brother
at your side

coolearth

BROTHER & COOL EARTH

Brother has long been a fearless advocate for the rainforest, from helping develop our unique conservation model in Central Peru to backing our village partnerships in Papua New Guinea (PNG).

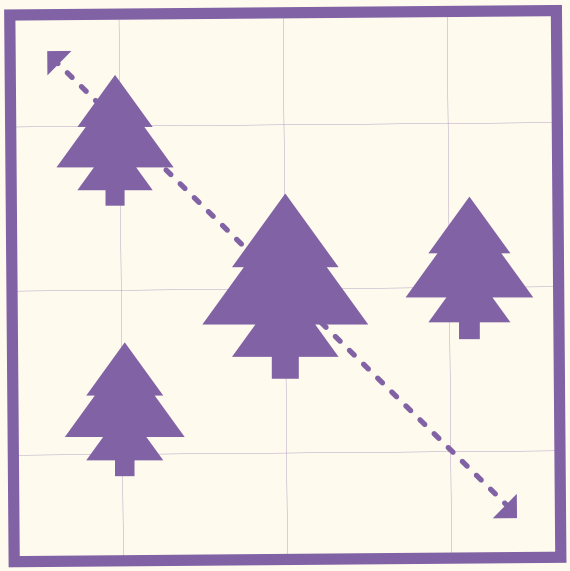
As Cool Earth enters its tenth year, its achievements can be traced back to Brother International Europe's support of a simple idea that now protects almost one million acres of rainforest.

Brother continues to shape the future of Cool Earth's community partners, with a focus on livelihoods in both Peru and Papua New Guinea.

This collaboration shows just what is possible when working with a smart business.

WHAT BROTHER AND COOL EARTH HAVE ACHIEVED

PROTECTING
7,523 ACRES OF RAINFOREST



BURSARIES GIVEN TO 17 CHILDREN IN GADAISU TO ATTEND SECONDARY SCHOOL AND VOCATIONAL COURSES

4,367,354

TREES SAFE FROM LOGGERS

3.7 TONNES

OF CACAO IMPORTED TO THE UK

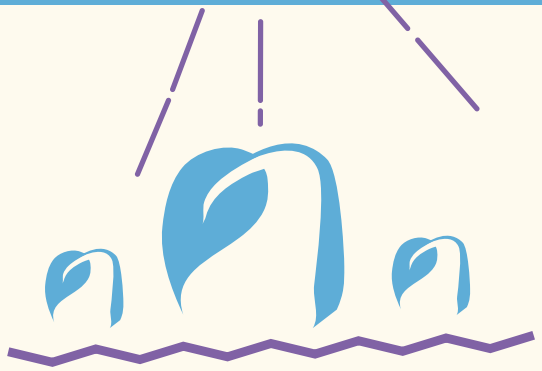
7 WOMEN SUPPORTED IN THE JODAN SEWING GROUP WITH BUSINESS TRAINING

2,102,846

MILLION TONNES OF CO_2 LOCKED IN

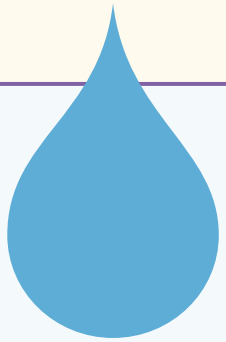
SIX

NEW CLIMATE-RESILIENT VARIETIES OF COFFEE PLANTED.



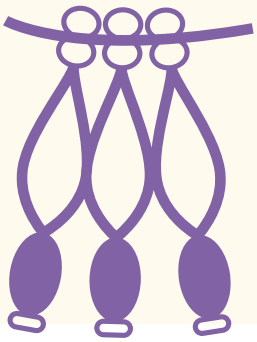
15

WOMEN TRAINED AS MATERNAL HEALTH PROMOTERS



8x 9,000 LITRE WATER TANKS

INSTALLED IN WABUMARI COMMUNITY



EIGHT WOMEN DEVELOPING LIVELIHOODS

THROUGH THE JETO ARTISANS COOPERATIVE

ASHÁNINKA LIVELIHOOD DEVELOPMENTS

CACAO

The world's best chocolate comes from beans that grow under the forest canopy. This makes cacao a perfect crop for building incomes and protecting forest.

