

cloud first optimized with digital
idea knowledge initiative exper
ties **Let's be clear** synergies
tion **about carbon.** integrate
out of the box push the envelo
management resources third-
responsive strategic projection
potentialities plug-and-play rig

**Let's be clear
about carbon.**



A Cool Effect Impact Report



Let's focus
to be around
clear direct
as about
impact.

01 Our approach

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02 Our impact

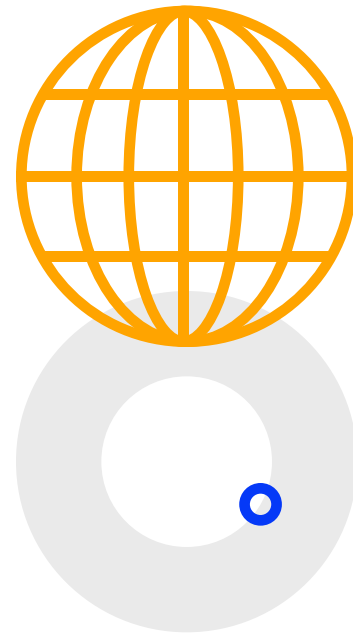
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Background
Experience
Urgency

Climate change costs the world
\$16M
dollars an hour



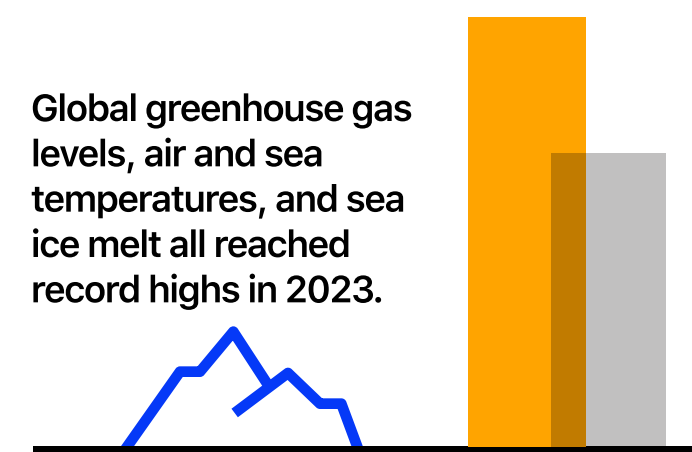
Cool Effect launched in 2015 at COP21.



Why COP21?

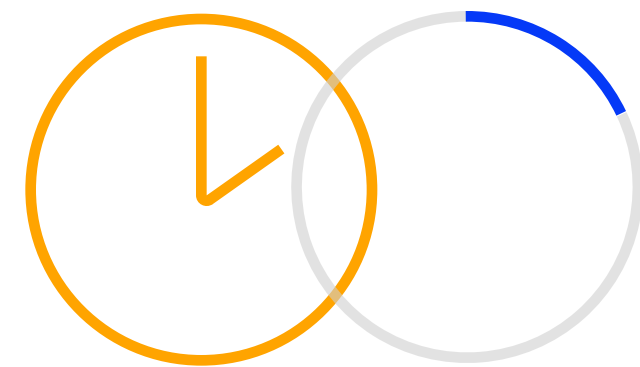
Also launched at COP21: The Paris Agreement, a legally binding agreement on climate change. Signed by 196 countries "to limit the temperature increase to 1.5°C above pre-industrial levels 45% by 2030" — with a net zero goal in 2050.

Only 9 out of 196 countries are on track to meet their Paris Agreement commitments.



Global greenhouse gas levels, air and sea temperatures, and sea ice melt all reached record highs in 2023.

Greenland is losing
30M
tons of ice an hour



Only 18% of corporations are on track to meet their net-zero targets.



Greenhouse gas concentrations in the atmosphere are already at their highest levels in 2 million years — and continue to rise.

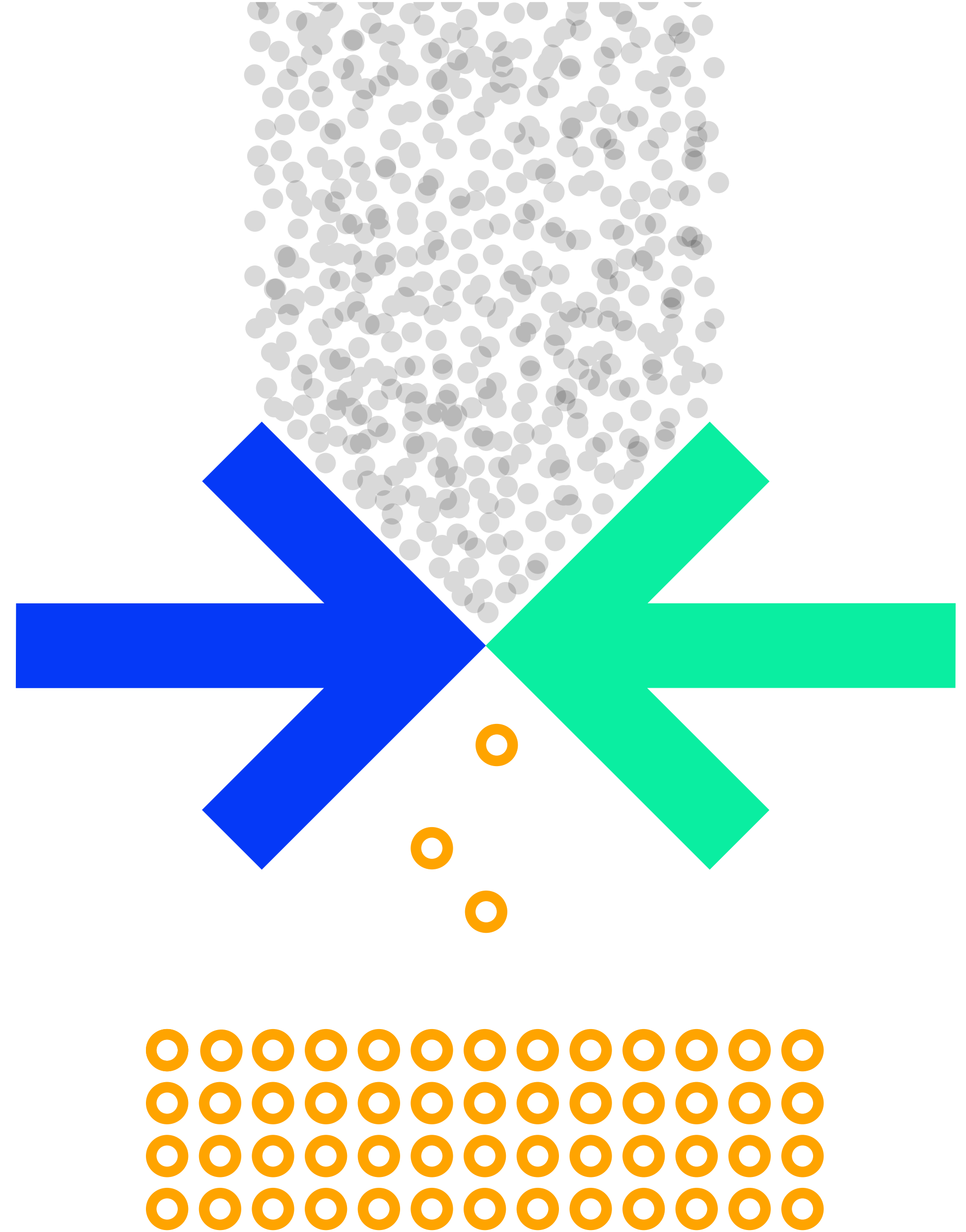
Cool Effect was founded as a direct response to a crisis of climate inaction. People who are already alarmed about the future of earth don't know how to make an impact on climate change.

Our non-profit has been guided by one principle since our founding — to find and support the highest quality carbon projects around the globe that are avoiding or reducing climate emissions. Our mission is making it easy for individuals and organizations to take climate action that would mitigate rising temperatures — and make a meaningful, tangible impact for the planet and its people. Since its inception, **Cool Effect has reduced 8M tonnes of carbon and sent over \$74.9M to projects** that fight the impact of climate change.

But not all carbon projects are created equally — and we should know. **Cool Effect has reviewed over 5,000 carbon projects throughout the course of our history with 54 projects (about 1%) passing our organization’s rigorous evaluation and due diligence process.** The scrutiny facing carbon credits, and the carbon market as a whole, can be reduced to one simple concept: **transparency.** Transparency builds trust, and without trust, there’s simply no way a market can function effectively.

People need to understand what these credits can do, how the money they generate is used, and what their true impact can be. When individuals and organizations realize that carbon credit funding can be delivered effectively, at scale, and in a trustworthy manner, it contributes to a market based solution to the climate crisis. That’s what we hope to do here: by highlighting the true, transparent impact of high quality carbon projects and the potential power of a healthy, trusted voluntary carbon market, we can raise ambition and inspire action from the private sector while making a real impact for the planet and its people.

It’s time to embrace transparency, increase trust, and let the data speak for itself.





This is a thermal image from a FLIR Optical Gas Imaging (OGI) camera detecting emissions of hydrocarbons like methane and carbon dioxide. FLIR cameras are effective at uncovering heat loss and greenhouse gas emissions. This information can help reduce energy consumption and lower greenhouse gas emissions.

Cool Effect's first Impact Report would not have been possible without the work of a group of very eager and energetic students from *The Berkeley Group* who took this on in addition to being full time students at University of California, Berkeley. We are especially grateful to their fearless leader, **Tom Wickline**, for his continued efforts to enrich our mission to support the highest quality carbon projects around the world.

01

Our approach

Carbon Done Correctly

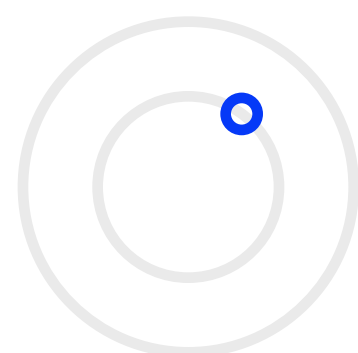
Cool Effect's climate mission

The Cool Effect Model

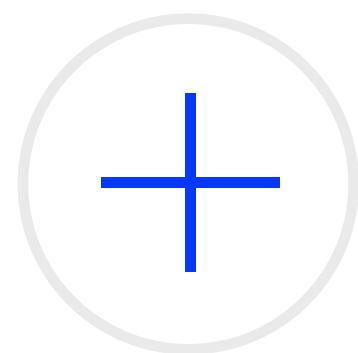
How we choose our projects

The Seller's Pledge

A commitment to price transparency

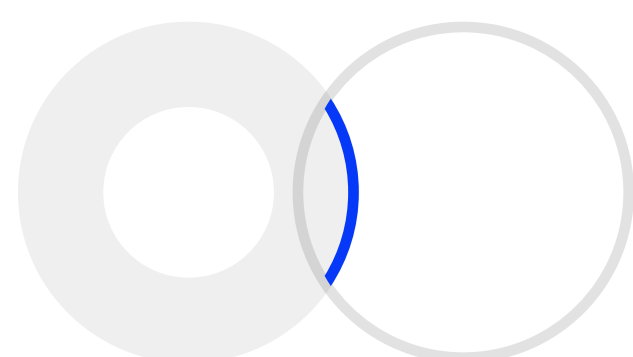
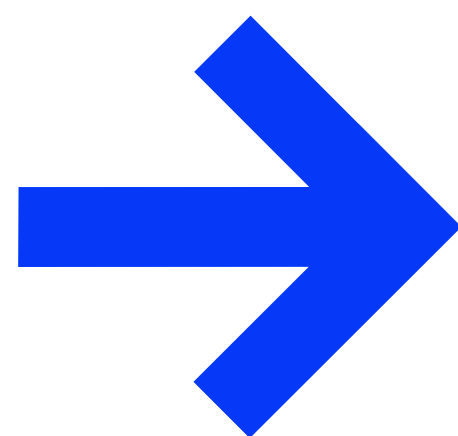


We start with science International carbon standards require projects to provide and prove measurements based on peer-approved scientific methodologies. Cool Effect painstakingly reviews project documents, communicates directly with project developers, and conducts site visits to get a personal, objective view on projects.

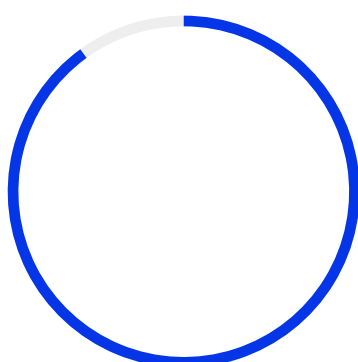


This is a best-in-class approach for demonstrating that projects are scientifically and financially strong, and ethically sound. Through the Cool Effect Model, we strive to consistently deliver 100% additionality, which means that the carbon emission reduction of removal would not have happened under other circumstances.

Carbon Done Correctly



More transparency = more informed decision-making We hold ourselves to the highest financial and operational standard — no mysterious costs or hidden charges. The only charge Cool Effect places on your donation is a 9.87% fee.



90%+ directly to projects More than 90% of each dollar you donate goes directly to helping our projects, our small fee helps us cover payment processing, research, and possible registration fees.

Our evaluation process means you get a better, more sustainable way to make an impact. We hold nothing back, sharing our views, expertise, and vital stats on each project, all so you can get a clearer picture of how you're helping reduce carbon emissions.

The Cool Effect Model



The Seller's Pledge

Cool Effect is a publicly registered 501(c)3 nonprofit.

501(c)3

We represent only the carbon projects that meet our rigorous standards to our customers under our Seller's Pledge.

Our pricing is transparent to both the project developer and buyer with a standard markup on every tonne of 9.87%.

Our fees are always fixed and fully disclosed, so both buyer and the project know the price. There are no hidden fees or undisclosed markups. In some instances, **Cool Effect invests capital to help a project grow in exchange for future credits** and those credits are eventually sold at market price.



02

Our impact



People
Planet
Atmosphere
Ocean
Community
Wildlife
Future



02a

Our impact on People

Projects:

A Breath of Fresh Air

Constructing cookstoves in Honduras

A Bright Idea


Installing solar panels in India

Our impact on People High quality carbon credits from verified carbon projects are an effective way to route finance to the Global South. That's important because payments for these types of credits aren't just being used to reduce emissions — this funding is also supporting communities with improved infrastructure, increased job opportunities, resilience, adaptation and health and sanitation.

The Global South



refers to various countries around the world that are sometimes described as “developing,” “less developed” or “underdeveloped.” Cool Effect’s worldwide funding focuses on sending significant amounts of resources to the Global South. The majority of these countries are in the Southern Hemisphere in places like Africa, Asia and Latin America.



\$66,152,974

sent to carbon projects between 2020-2024

The Seller's Pledge

Cool Effect's pricing is transparent to both seller and buyer with a standard 9.87% markup on every credit. Our fees are always fixed and fully disclosed.



Number of hidden fees featured on Cool Effect projects:

0

Number of project visits completed by Cool Effect since our founding:

61

Developing countries will need **\$2-4 trillion** annually to avert catastrophic climate change



Every dollar invested in climate adaptation will lead to \$4 in return.

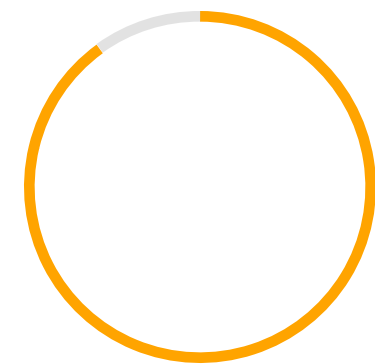
Evidence shows that inequalities between rich and Global South countries are already



Every year, environmental factors take the lives of around

13M people

More than 91 percent of deaths caused by climate- and weather-related disasters over the past 50 years occurred in the Global South.



