days.

Papua New Guinea is a country of incredible diversity. A thousand languages are spoken. Over three-quarters of the country is covered in rainforest, which is believed to be home to more undiscovered species than anywhere else on earth.

It is also poised on the brink of disaster.

Once replaced with a palm oil plantation, there is no chance for the forest.

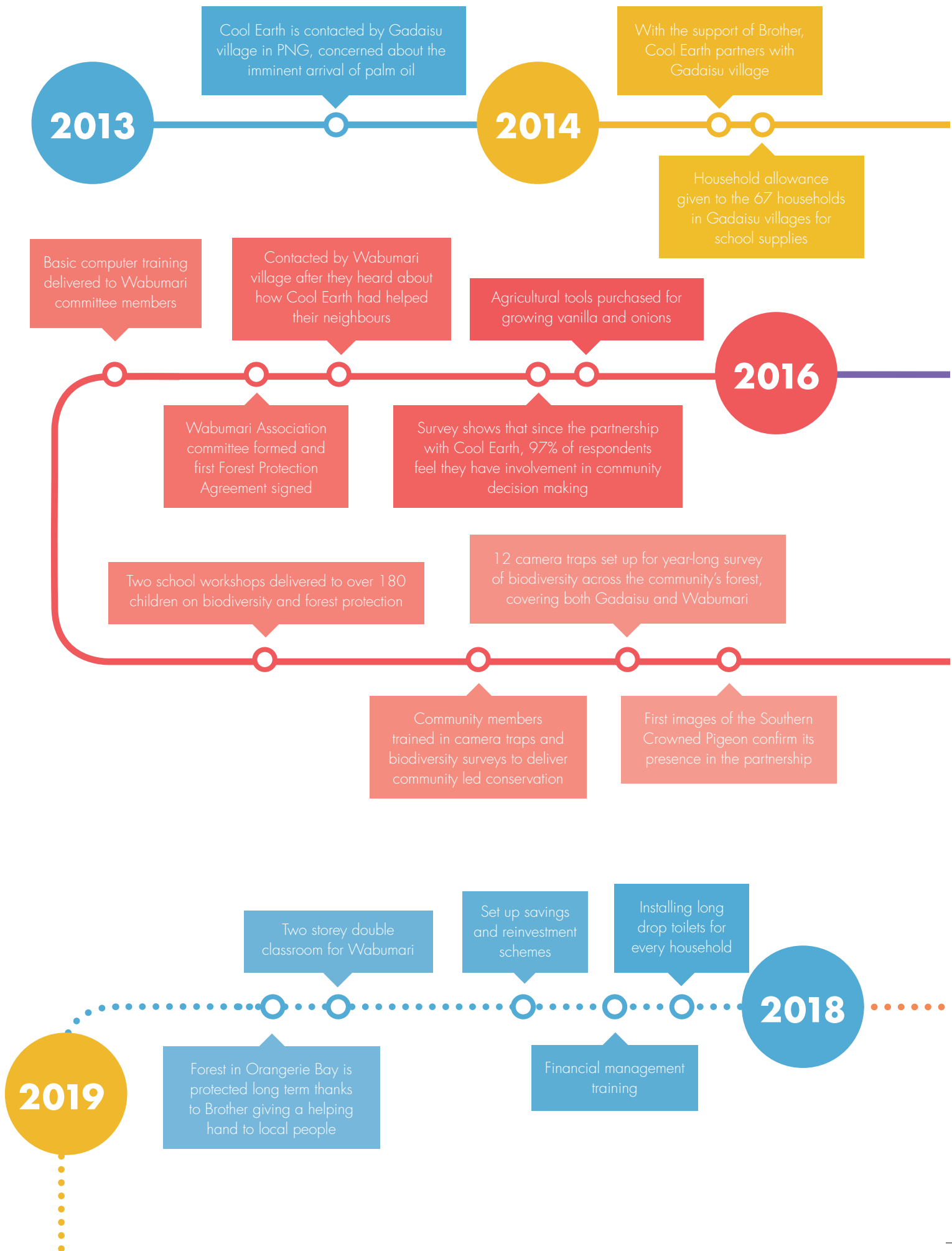
Situated in Milne Bay province in eastern Papua New Guinea, Cool Earth is working alongside the villages of Gadaisu, Godidi, Kaifouna and Wabumari, with a total population of 646 people. These villages are situated on the west of the advancing palm oil frontier and are strategically placed to shield the pristine rainforest behind.