Developing sustainable livelihoods is the key to Cool Earth's community partnerships. In 2015, Brother supported investment in fermentation boxes, cacao stores and dryers that the whole village can use. We are now developing business and financial skills amongst the producers, enabling them to access local markets and ensuring the long term future of the partnership.

There have been setbacks this year as a prolonged El Niño season resulted in a smaller cacao yield than anticipated. But thanks to better storage the quality of the harvest has improved dramatically and should make up the shortfall.

The first harvest of cacao from the Asháninka arrived in the UK in January 2016 and was sold to boutique chocolatier Chocolarder. This raised awareness of the Asháninka cacao producers with high profile restaurants AquaShard and SUSHISAMBA. We were thrilled when the Asháninka chocolate won Bronze at the Academy of Chocolate Awards in 2016.

While exporting to the UK gets the growers a higher price for their quality cacao, large overheads do not make it a long-term solution for them. In order to develop capacity, we support the growers to set up links with local, Peruvian companies. The first step is the sale of the lower quality injerto cacao to a local cooperative called Pangoa. The growers will get a fair price, and will be able to attend meetings themselves.

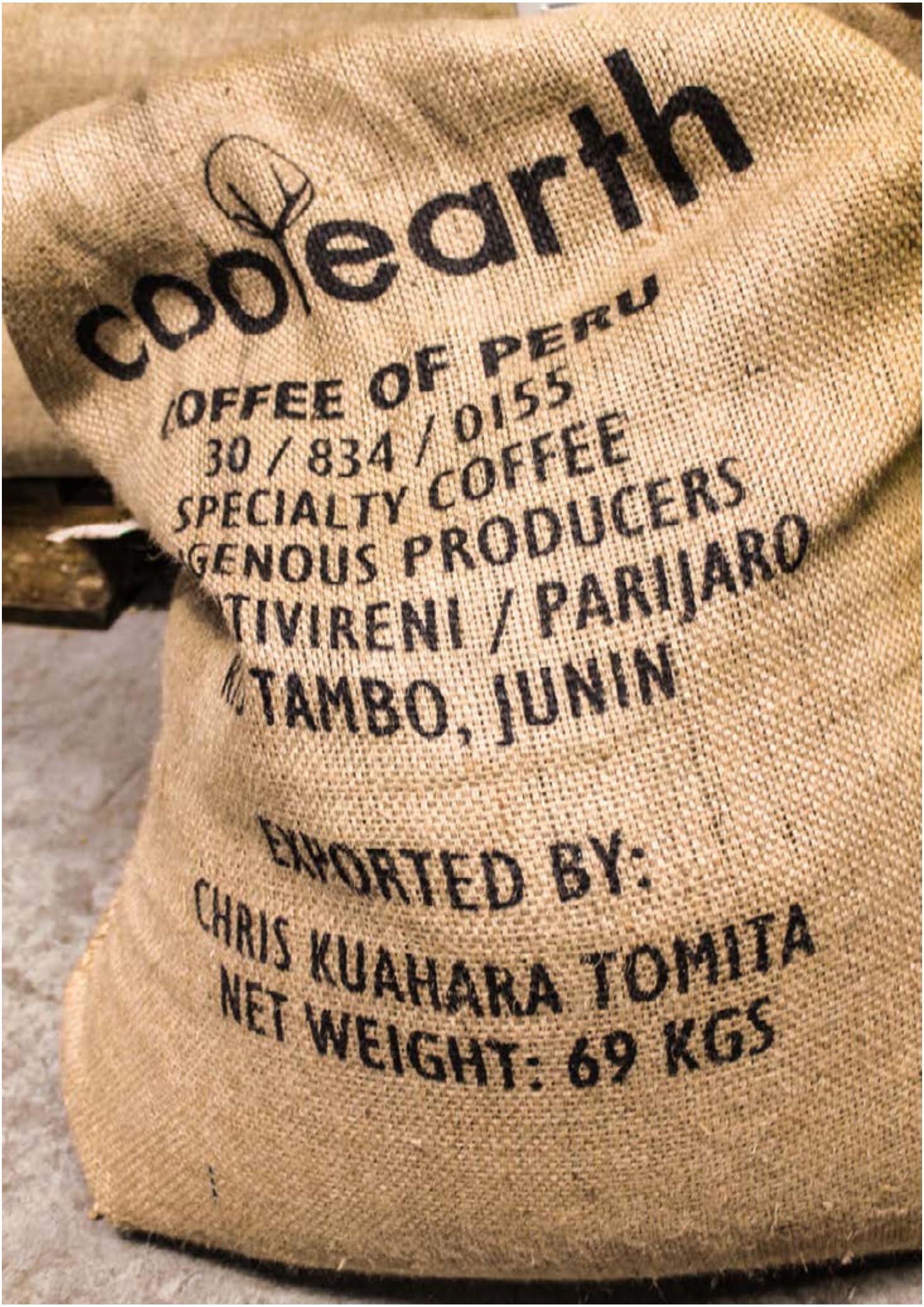
Cacao production is a huge success story for the Asháninka. The long term financial security of the growing community is secured thanks to Brother's smart investment.