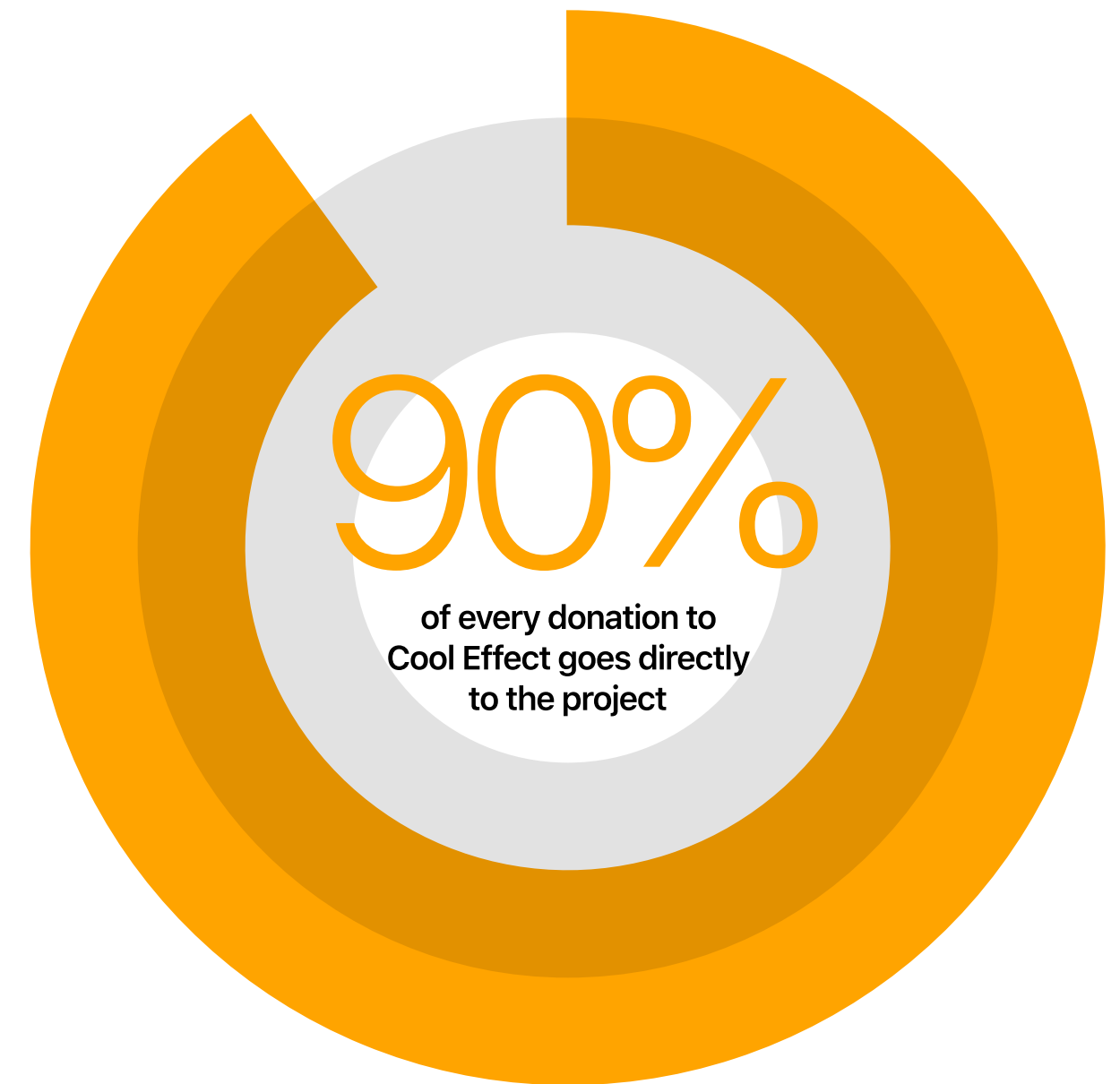
25%

larger than they would be in a world without global warming.

Climate change is displacing Indigenous communities at

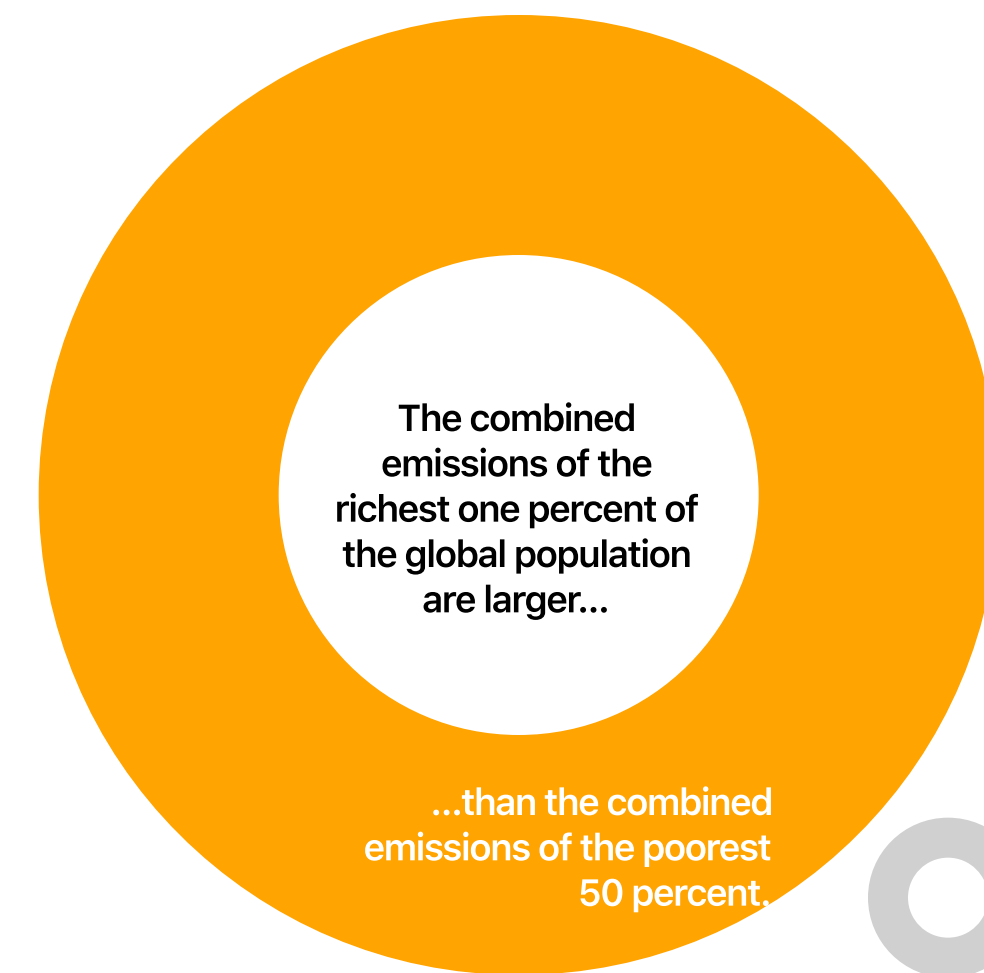
7x

the rate of the global population



90%

of every donation to Cool Effect goes directly to the project



The combined emissions of the richest one percent of the global population are larger...

...than the combined emissions of the poorest 50 percent.



To meet the Paris Agreement goals, the private sector share of climate finance must rise from 40 percent to 90 percent of the total in emerging and developing countries by 2030.

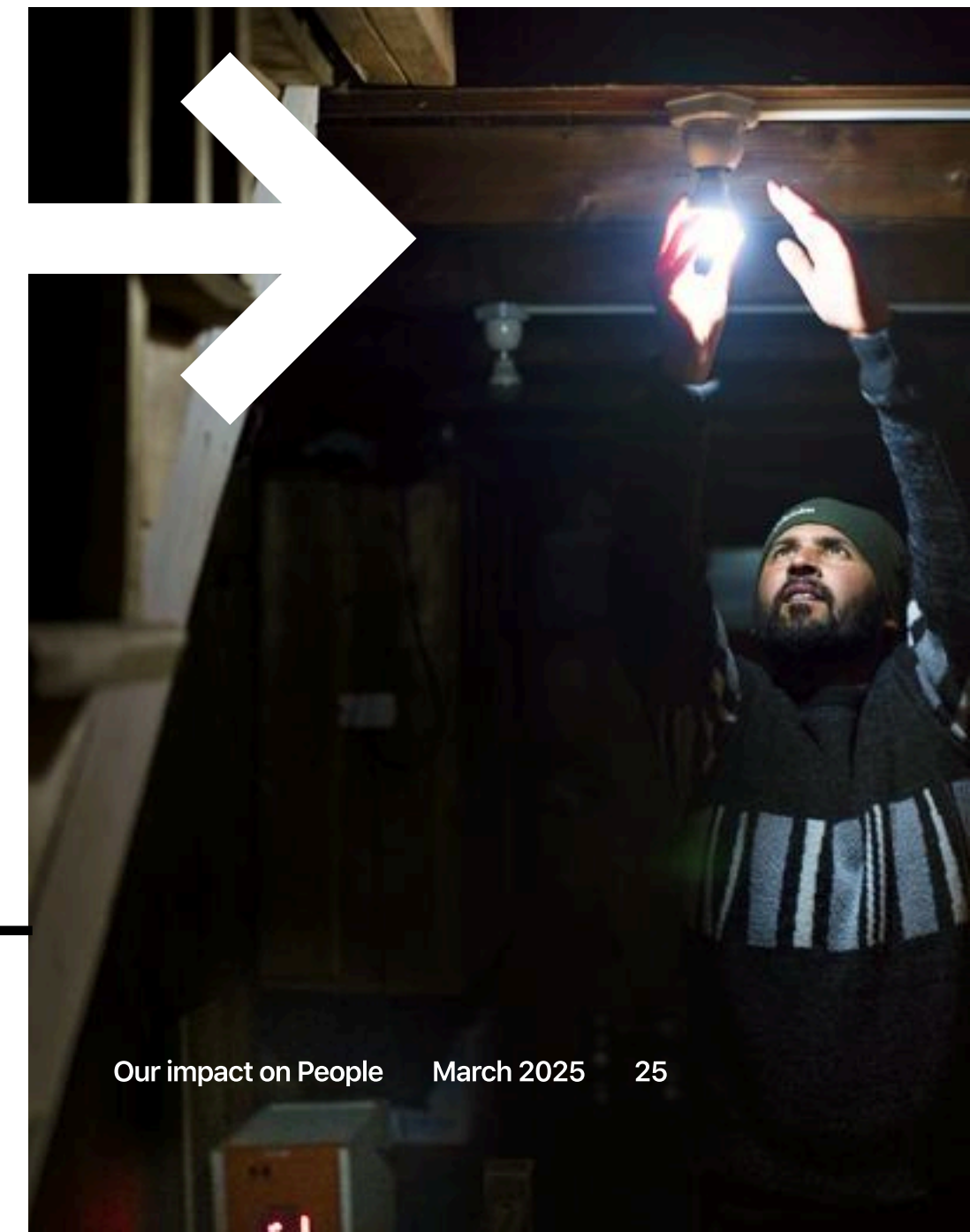
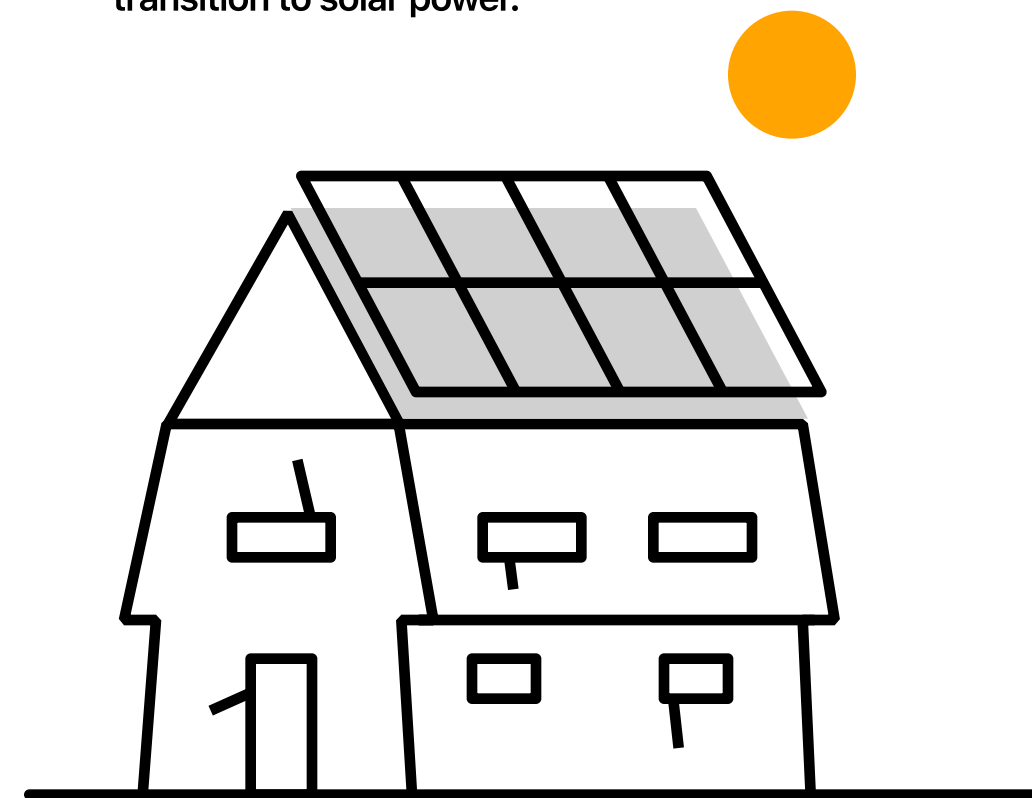
The two projects featured here are vastly different — one a clean cookstove project in Honduras, the other a solar panel installation project in India — but they are both examples of how high quality carbon projects can make an impact not just for the planet, but for its people as well — particularly in the Global South.

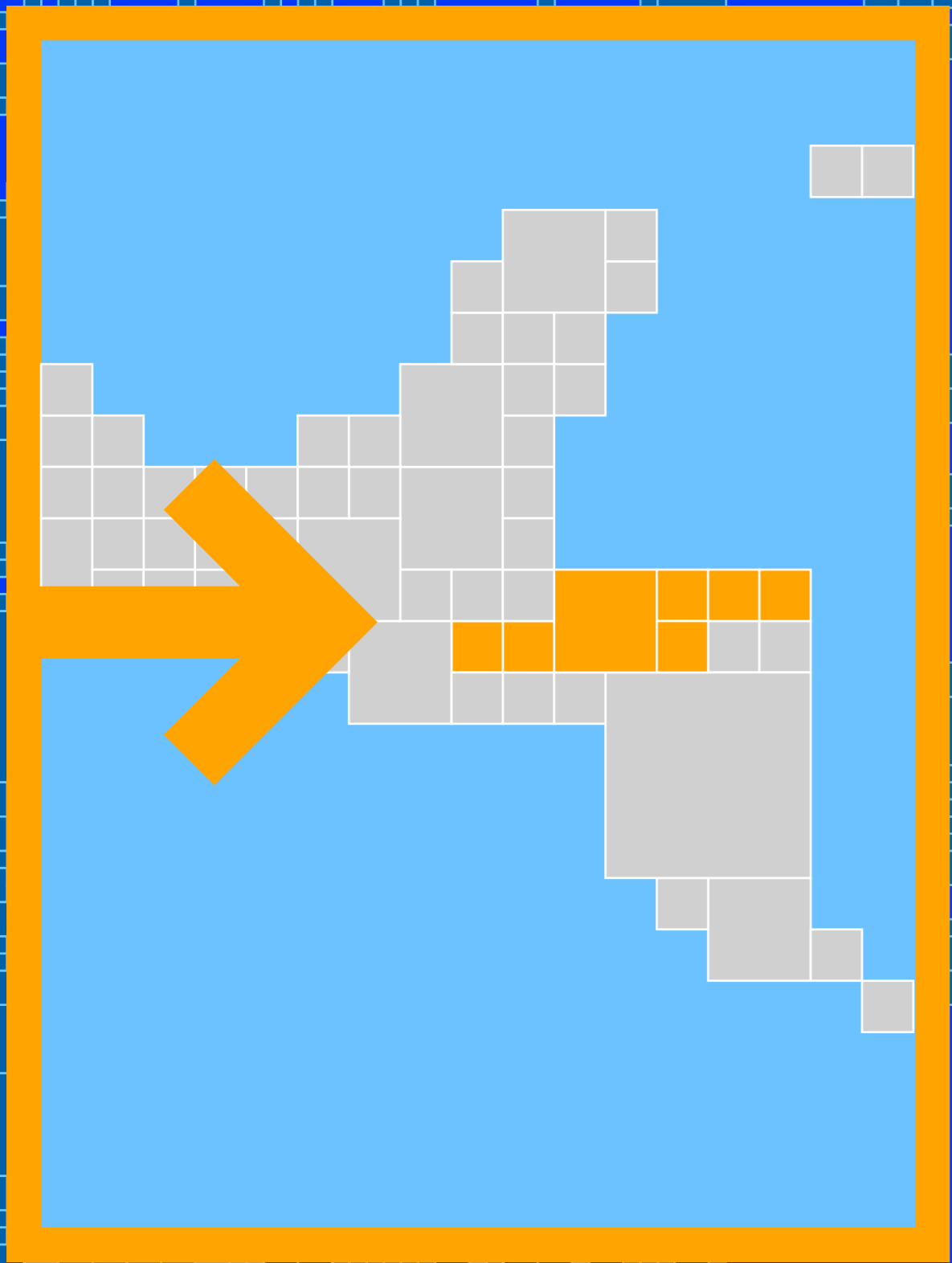
1 Our *Breath of Fresh Air* clean cookstove project has reduced over

