

CASH VS CLIMATE

A RADICAL RETHINK OF CONSERVATION



20th November


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An aerial photograph of a dense, lush green forest. The forest is covered in a thick canopy of trees, with various shades of green. In the foreground and middle ground, a thick layer of white mist or fog rises from the forest floor, partially obscuring the trees and creating a sense of depth and atmosphere. The mist is more prominent on the right side of the image, where it fills the valley and surrounds the forest. The overall scene is serene and majestic, highlighting the beauty and complexity of a forest ecosystem.

**FORGET ABOUT
THE FOREST.**




FOCUS ON THE PEOPLE.

Agnes
Papua New Guinea



**MAINSTREAM CONSERVATION
HASN'T WORKED.**

**MAINSTREAM
CONSERVATION
IGNORES
PEOPLE.**

A woman with red face paint is sitting on the floor, focused on mapping a topographic map with a white marker. She is wearing a purple shirt. The map shows contour lines and a river. In the background, another person in a purple shirt is partially visible.

LESS THAN 1% OF CLIMATE FUNDING TRICKLES DOWN TO INDIGENOUS PEOPLES AND LOCAL COMMUNITIES WHO LIVE IN THE FOREST.

Rainforest Foundation Norway 2021

Adelaida mapping her community with the Forest Impact team in Peru



**MAINSTREAM
CONSERVATION
IS COLONIAL.**



SO, WHY HASN'T THE RAINFOREST BEEN SAVED YET?



Basiliana
Mozambique

An aerial photograph showing a deforested area. In the foreground and middle ground, there are large stacks of cut logs on a cleared, reddish-brown dirt surface. To the right, a dense, green forest remains, contrasting with the cleared area. The text is overlaid in large, white, bold, sans-serif font.

**NO CASH.
NO CONTROL.
NO RAINFOREST.**

**WHAT WOULD
YOU DO?**



A rustic wooden house with a thatched roof is illuminated from within, with a bright fire burning in the foreground. The scene is set against a dramatic sunset sky with orange and purple clouds. The text "SELL THE ONLY THING YOU HAVE LEFT." is overlaid in large, white, bold letters on the right side of the image.

**SELL THE ONLY
THING YOU
HAVE LEFT.**



CASH CAN BREAK THE CYCLE.



Seona, Gadaisu
Papua New Guinea

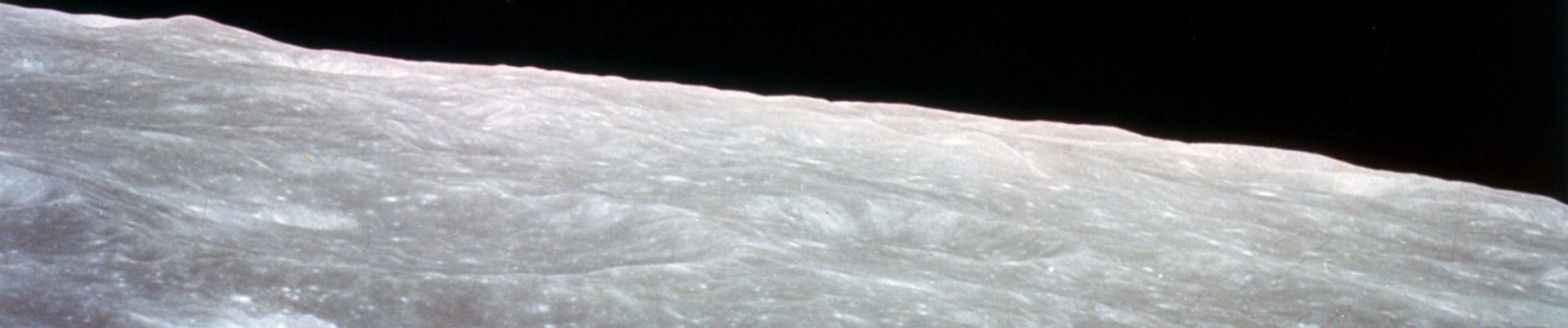


A wide-angle photograph of a dense, lush green rainforest. The foreground is filled with various types of trees and foliage, showing a rich canopy. In the background, the forest extends into the distance, with a layer of mist or fog partially obscuring the hills, creating a sense of depth and atmosphere. The overall color palette is dominated by various shades of green, from vibrant lime greens to deep forest greens.

WHEN RAINFOREST WINS



WE ALL DO.





**WE BACK PEOPLE
TO PROTECT RAINFOREST.**

**WE HAVE AN IDEA
THAT WILL CHANGE
CONSERVATION.**

UNCONDITIONAL

UNCONDITIONAL
CASH

**UNCONDITIONAL
CASH
TRANSFERS.**

UNCONDITIONAL CASH TRANSFERS.

The smartest, most scalable,
and most effective climate
action this coming decade.



**CASH CREATES
LIMITLESS
OPPORTUNITIES.**



**CASH IS
UNIVERSAL.**



Cutivireni
Peru



ECUADOR

COLOMBIA

BRAZIL

PERU

ASHÁNINKA ●

BOLIVIA



**300
PEOPLE**



**\$2.15
PER DAY**



**2
YEARS**



RUTH BUENDIA

Asháninka leader and winner of the Goldman Environmental Prize.



ANGEL PEDRO VALERIA

CARE President.



KETTY MARCELO

Leader of indigenous organisation ONIAMAP representing women in the Amazon.

An aerial photograph of a small village nestled in a dense, lush green forest. The scene is bathed in a warm, golden light, likely from the sun low on the horizon, which creates a thick layer of mist or smoke rising from the trees and buildings. The mist is most prominent in the upper left and middle sections of the image. The village consists of several small, simple structures with dark roofs, scattered across a clearing. The overall atmosphere is serene yet urgent, suggesting a moment of transition or a call to action. The text 'THE TIME IS NOW.' is overlaid on the right side of the image in a large, bold, white, sans-serif font.

**THE TIME
IS NOW.**

A close-up photograph of a person's hands gripping a worn, black metal handle of a cart. The person is wearing a green t-shirt and blue denim jeans. In the background, another person in a light blue shirt is visible, working with a large sack. The scene is outdoors, possibly at a market or a construction site, with a blurred background of other people and structures.

**DON'T JUST
DREAM WITH US.
ACT.**



**CASH IN THE
AMAZON**



**CASH IN THE
CONGO**



**CASH IN
NEW GUINEA**



PEOPLE
ARE AMAZING

Image: Kingsley & Ruth, Sololo Village, Papua New Guinea

**THANK
YOU**

The logo for Cool Earth is a red circle containing the words "COOL" and "EARTH" stacked vertically in white, bold, sans-serif capital letters.

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