COFFEE

Asháninka coffee is building a loyal following with repeat orders accounting for most of the beans produced.

Brother's support means that six new varieties of coffee were planted last year. This should significantly increase the yield when they mature in 2019, and guard against some of the destruction caused by El Niño. In 2016, a new Peruvian buyer was appointed to maximise the price. COINCA, the buyer, is interested in purchasing the coffee again this year, presenting an opportunity for the growers to engage in face-to-face meetings with the company, developing their business and finance networks.

Plans for the future include training a new coffee promoter for the village of Parijaro. This area is perfect for growing coffee due to its high altitude, but it's quite a way for the current promoters to travel. The new promoter will be trained by current staff to help improve the crop's quality.


coolearth
COFFEE OF PERU
30 / 834 / 0155
SPECIALTY COFFEE
GENOUS PRODUCERS
TIVIRENI / PARIJARO
TAMBO, JUNIN
EXPORTED BY:
CHRIS KUAHARA TOMITA
NET WEIGHT: 69 KGS

ARTISANS

Brother has funded an exciting new development in the Asháninka partnership with the formation of the Jeto artisans cooperative.

Jeto means “spider” in Asháninka and the women chose the name because spiders are such good weavers. The cooperative of eight women is set to double in size with further training and awareness raising.

The group is currently exploring the possibility of making woven articles and traditional crafts to suit the tourist market. Aware that many similar groups already exist in the jewellery market, they are looking to differentiate themselves. During an exchange trip earlier this year the Jeto group met artisans from Cool Earth’s Awajún partnership who passed on the knowledge and skills that they have learned from setting up their own successful cooperative, AMARNO.

The group have requested training on new and traditional methods of production. One member can spin thread from locally harvested cotton, and will be supported to teach the others. They will also learn how to plant and harvest cotton as a sustainable crop. Diversifying the income streams available to our Asháninka partners creates robust livelihoods.

ASHÁNINKA MATERNAL HEALTH PROGRAMME

TRAINING HEALTH PROMOTERS

Diarrhoea and malnutrition are the two biggest killers of young children in Cool Earth's partnerships.

Mothers have worked with Cool Earth to set up a programme focussing on maternal and neonatal health. Brother is funding this with an initial set of workshops for 75 women. Fifteen women were elected to be health promoters, and are now training mothers and families on maternal health best practice.