1M
tonnes
of carbon emissions

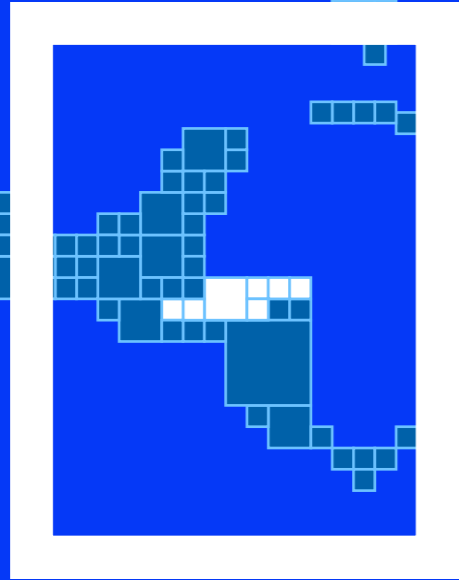


2 Our *A Bright Idea* project reduces emissions by helping rural communities transition to solar power.





Location: Honduras
Project: *A Breath of Fresh Air*



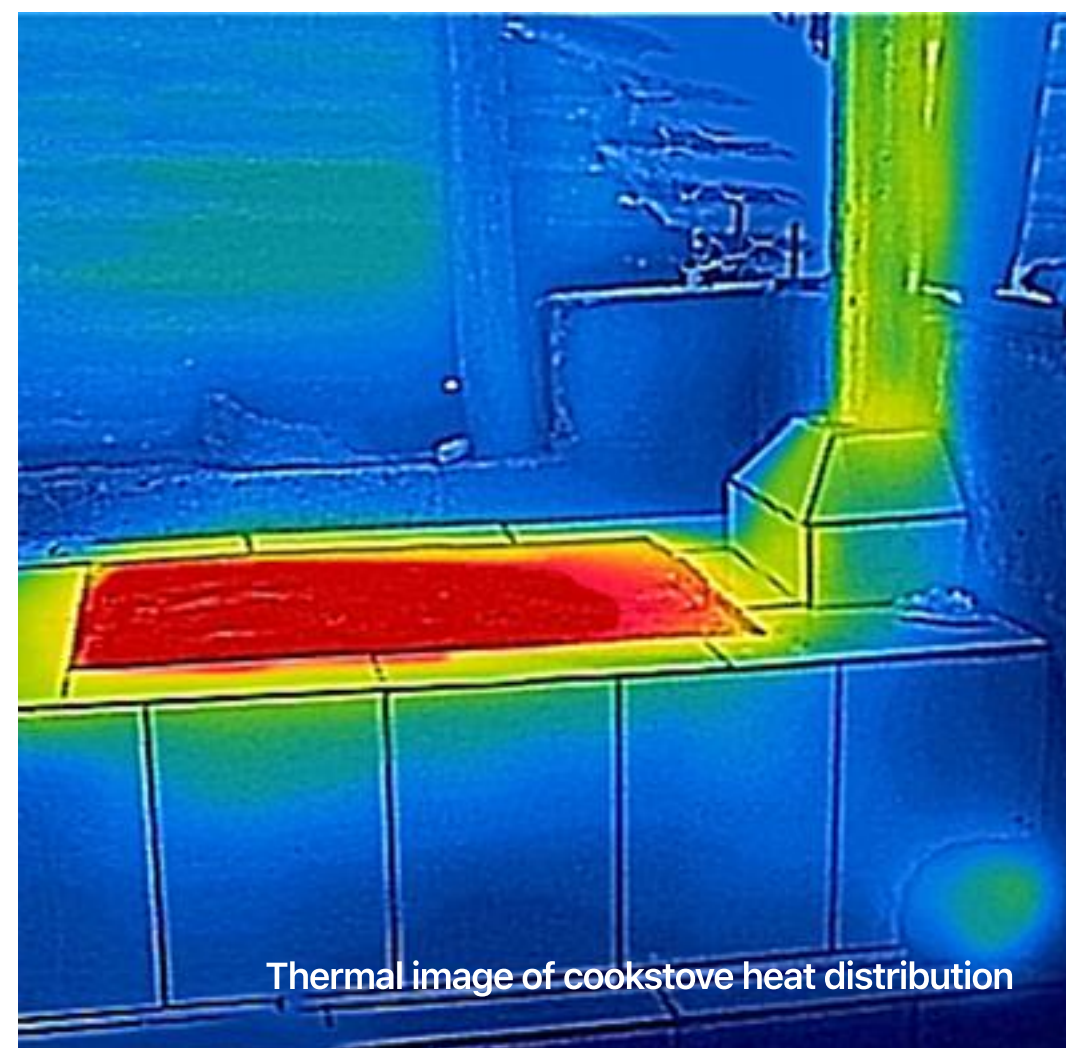
Constructng a cookstove



The project monitors and supports each family



A new lower emission cookstove



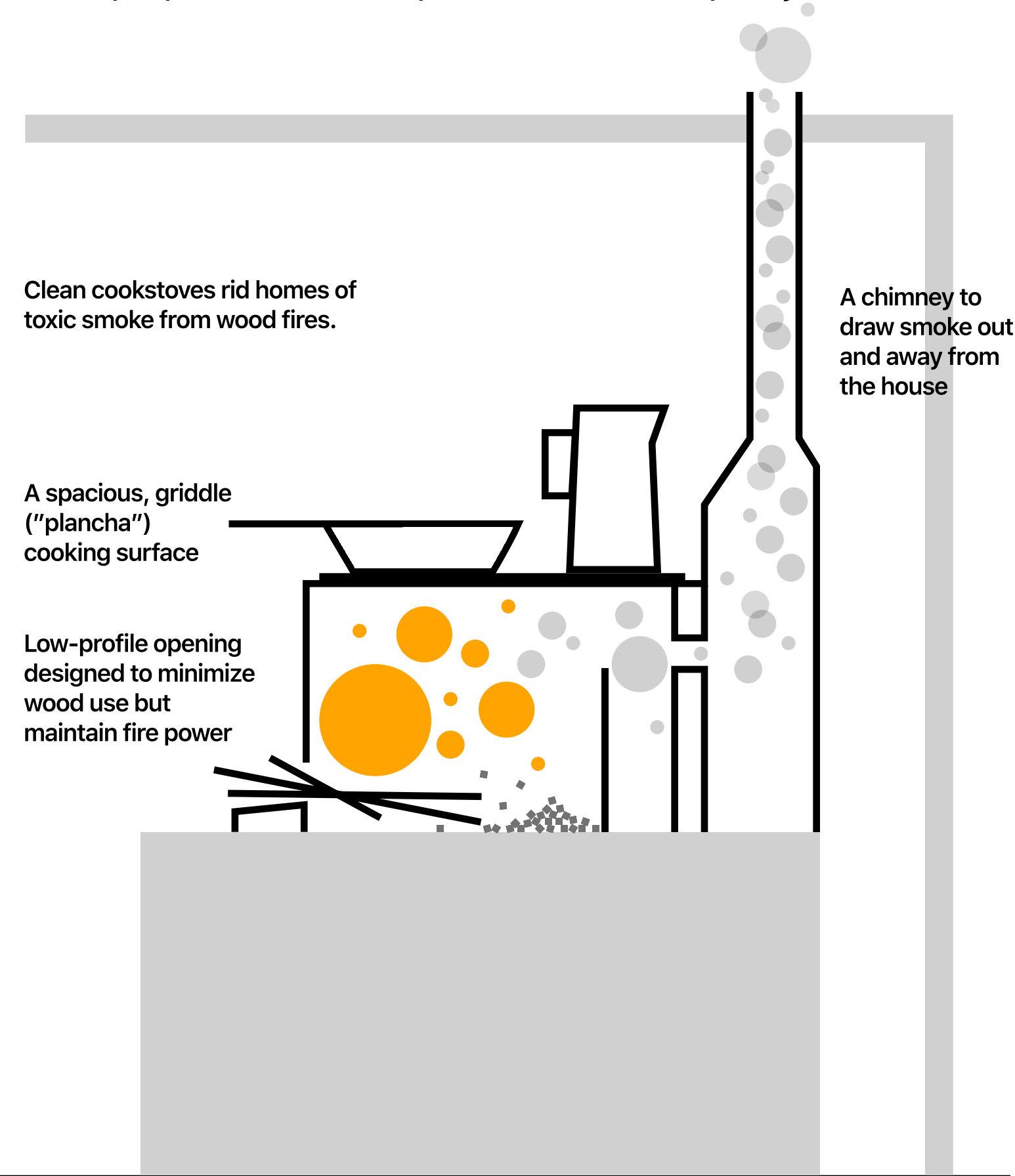
Thermal image of cookstove heat distribution



Improved cookstoves use less wood and product less carcinogens

How clean cookstoves work

Food preparation with improved indoor air quality



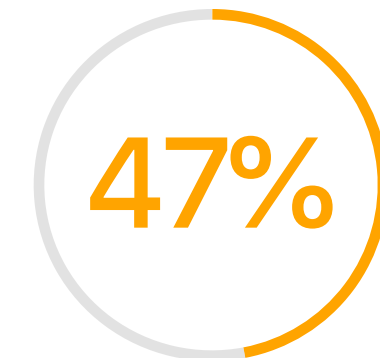
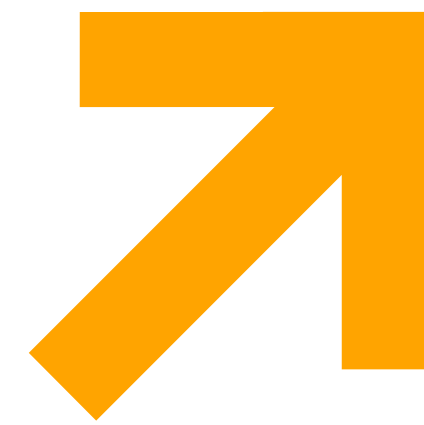
Built in-place, these cookstoves are a central feature in the kitchen.



Cool Effect's support of this cookstove project has directly benefited over

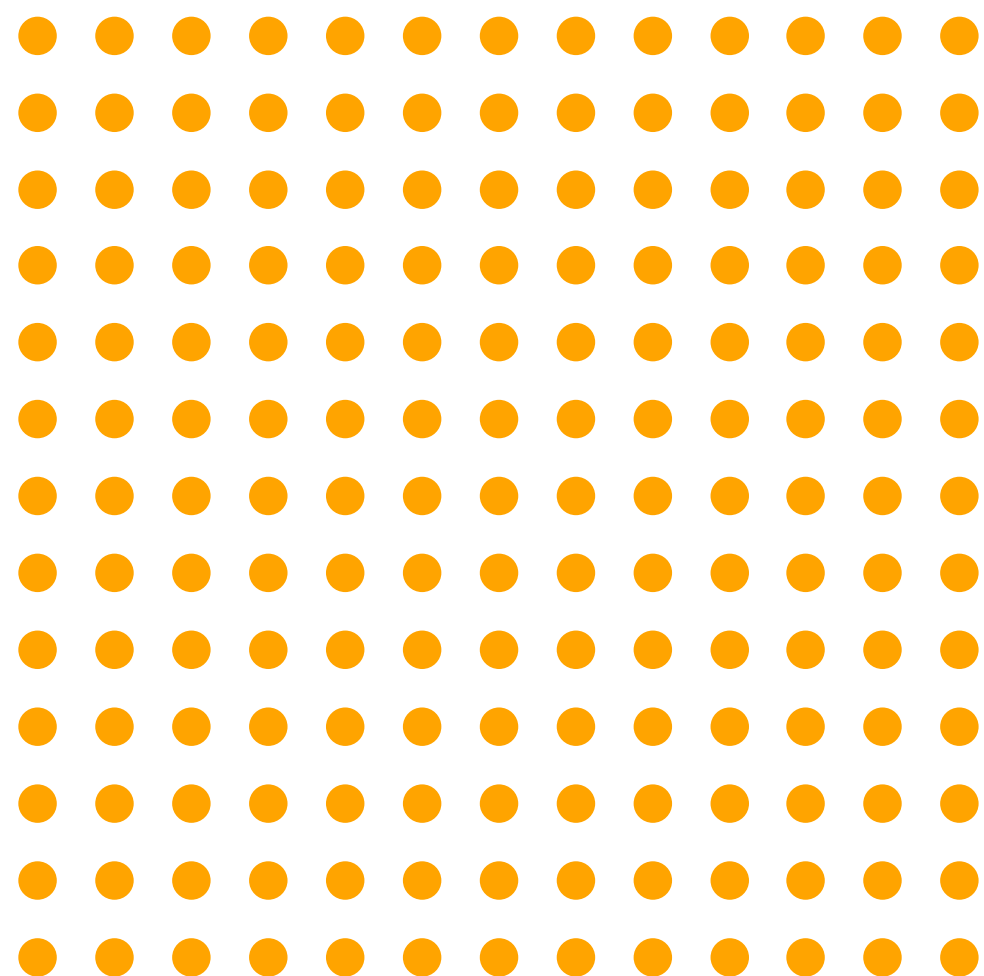
360K

people, reducing particulate matter in homes by





Recording stove data in Salesforce



The growth from our cookstove projects have as of now created **250** new jobs for local and regional communities.