Brother have been instrumental in developing this partnership, and are safeguarding almost 2,000 acres of forest.

Over a seven-year period, we're aiming to achieve zero deforestation within the partnership areas and to double community incomes. We will use exactly the same light touch, community led approach that has so far shielded millions of acres of rainforest from loggers.



ORANGERIE BAY TIMELINE



Yakolima Community Association and committee formed

Forest Protection Agreement signed to secure canopy

Community bakery built and run by the women of Gadaisu, increasing income

2015

Community dinghy and outboard engine for Gadaisu

Grant for school uniforms for children in Gadaisu

Community bank account registered in Port Moresby

Direct grants for families to spend on household essentials like cooking pots

Partnership publically launched with event in London hosted by Vivienne Westwood

New school building constructed for Gadaisu Primary School with Brother funds

WE ARE HERE

Wabumari community bank account opened and registered

Registering land groups with the Government

Public launch of the new partnership with Wabumari village

2017

Sustainable agriculture projects using techniques piloted in our Peruvian partnerships

Equipment, material and training provided for the women's sewing cooperative

Establishing two growers cooperatives to boost income from forest produce

Installation of safe, secure water tanks, including one per school

Teacher training and school improvements



**A STITCH IN
TIME SAVES
TREES**

During our recent visit to Gadaisu we met the inspiring women of the JODAN sewing group.

At the moment they are practising sewing and sharing skills with each other using two old sewing machines. They want to buy new sewing machines for the group, but they are expensive.

The group are planning to submit a proposal to the Yakolima Association for funding to buy sewing machines, materials and clothes patterns.

The women want to make clothes, school uniforms, and quilts to sell in the local market to boost their income. They realise how important it is for their skills and knowledge to be passed down to the next generation, particularly the girls. By teaching the girls what they know they hope that they will also be securing their livelihoods for the future.

“I am a married mother with two children. The purpose why we started a sewing group is because we want to teach our young children, especially the young girls, in sewing so in future they can sew their own clothes and raise money for themselves to earn their living. Likewise as parents, the mothers too, we want to earn money to look after our children.”

|
Sheila Isaac, member of the JODAN sewing group

**COOL EARTH
WANTS TO
GIVE EVERY
RAINFOREST
COMMUNITY
THE ABILITY
TO SAVE
THEIR TREES**

Thanks to the commitment of Brother, and with the wisdom of some inspirational local people, Cool Earth is at the most exciting point in its history.

We're turning a smart idea into a global movement.

In the next four years, we'll have partnerships in five countries across the world, to show that the Cool Earth model can work even in the trickiest of places.

We will have supported local people to take control of a million acres of rainforest and protect it for their children.

The pioneer villages in our Asháninka partnership will be self-funded. This means their rainforest protection will no longer need external funding. And they'll be ambassadors for the Cool Earth model, in Peru and beyond.

We will have cemented our light touch model as the world's most effective way to save rainforest. We'll be able to deploy our rainforest saving toolbox anywhere in the world, putting local people in control.

We have made a commitment to transparency, and will use monitoring and evaluation to continually iterate and refine all of our processes.

And we'll still be investing over 90% of our income directly into our partnerships.

Brother helped do something extraordinary. We can't wait to share the next chapter with you.





WWW.COOLEARTH.ORG

Registered charity: 1117978 | US 501 (c)(3)

Printed on 100% recycled paper.