With the help of specialist NGO "One Heart Worldwide", the health promoters completed training in nearby Satipo to tackle basic sanitation, nutrition and infant health issues such as handwashing and food safety. Being away from the community enabled the group to focus on getting the most out of the workshop, without having to tend to their daily activities. Using role play and humour broke through taboos about discussing uncomfortable subjects.

One Heart Worldwide gave advice about keeping areas of the community free from standing water to avoid malaria and other water-borne diseases. The women learnt how to treat a baby suffering from diarrhoea, how to form a balanced, nutritious meal and how to construct a "Tippy-tap" for hands-free handwashing. Of all the topics discussed, the "Tippy-taps" were the most well-received, and many of the community members have since constructed their own. The health promoters have reported a decrease in incidences of diarrhoea as a direct result, which is fantastic news.

In December 2016, three maternal health promoters from Cool Earth's Asháninka partnership travelled to the Awajún partnership in northern Peru as part of a knowledge exchange trip. The promoters ran workshops on hygiene and sanitation with the Awajún women, and have proposed a similar project to address the public health concerns of our Awajún partners. Communities sharing knowledge in this way is key to how Cool Earth's partnerships will grow in the future. It's with Brother that we've been able to develop this smart model.

“The happiest moment of my life was when I was elected as a partner of the safe birthing programme because this is how I can help other women and children within my community. Cool Earth has helped us with health, cacao and education, and I hope that the health of pregnant women will continue to be supported.”

Gladis Delgadillo Flores,
Tinkareni, Asháninka, Peru

NUTRITION

Boosting the levels of protein available is a priority for children.

A nutrition programme was designed in early 2016 and rolled out in the communities by the health promoters that Brother helped to train. Food diaries were used to assess the current nutrition levels and a nutrition technician was hired to develop the programme further.

Looking ahead to this year, the nutrition programme will see developments in fish farming and other animal husbandry within the community.

There's also potential to use Inga to improve diets. This remarkable tree helps to improve soil fertility and means the community members can grow food in old gardens, improving the quantity of food available while minimising the need to clear more forest.

ORANGERIE BAY LIVELIHOOD DEVELOPMENTS

"Through this project the standard for my family has improved. We now earn almost 70 Kina per day"

Sharon Dauge,
Gadaisu, Papua New Guinea

DABU BAKERY

In just two years the Dabu bakery has become the heart of village life.

The success of the business means that members are now earning up to K200 (£50) a week. This is a big increase from their initial earnings of K70.

A key focus for the Dabu bakery this year is to diversify their range, get some formal training and grow herbs to flavour the breads.

The salty sea air is starting to corrode the oven but Brother's investment will mean it can be upgraded to something more permanent.

“We train our children to sew so in future they can sew their own clothes and raise money for themselves to earn their living.”

Sheila Isaac,
Gadaisu, PNG

JODAN SEWING GROUP

The Papua New Guinean sewing group is going from strength to strength and the women recently made 50 sets of robes for the annual pastors retreat in Gadaisu.

The range of products has also expanded, the group are producing dresses, skirts and, the local favourite, Meri blouses.

Some basic sewing machine training is a focus for 2017 to be followed by work on designing patterns and machine maintenance. This year will see JODAN register as a business, open a bank account and become a fully fledged village enterprise.

ORANGERIE BAY EDUCATION

CLASSROOMS & SCHOLARS

Education is important for our partners and in Wabumari the community is investing in a new school classroom for 45 children.

Bursaries have been awarded to 17 children to attend secondary school or vocational courses in Alotau.

Parents and teachers of Gadaisu primary school put together a proposal to help Grade 8 children attend secondary education. The community association,Yakolima Committee, accepted and used Cool Earth funding worth Kina 4,000 to financially support these children through the next step of their schooling.

The bursaries have already seen some success stories with pupils, Jerry Dauge and Leleu David recently completed vocational courses in hospitality, a widely recognised subject in Papua New Guinea. Jerry has completed a course over the last two years with a focus on baking and has come back to help with the Dabu Bakery as work experience.