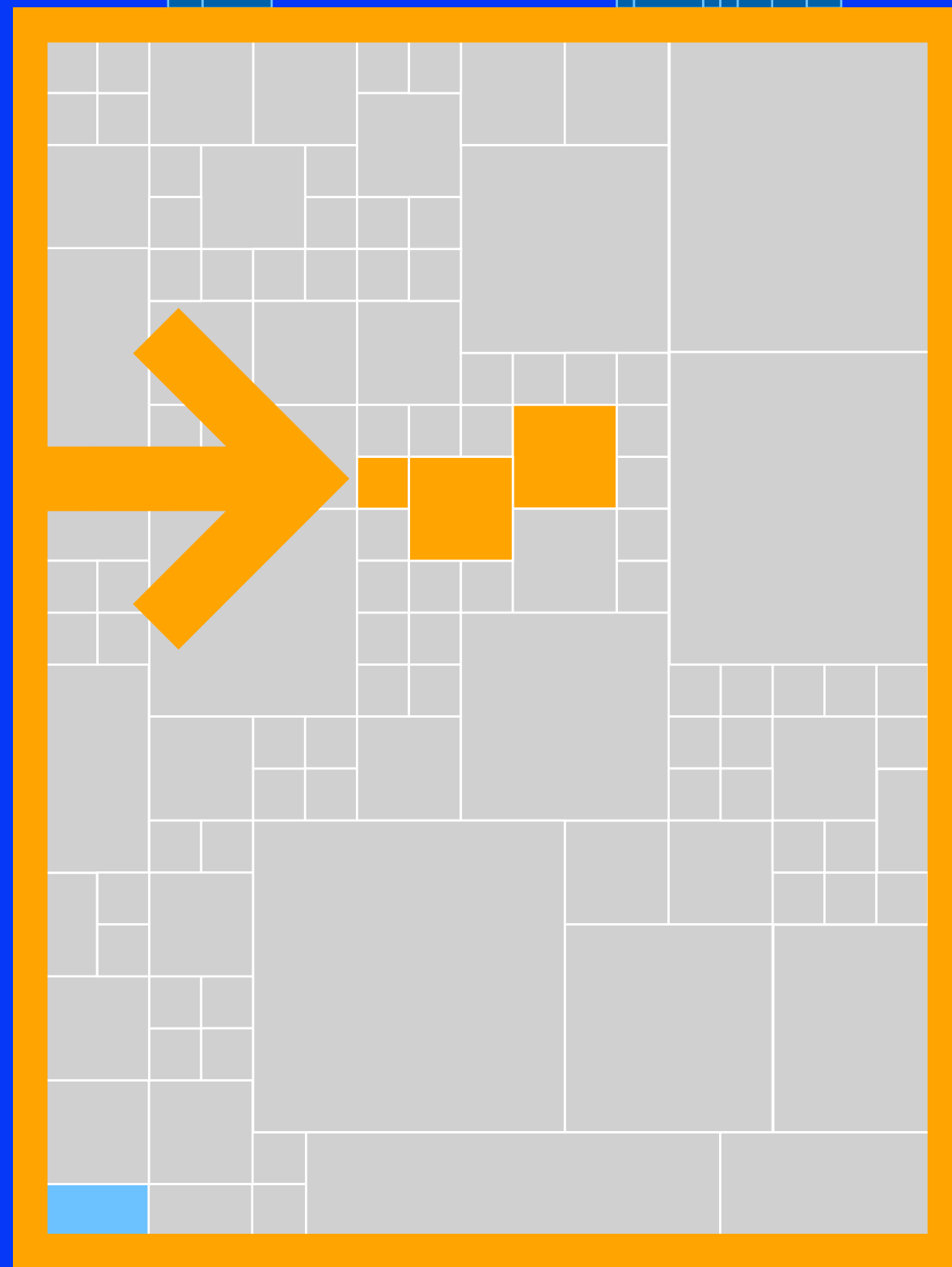
Demonstrating stove maintenance



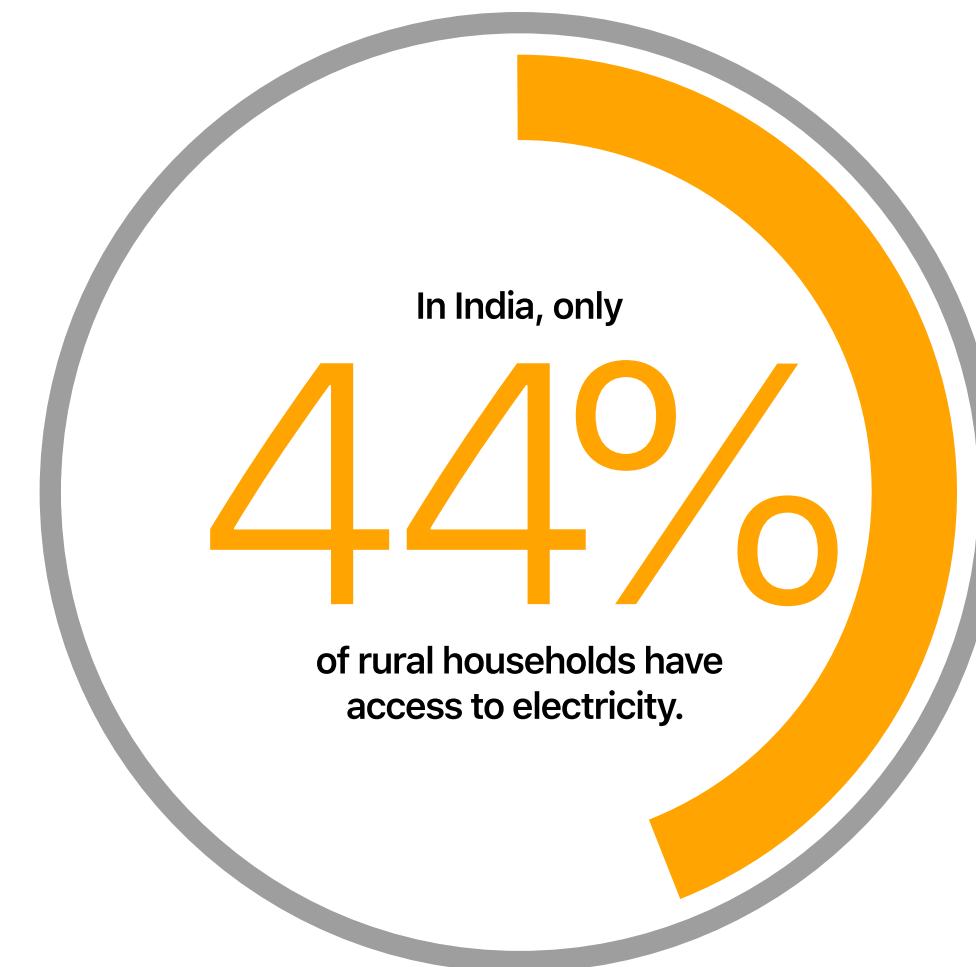
Reducing reliance on wood fuel

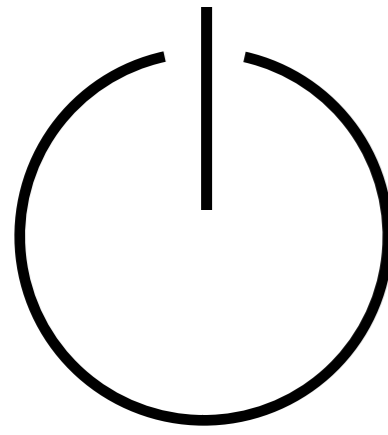


Location: Rural India
Project: *A Bright Idea*



Households in rural India often spend one-third of their income on fuel like kerosene, so this solar project allows them to save those funds for other, more long-term needs.





On average, American homes consume 900 KWh per month.

On average, rural Indian homes consume less than 400 KWh per year.

A single solar panel setup provides a rural Indian home with

355

KWh of power per year.



Free-standing solar panels help light the night on pedestrian pathways



Revenue from carbon funds technicians who provide regular maintenance



The project reaches communities across India that are not connected to the power grid



In 2023 alone, funds from this project addressed nearly 4500 solar panel maintenance requests — ensuring that the

4000+ families

living in the 16,000 villages covered by this project can keep the lights on.



02b

Our impact on the Planet

Project:
Gas Buster
Consolidating and destroying
CFC and HFC gases

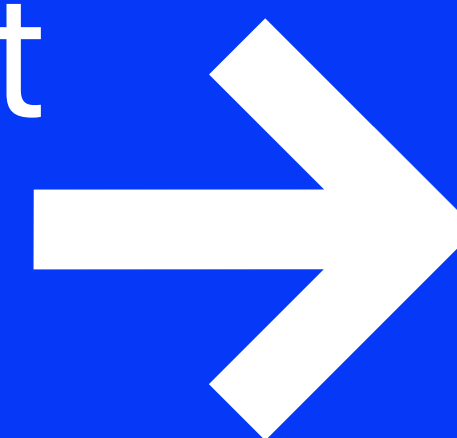


7,677,834

Cool Effect total metric tonnes of CO₂e retired since 2020.

Our impact on the Planet No matter the specific source, the key driver of climate change is carbon emissions. We've seen a radical spike in our carbon emissions since the 1700s, with today's numbers at an all-time high. The amount of carbon emitted acts like a blanket covering the planet, and temperatures will only keep rising unless we drastically reduce the amount of carbon entering our atmosphere.


Every Cool Effect project is 100% additional —



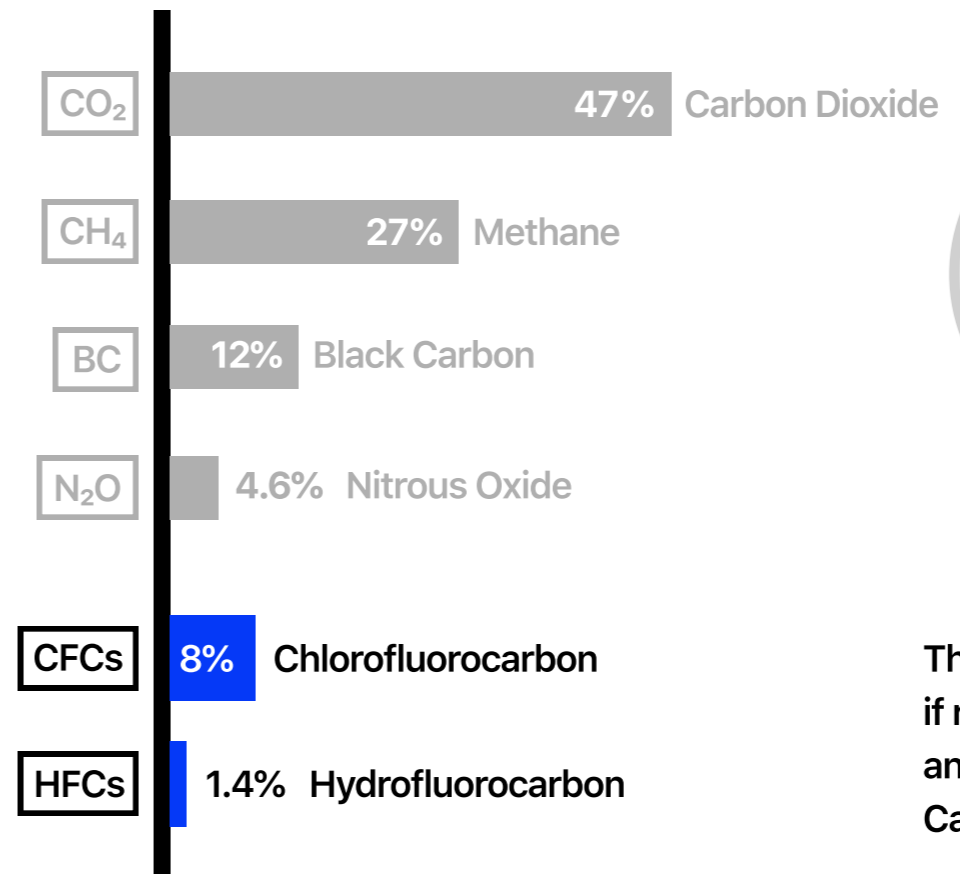
which means that the reduction in carbon emissions would not have happened under any other circumstances.

Cool Effect has reviewed over 5,000 carbon projects throughout the course of our history, with only **54 projects (less than 1%)** having passed our rigorous evaluation and due diligence process. These projects would not exist without the financial support of carbon credits.

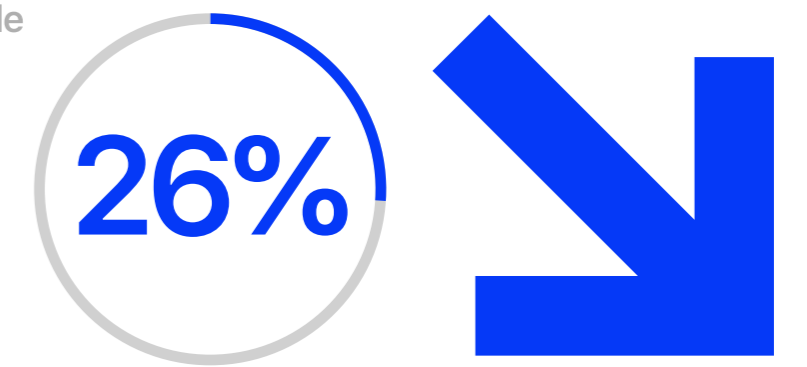
Our over 7M total tonnes retired is equal to **1.5M** cars off the road a year, or **6M** total cars since 2020.



Greenhouse gas contributions to global warming since 1750



CFC emissions have seen a significant decline since the Montreal Protocol, with global emissions of CFC-11 decreasing by 26% between 2018 and 2019.

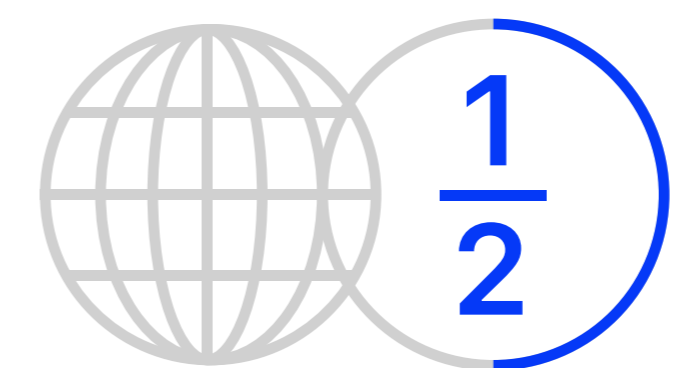


The amount of halons (HFCs) left in the world, if released, would equal close to the total annual emissions for the entire state of California — about 300 million tonnes of CO₂e.

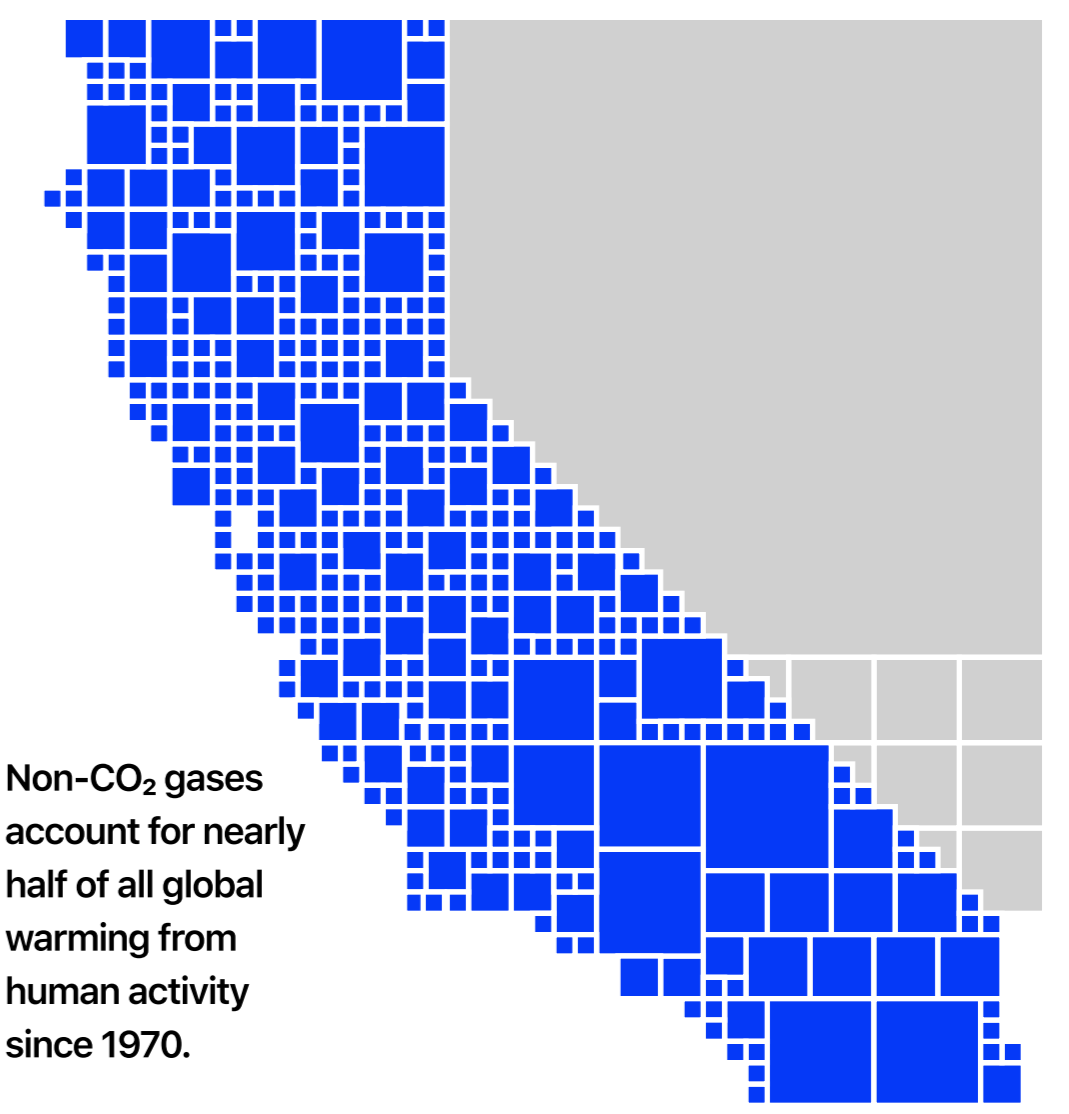
Halons are

10x

more potent than chlorofluorocarbons (CFCs) at depleting ozone.



