

CO₂count

CO₂

CH₄

NO₂

The Big Problem

In the next 24 hours, deforestation will release as much CO₂ into the atmosphere as 8 million people flying from London to New York. That's about 100 acres cleared every minute.

There are many reasons why this happens; Cattle Ranching, Agriculture, Logging, Oil. But these are short-term gains. Rainforest soil is thin and fragile. Once cleared, its goodness is gone in five years.

On a global scale, turning rainforests into timber and farmland makes no sense at all, environmentally or financially. Rainforest has an international carbon value far in excess of its farming worth, and when managed sustainably it can generate a good income for the local economy.

This is where you, CO₂Count – and Cool Earth – come in...

The Solution

Cool Earth is an organisation striving to protect rain forests and the people who live in them. Cool Earth knows that the rainforests are worth much more left standing – both for the planet and for local communities. Their solution is simple: to secure land that would otherwise be sold to loggers and ranchers and to price deforestation out of the market.



Here's how Cool Earth do it:

With donations like ours from CO₂Count, Cool Earth secures rainforest which would be destroyed over the next 18 months.

Cool Earth puts the money in a local trust and makes the communities there the legal custodians of this land.

Through community rangers and satellite imagery Cool Earth monitor and protect the rainforest from any illegal activity around the clock.

Cool Earth enables the indigenous communities to earn a better income through sustainable employment programmes. By supporting schools, clinics and sustainable jobs, Cool Earth makes sure forest protection goes hand in hand with better lives.

10% of customers subscriptions to CO₂Count are used to sponsor a part of the rainforest. Cool Earth plot that land on Google Maps for you and set you up with a Cool Earth account, which is your window on the tropics and a way of keeping in touch with the project you've help sponsor.

Click here to see how far our donations have:



- Protected thousands of acres of Peruvian rainforest from logging



- Kept over 900,000 trees standing



- Locked in over 1 million tonnes of carbon dioxide