Leleu has recently completed a course in hospitality with a focus on housekeeping.

“We should continue conserving our forest not just for our present generation but for our future generations. We can’t abandon it. It is good for us.”

Frazer Halaba - Treasurer,
Wabumari Community Association

ORANGERIE BAY HEALTH

“It is the first time we will have clean water. We do really appreciate it. I don’t know how to express it. Tell them we do really appreciate them. Throughout the years encountering water borne diseases. Now these tanks will relieve the diseases. I really don’t know how to express it.”

Frazer Halaba, Treasurer,
Wabumari Community Association

HEALTH

Last year, droughts devastated rainforest communities in Papua New Guinea.

Crops failed, and fresh water had to be shipped in by boat.

Thanks to our supporters, we could respond quickly with emergency supplies for partner villages in Orangerie Bay. However, we've made sure the community is prepared for the future by installing eight 9,000 litre water tanks.

ORANGERIE BAY FOREST HEALTH

“The children are beginning to understand now what’s so important about the forest. That’s where the birds and animals live. In the future they will raise awareness and keep the forest just as it is.”

Thomas Kayoke,
Silosilo Community, PNG

BIODIVERSITY MONITORING

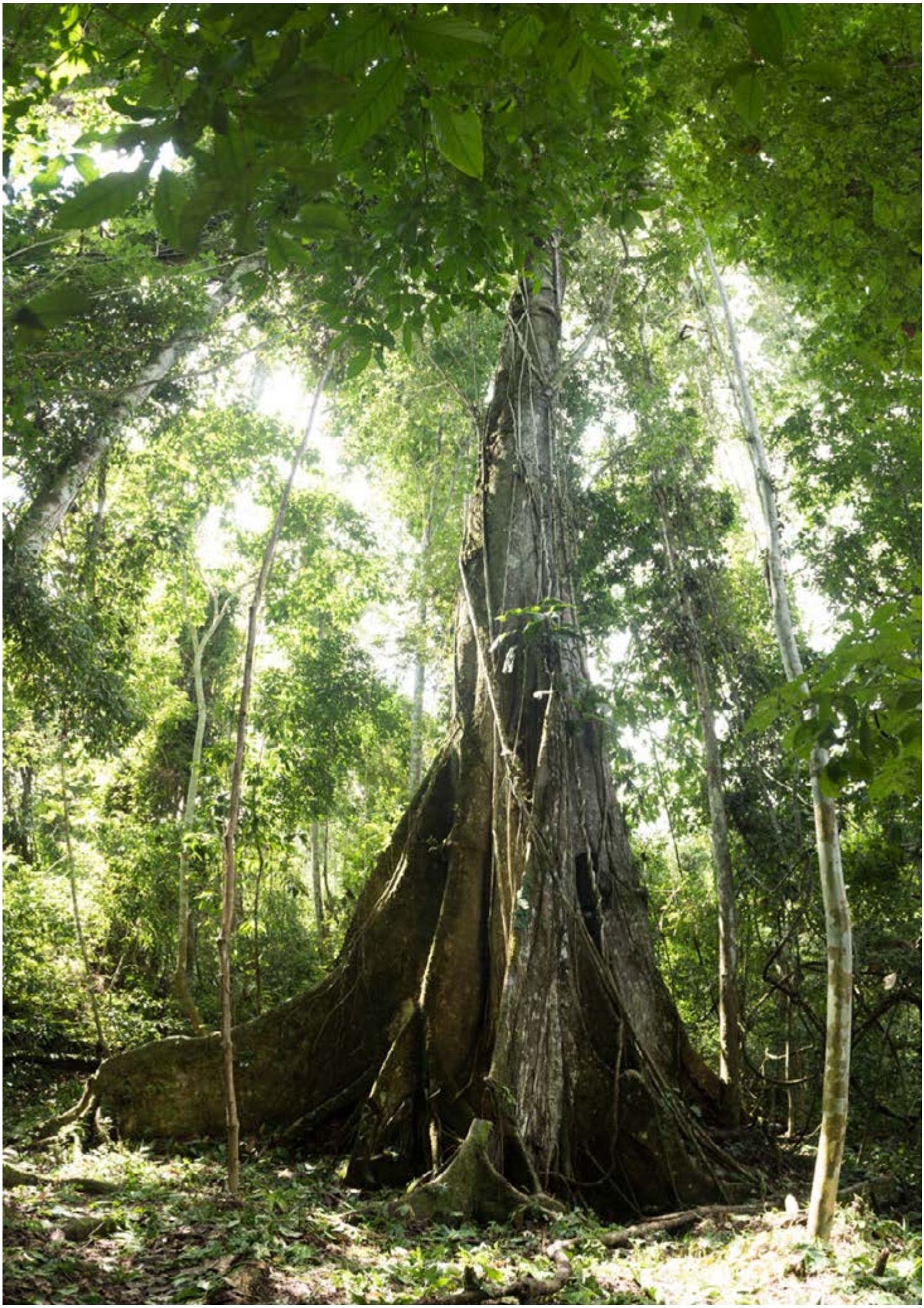
The richer a forest is, the more carbon it stores. That's why we use forest health as an indicator of the success in our partnerships.