Non-CO₂ gases account for nearly half of all global warming from human activity since 1970.



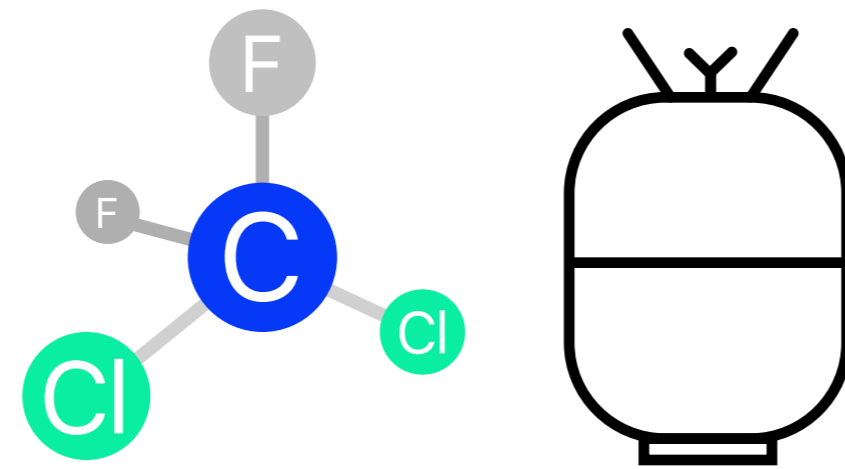
Additionality checklist

➔ A project is only additional if:

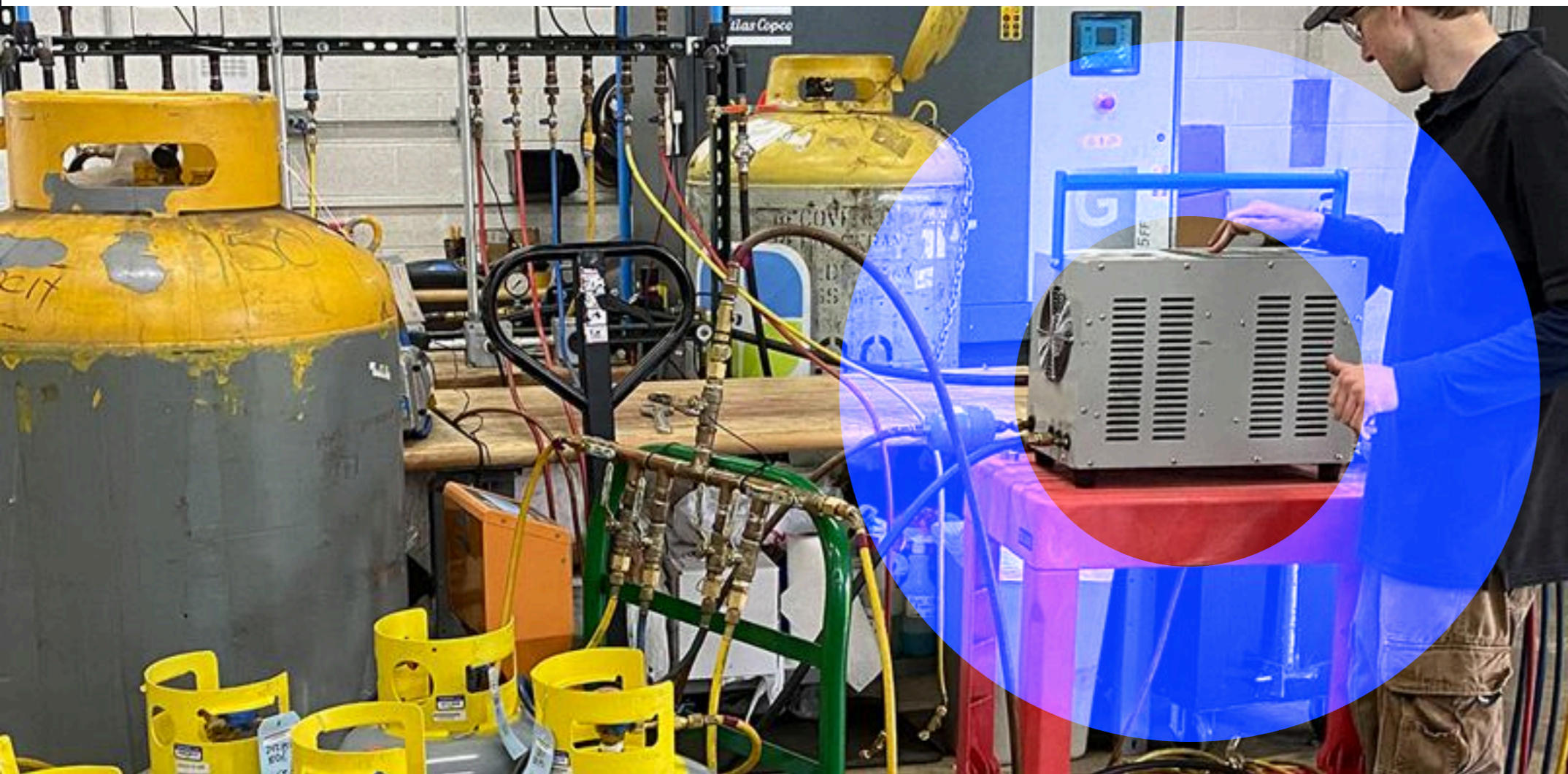
- 1 It is not already legally required to do what it is doing
- 2 It is not profitable without revenue from carbon offsets
- 3 There are barriers that prevent its implementation regardless of profitability
- 4 It does not employ technologies that are already in common use

For instance, our **Gas Buster** project addresses super polluting non-CO2 gases found in refrigeration equipment, potent accelerators of climate change that are often overlooked.

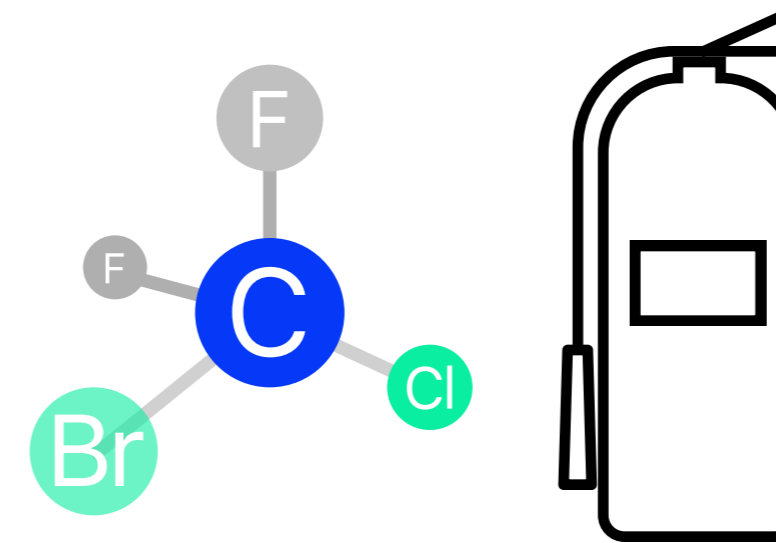
Chlorofluorocarbons (CFCs)



Refrigerants are highly potent greenhouse and ozone-depleting gases commonly used in chillers and HVAC systems.



Halons (HFCs)

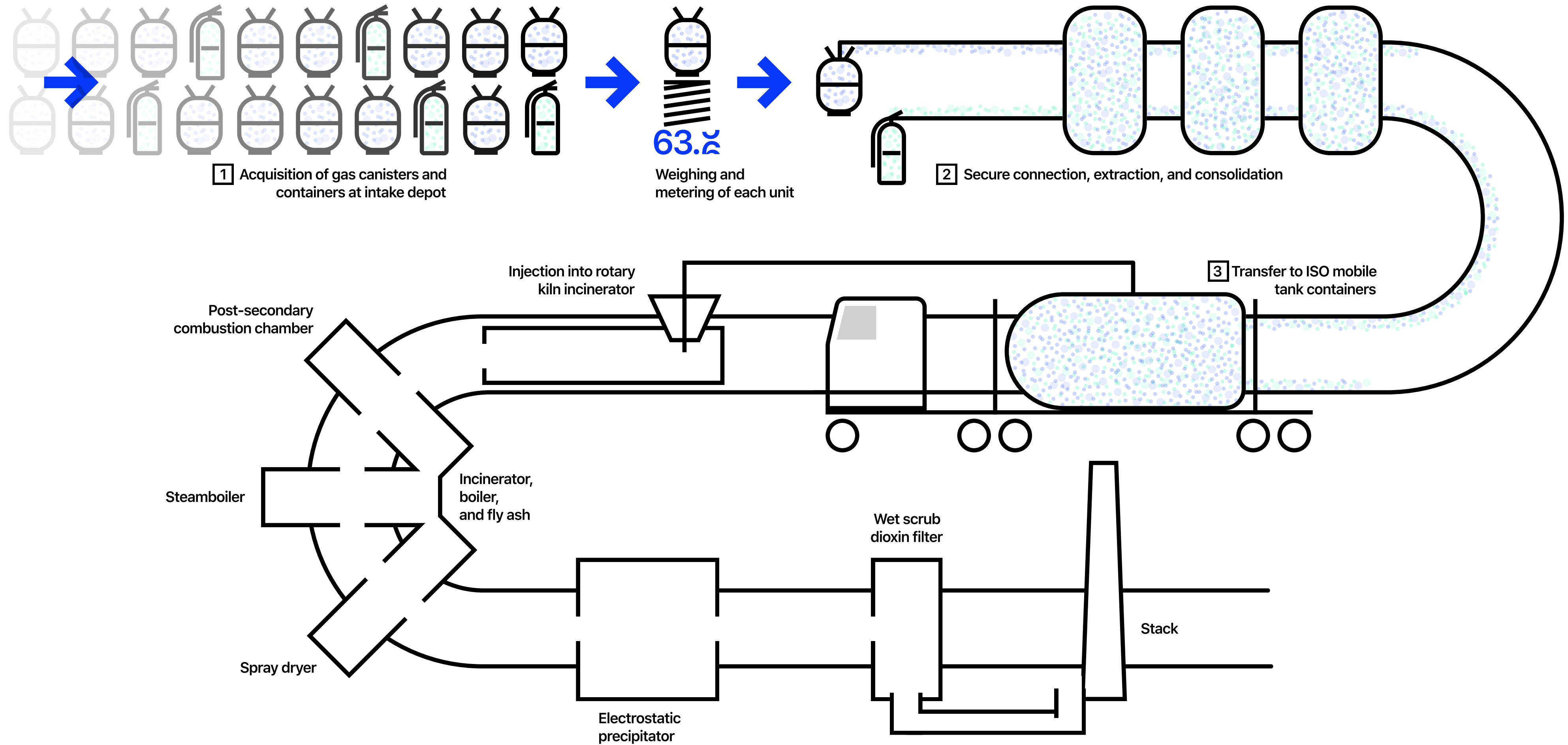


Environmentally hazardous gases no longer used in fire suppressant systems for airplanes, data centers, and fire extinguishers.



How CFCs and Halons are eradicated

Short-term collection and safe destruction of ozone depleting chloro- and hydrofluorocarbons



Currently, there are no incentives or financial mechanisms to encourage destruction of these high global warming potential gases — so without the financial incentive from carbon credits, destruction simply won't take place and the gases will escape into the atmosphere. Instead, the technologies utilized in the Gas Busting process ensure that over 99.99% of the chemicals are permanently destroyed. Preventing these emissions will buy time for broader CO2 strategies to take effect.

This project is additional, permanent, and verifiably reduces emissions — it's a great example of how a Carbon Done Correctly project can make an immediate impact on the planet.



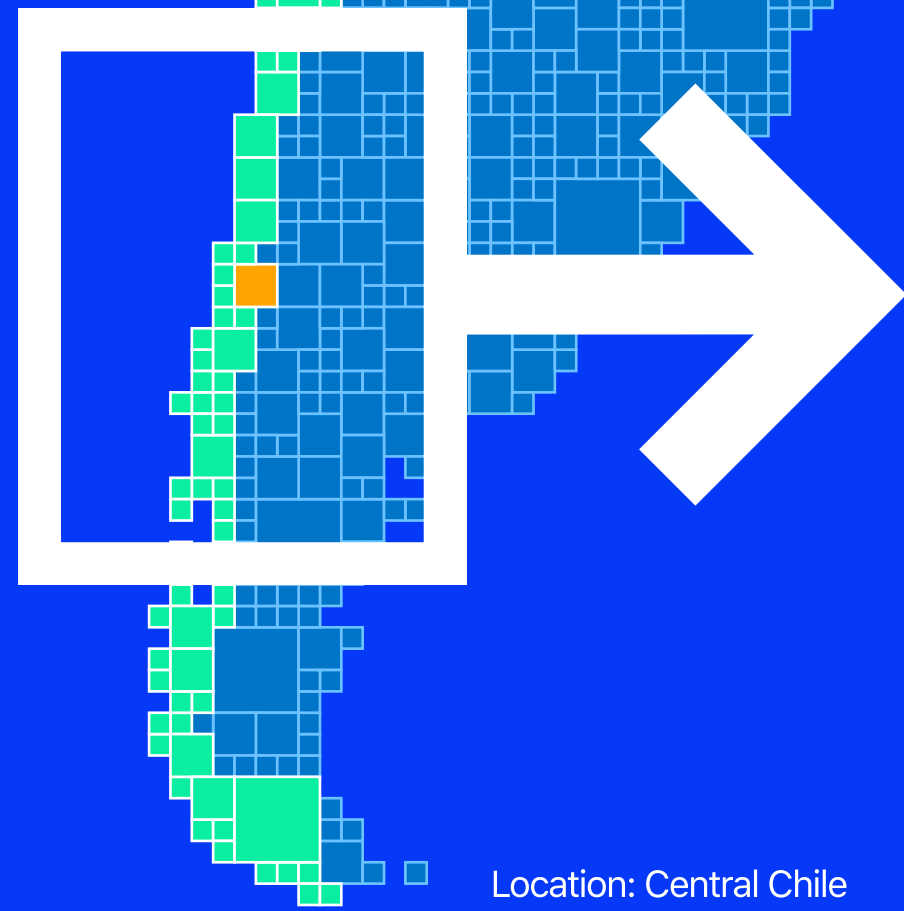
Gas and refrigerant shipping intake



Intermediate gas transfer tanks



Large portable tank for transport to gas destruction facility



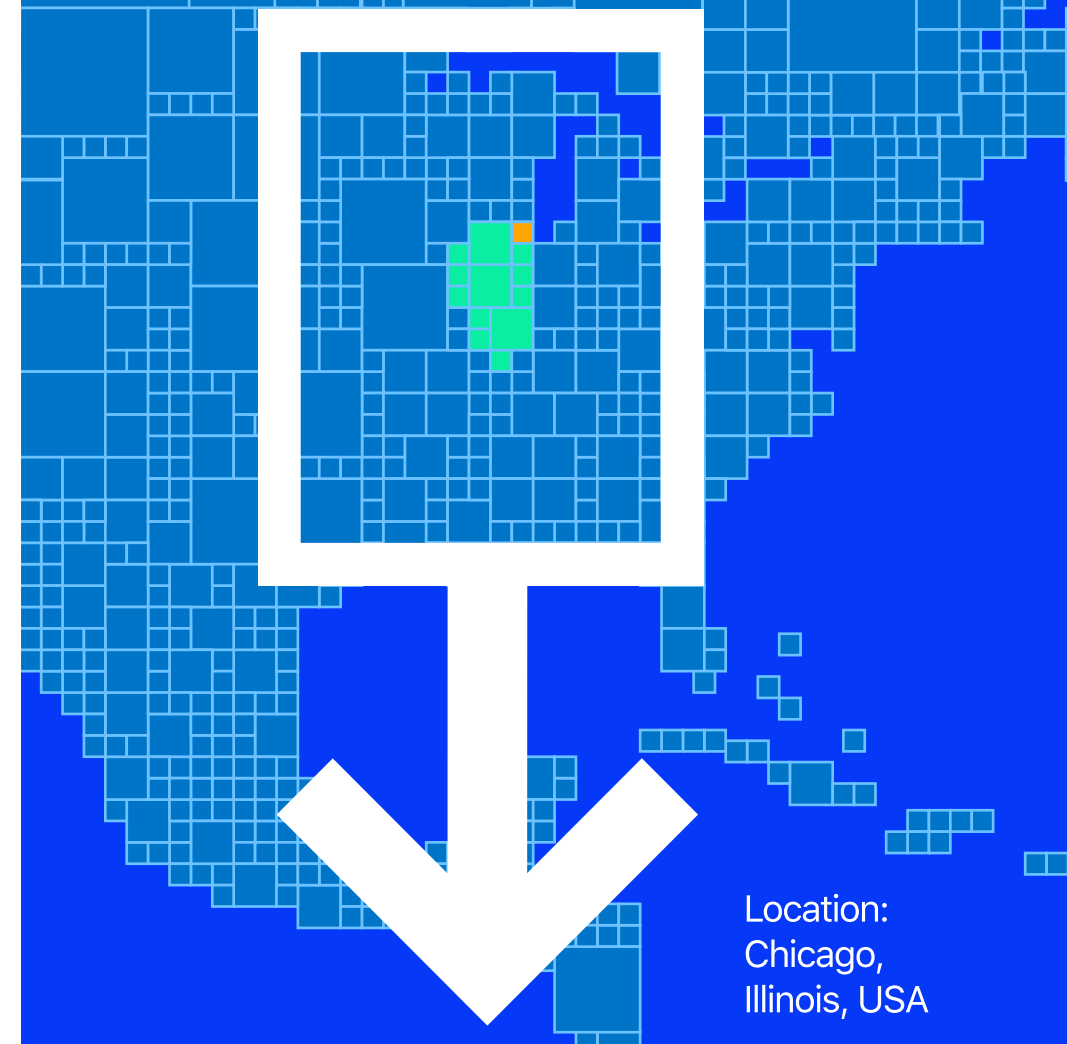
Location: Central Chile



Inventory at a collection depot near Santiago



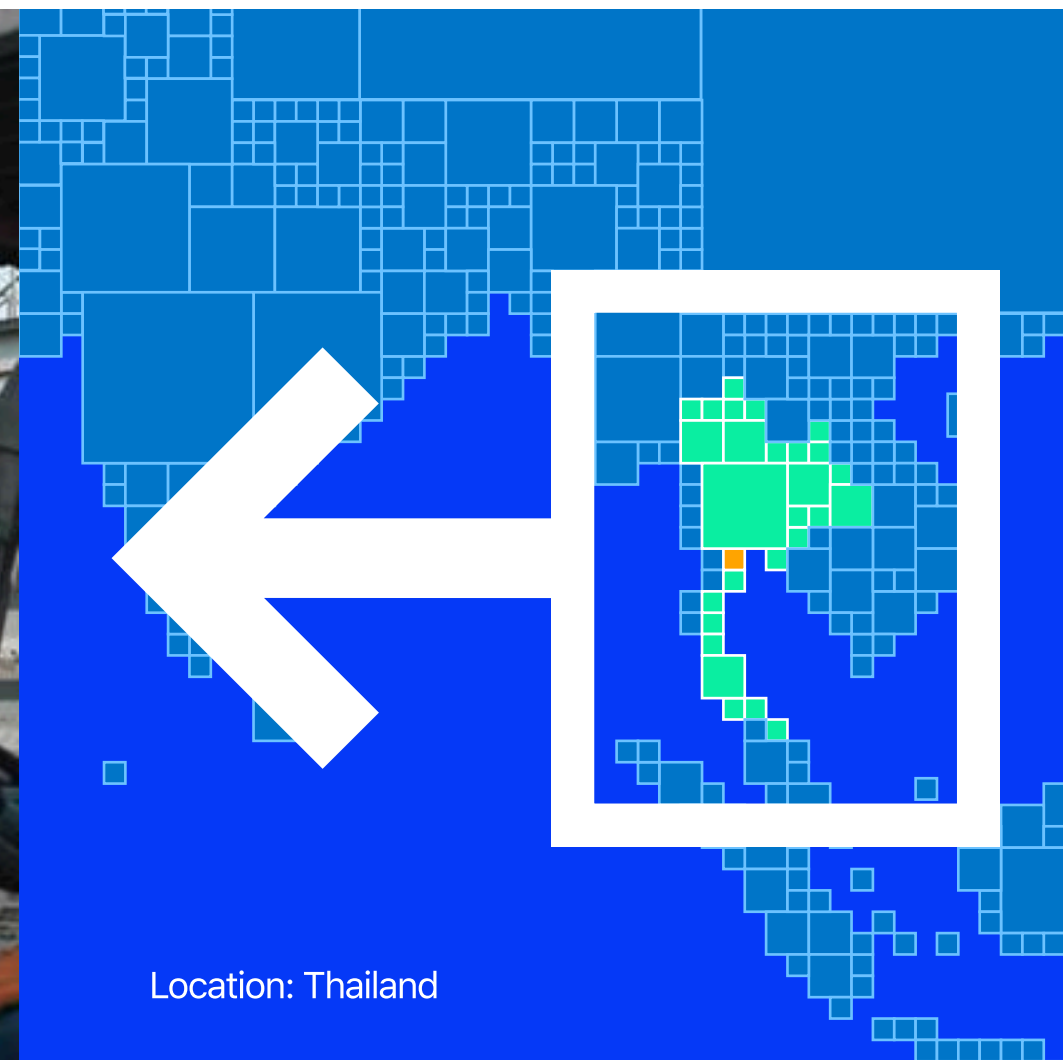
Weighing and metering contained gas units



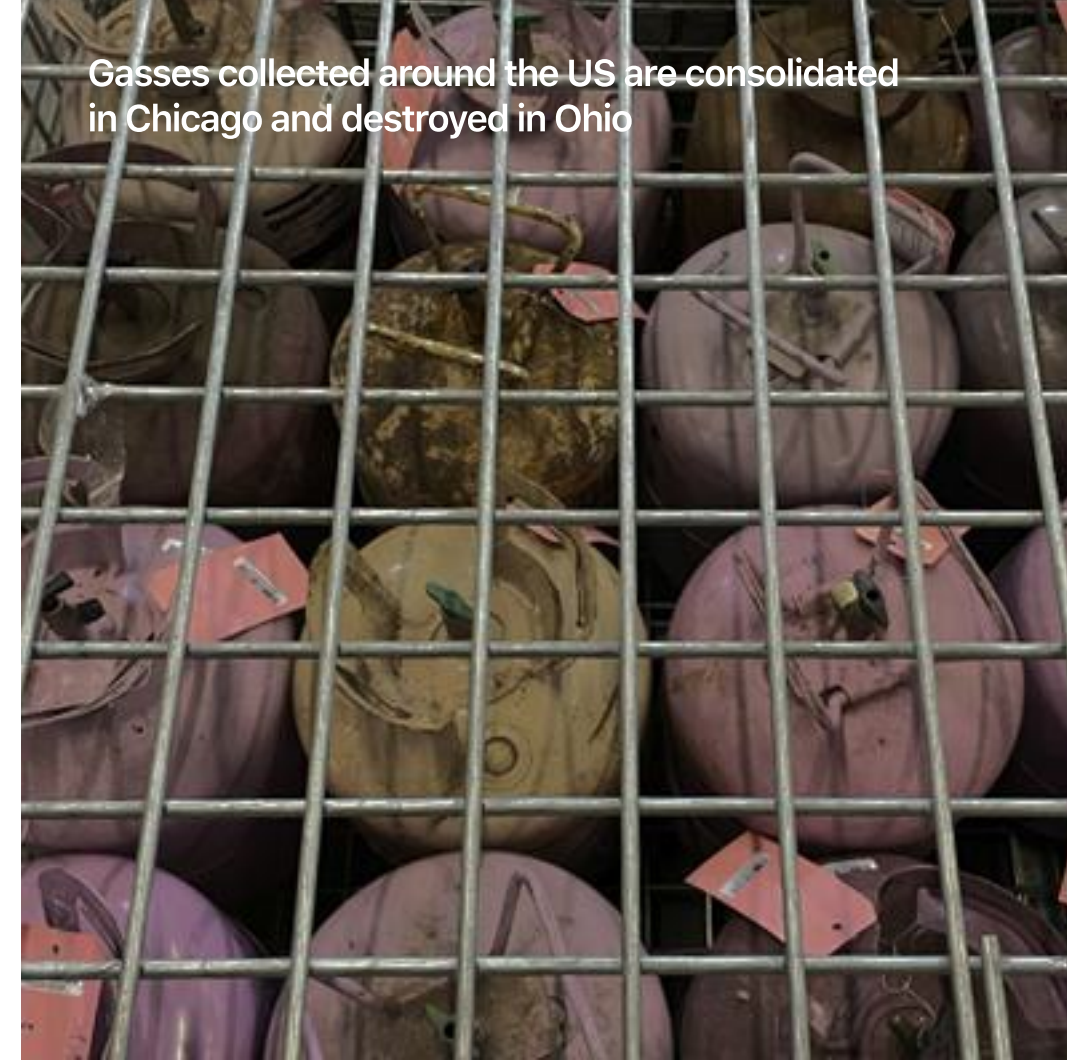
Location: Chicago, Illinois, USA



Unloading refrigerant canisters in Thailand



Location: Thailand



Gasses collected around the US are consolidated in Chicago and destroyed in Ohio



02c

Our impact on the Atmosphere

Project:
Methane Miner
Collecting landfill gases in
Brazil and Mexico

Cool Effect projects have destroyed

1,189,225

total tonnes of methane emissions.

Our impact on the Atmosphere When it comes to climate change, methane actually matters more in the near term than CO₂. As the second most abundant greenhouse gas on the planet, methane is 80 times worse than CO₂ when it comes to warming (over a twenty year span), and while it may be shorter-lived in the atmosphere compared to carbon dioxide, **it's still responsible for nearly a third of all global warming since before the Industrial Era.**

What is methane mitigation?

Refers to efforts to reduce the release of methane (CH₄) into the atmosphere, particularly from waste landfills and agriculture.

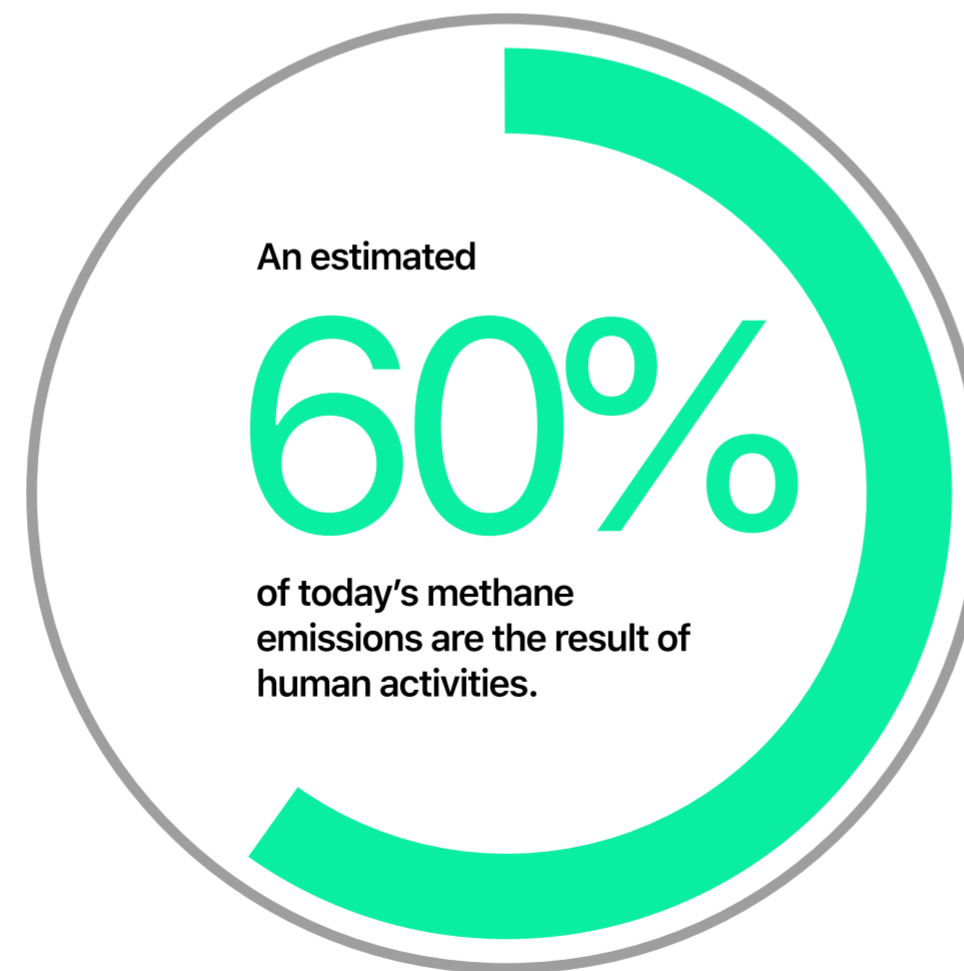
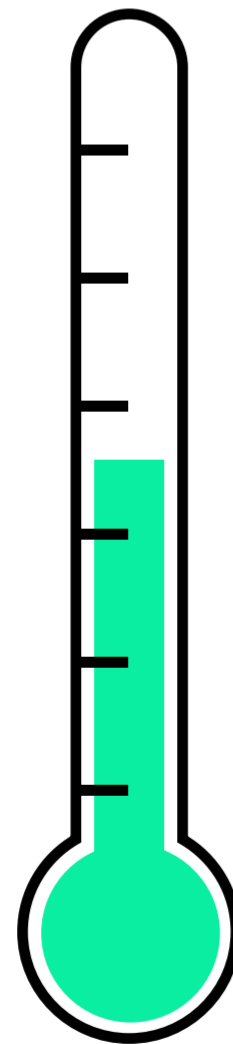
Research shows that human-caused emissions like abandoned coal mines, garbage dumps and landfills, livestock, and leaky natural gas pipelines account for ~60% of global methane emissions, while natural sources represent the remaining 40%. And unfortunately, methane cannot be removed — so emissions must be avoided.



158

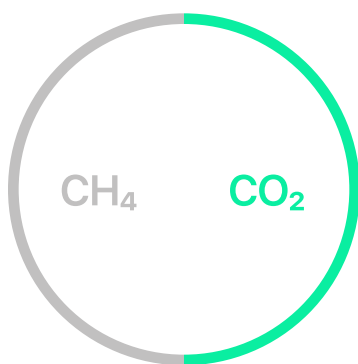
countries have signed the Global Methane Pledge, which aims to reduce methane emissions from human activity by 30% from 2020 levels by 2030.

Cutting methane emissions from fossil fuels by 75% by 2030 is vital to limit warming to 1.5 °C.

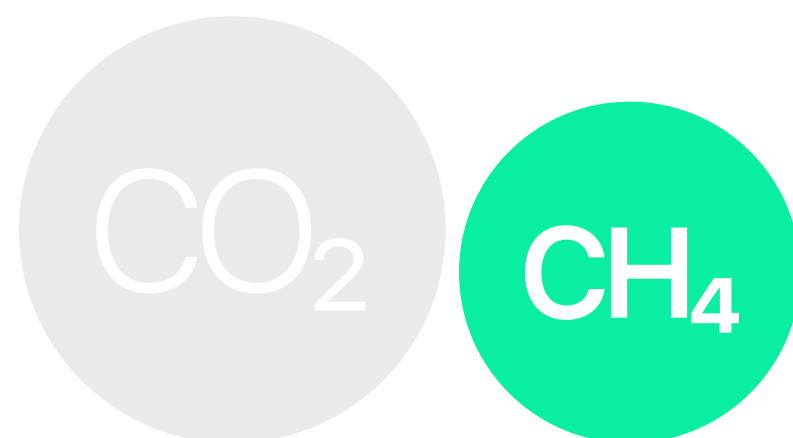


Cool Effect has reviewed over 200 landfill gas (LFG) projects. Without these projects, methane would flow from unsanitary, unmanaged dumps. Instead, landfill gas projects capture and combust methane to produce renewable electricity or they turn methane into less potent CO₂ through flaring.