Evidence of threatened species thriving is a reason to celebrate.

The Forest Watch teams are in their second year of placing cameras across the community forest area to monitor wildlife. Biodiversity officers Isaac Dauge (Gadaisu) and Nicky Roma (Wabumari) are now training the next generation in camera-trap placement and biodiversity monitoring techniques.

In Orangerie Bay, there's a thriving population of the elusive Southern Crowned Pigeon – the largest pigeon on earth. The camera traps have also found multiple photos of the Southern Cassowary, a large flightless helmeted bird, classed as vulnerable on the IUCN Red List.

Biodiversity workshops with the whole community encourage everyone to share ideas on the links between the forest animals, the plants, the villages and the whole planet. This keeps dialogue open about why it's so important to keep the forest healthy. It also provides the opportunity for the biodiversity team to keep everyone up-to-date with the monitoring results from the forest.



COOL EARTH HIGHLIGHTS 2016

STRONGER FAMILIES

101 community members involved in **fish farming**, providing a sustainable source of protein and an income

105 **Tippy taps** installed so families can wash their hands with soap and water, reducing the risk of illness by half.

Eight huge tanks for Orangerie Bay providing **clean water** security in times of drought

FOREST HEALTH

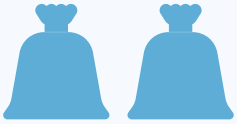
450 community members involved in **biodiversity workshops**

41 species of mammal and bird found by our forest watch teams

Five families of Grauer's gorilla discovered in our Lubutu partnership

50% **Fuel wood use reduced by half by families with fuel efficient stoves**

GROWING INCOMES



380 **Inga saplings planted** to increase crop yields

Ten community members **trained in computer use** for managing associations and cooperatives

70 Kina, (£17.50) a day in income from the **bakery in Gadaisu**

NEW BEGINNINGS

#1 **charity for impact on climate change as rated by Giving What We Can**

5 members of the Asháninka community involved in **knowledge exchange trip** to the Awajún

17 **new team members** in Peru, Papua New Guinea and the UK

RAINFOREST REVOLUTION

This year we'll be launching a new chapter in Cool Earth's short history.

We are already protecting more rainforest with communities than any government or NGO but a refined and improved version of Cool Earth's model will create even more partnerships.

The Cool Earth ToolBox will build on ten years of R&D to revolutionise rainforest protection and scale our impact across the world.

Our partner villages have proved once again that they have the answers to the biggest crisis facing our planet today. The ToolBox will mean we can give many more a helping hand.

JOIN THE RAINFOREST REVOLUTION

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