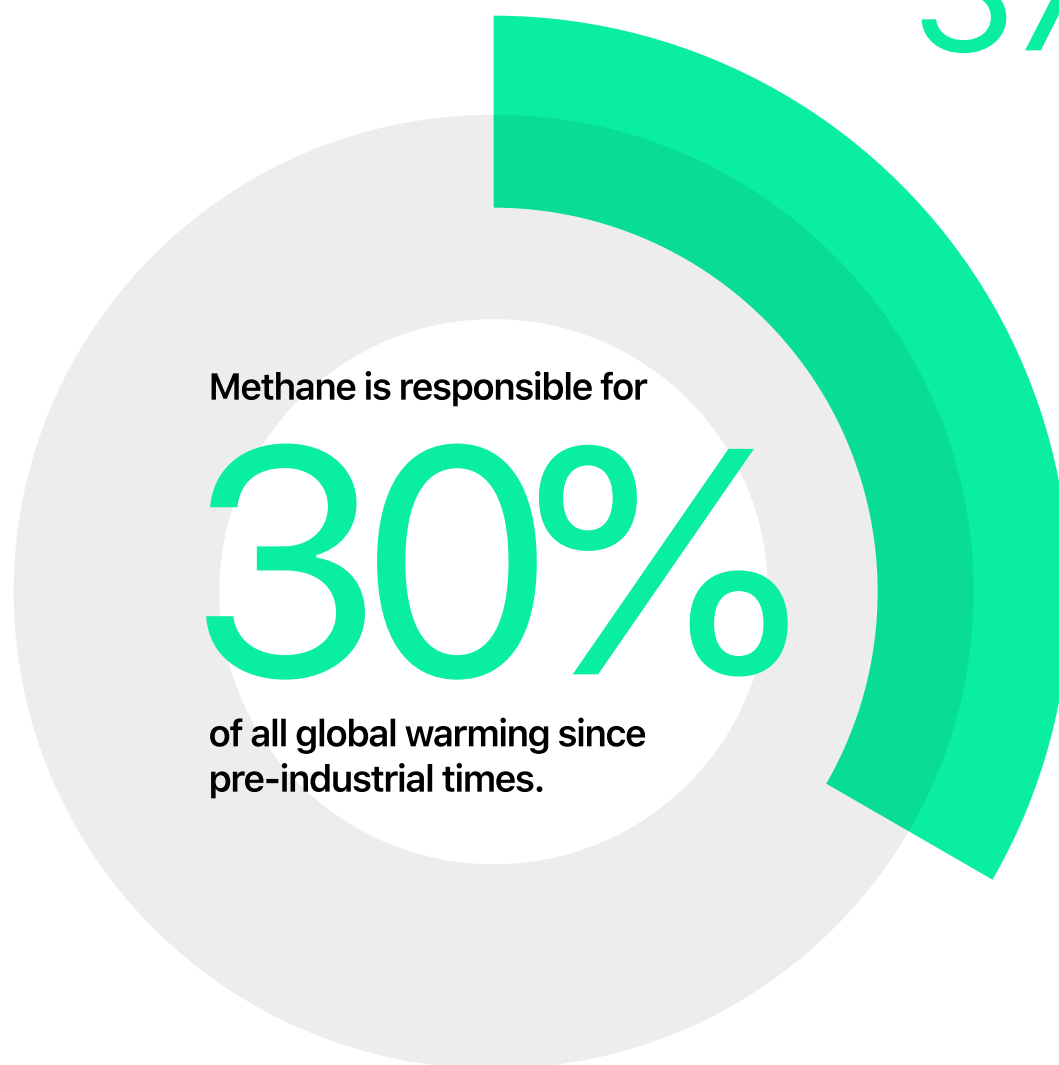
Instead, these gas projects combust the methane, producing renewable electricity or turning the methane into less potent CO₂. **These projects are making a tangible impact on the planet** and simultaneously providing added benefits to local communities.



Landfill gas is composed of roughly 50 percent methane (CH₄) and 50 percent carbon dioxide (CO₂)



Methane is the second most abundant greenhouse gas.



Methane is

28x

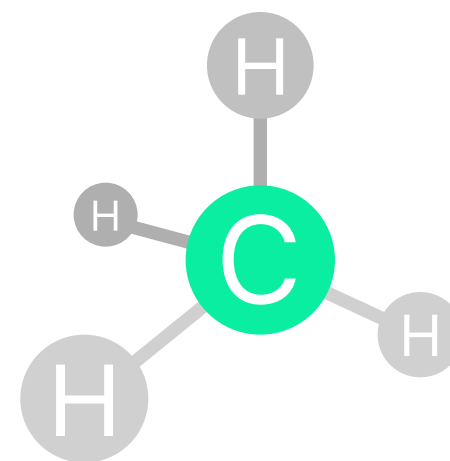
more potent than carbon dioxide at trapping heat in the atmosphere over a one hundred year span.

An estimated

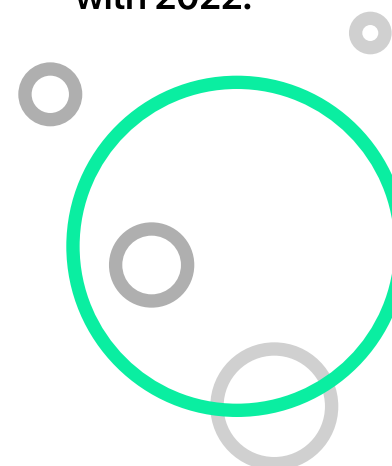
68M

tonnes of methane from waste, mostly solid waste, are released each year, the carbon dioxide equivalent of roughly

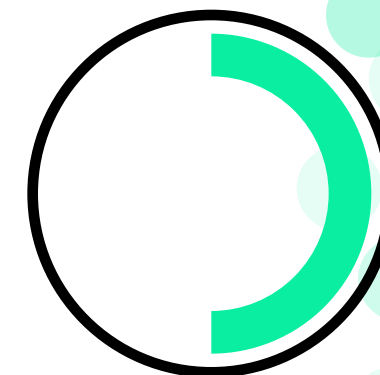
370M cars.



Large methane emissions events detected by satellites also rose by more than 50% in 2023 compared with 2022.



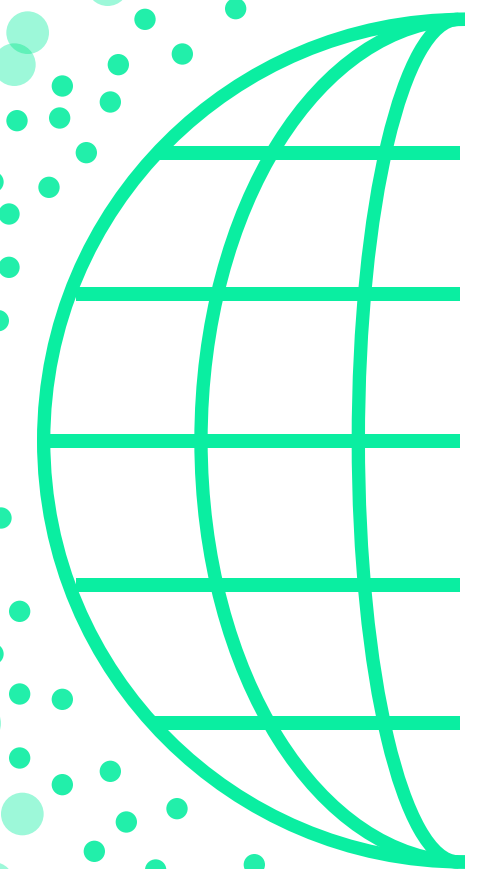
The concentration of methane in the atmosphere has more than doubled over the past 200 years. Scientists estimate that this increase is responsible for 20 to 30% of climate warming since the Industrial Revolution (which began in 1750).

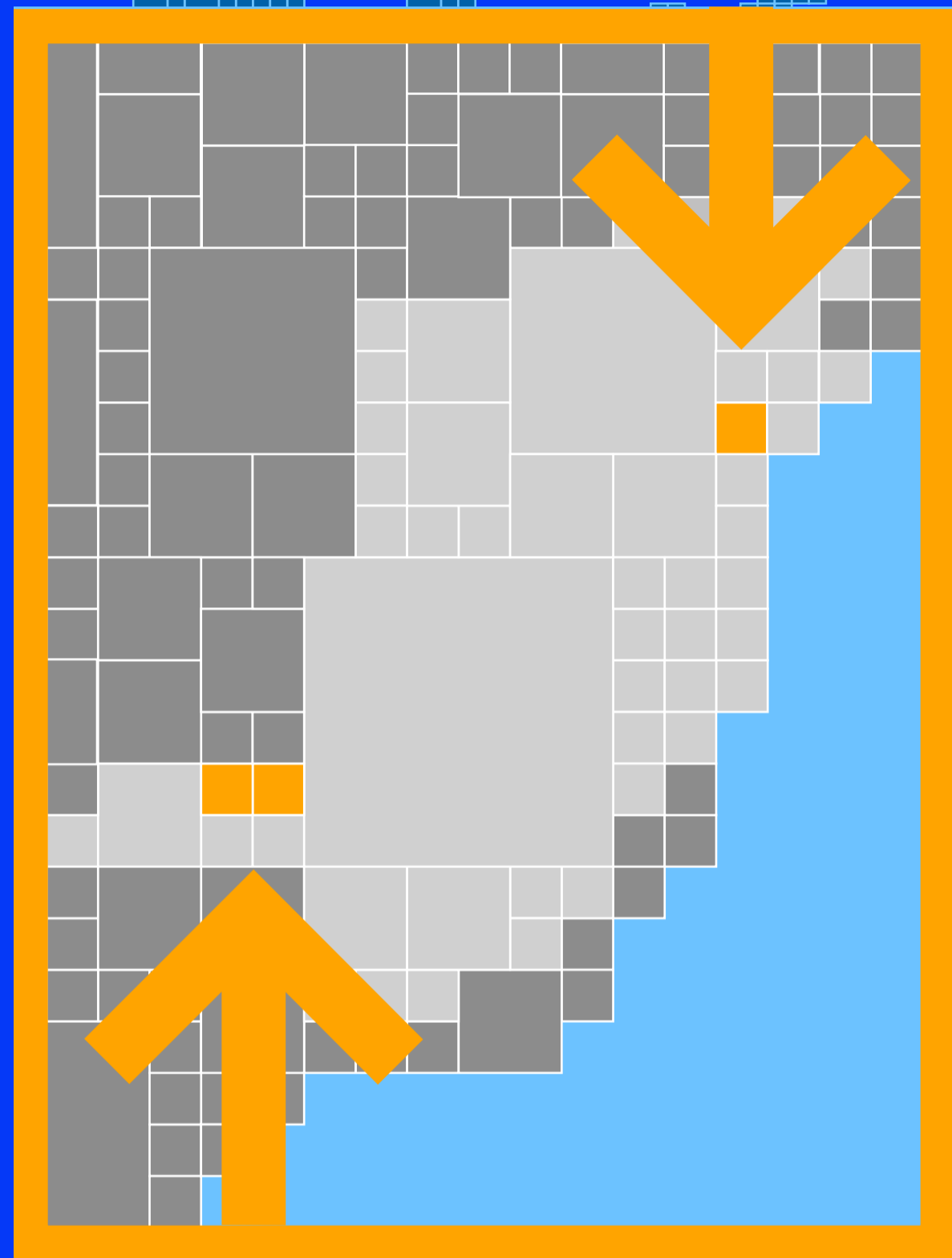


Full implementation of

COP 28

and other pledges would cut fossil fuel methane emissions by 50%





Location: Brazil
Project: *Methane Miners*

As the waste sector accounts for 18% of human-caused methane emissions globally, **tackling landfill waste emissions is a key priority**, and there are some surprisingly simple and effective solutions already for reducing that number.

We have sold carbon credits from four landfill projects in **Brazil** that collect and bury waste. As that waste decomposes, it emits gases largely made of methane. These projects install pipelines to capture that gas, clean it, dry it, and then flare it or combust it, generating energy that's either used to power the plant or the local energy grid — either way, **this project is creating clean, renewable energy at an affordable price.**



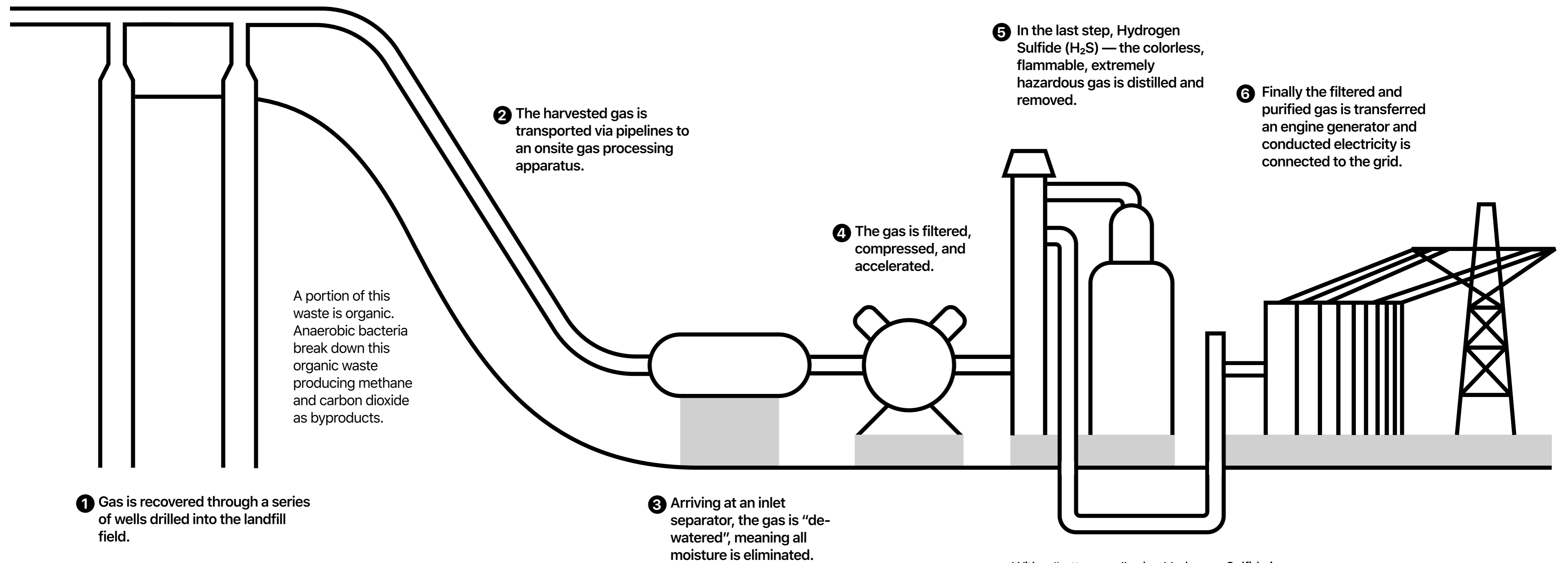
Crew member watering a covered landfill field.



Conducting maintenance on a landfill methane gas pipeline.

How landfill gas pipelines work

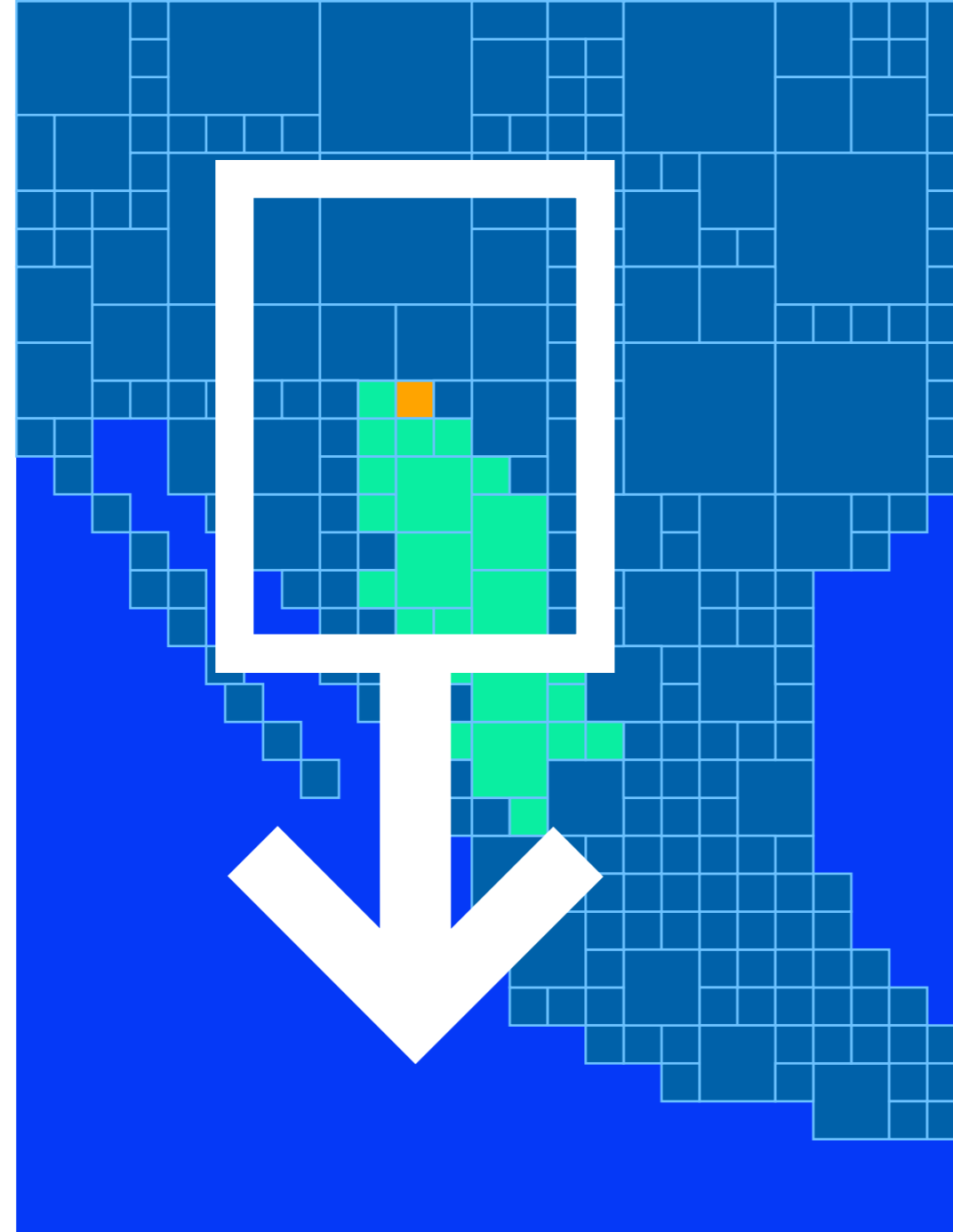
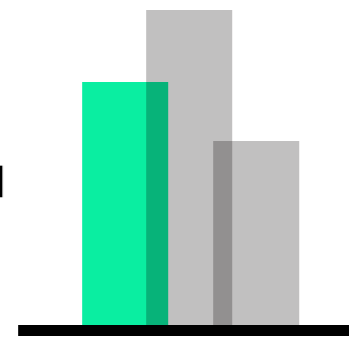
The attainable, smart, and efficient capture of fermenting trash gases and its transformation into electricity



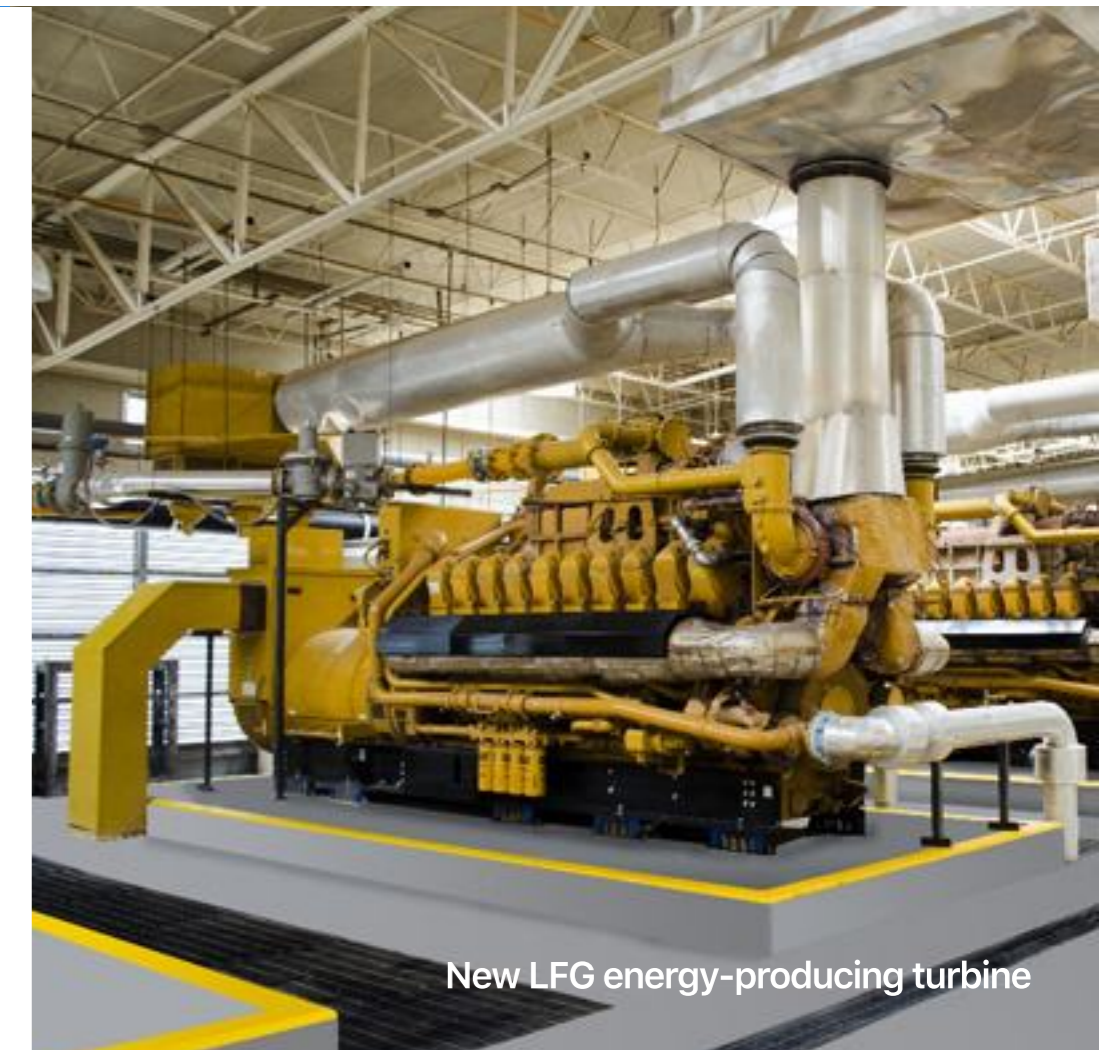
With a "rotten egg" odor, Hydrogen Sulfide is also known as sewer gas, stink damp, swamp gas, and manure gas. It occurs naturally in crude petroleum, landfills, natural gas, and hot springs.

Meanwhile in Mexico, where methane from dumps accounts for a significant part of Mexico's total greenhouse gas emissions, a similar project is underway.

Mexico ranks second in Latin America for global greenhouse gas emissions.



Landfill gas collection valve

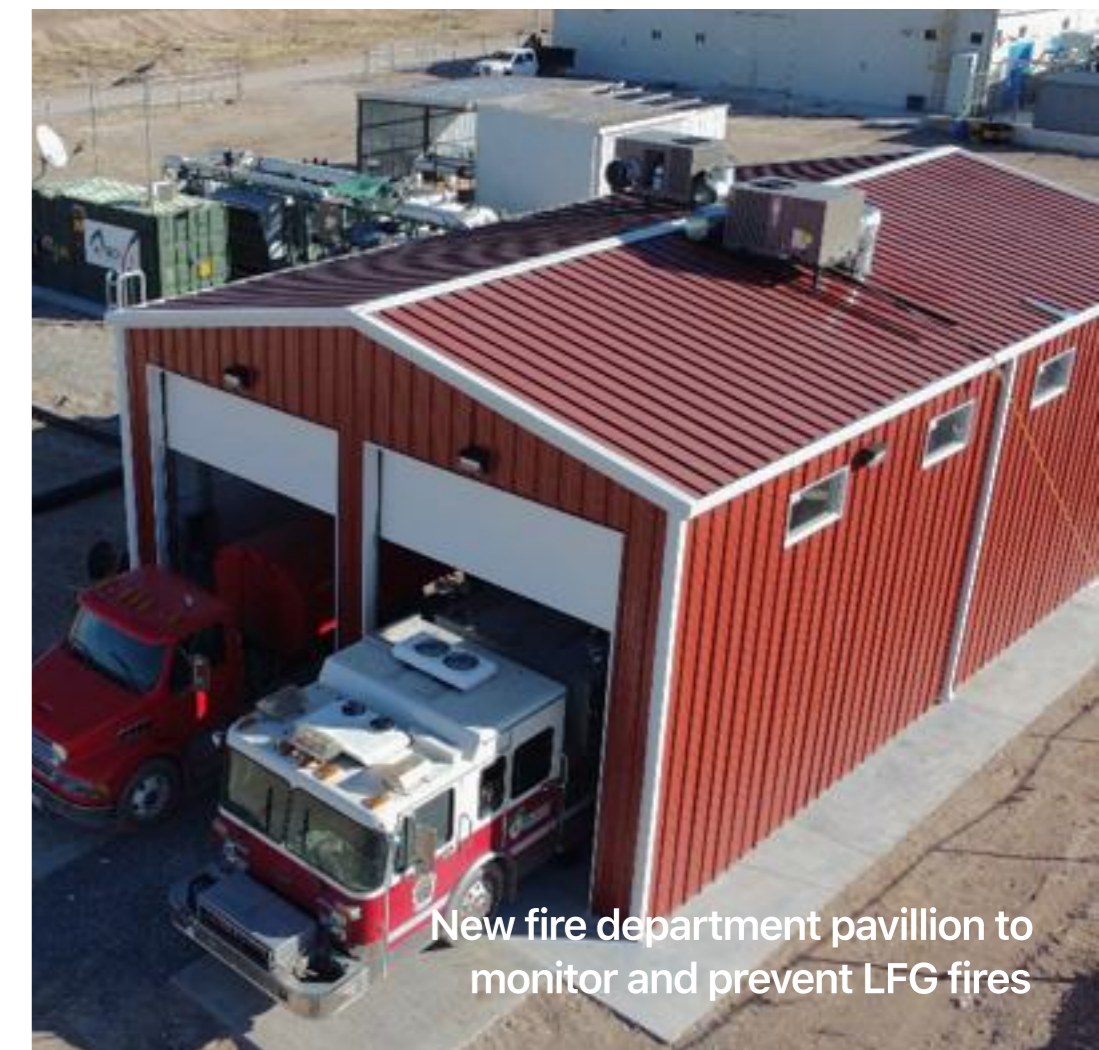


New LFG energy-producing turbine



Landfill gas combustion facility

By capturing landfill gas and putting it to use generating power, this project provides jobs, improves air quality, reduces emissions, and generates renewable energy.



New fire department pavillion to monitor and prevent LFG fires



02d

Our impact on Oceans

Projects:
A Sea of Change
Planting mangrove seedlings
in Southeast Asia

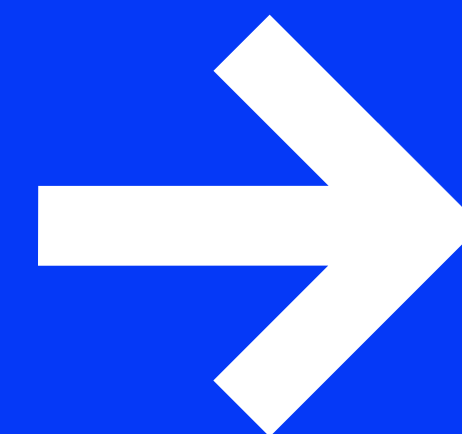
Our Blue Carbon projects have generated enough funds to plant

40,931,355

mangroves since 2020.

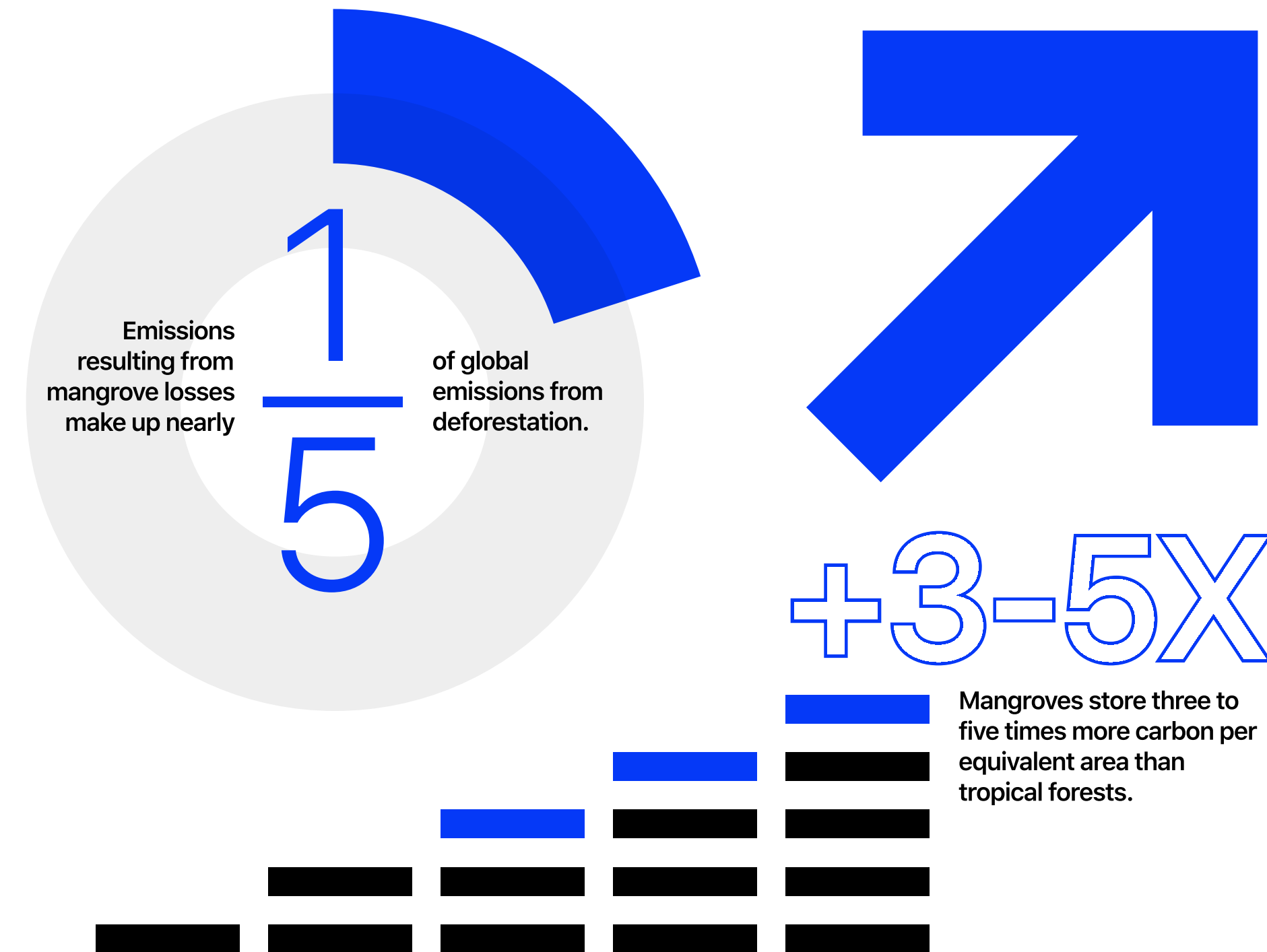
Our impact on Oceans In the fight against climate change, the mighty mangrove tree doesn't get nearly enough credit. Aside from its unique ability to thrive in saltwater environments, these trees also boast a complex and intricate root system that helps anchor shorelines during extreme weather events. And as if that wasn't enough, mangroves also capture and sequester more carbon than terrestrial forests.

What is BLUE carbon?



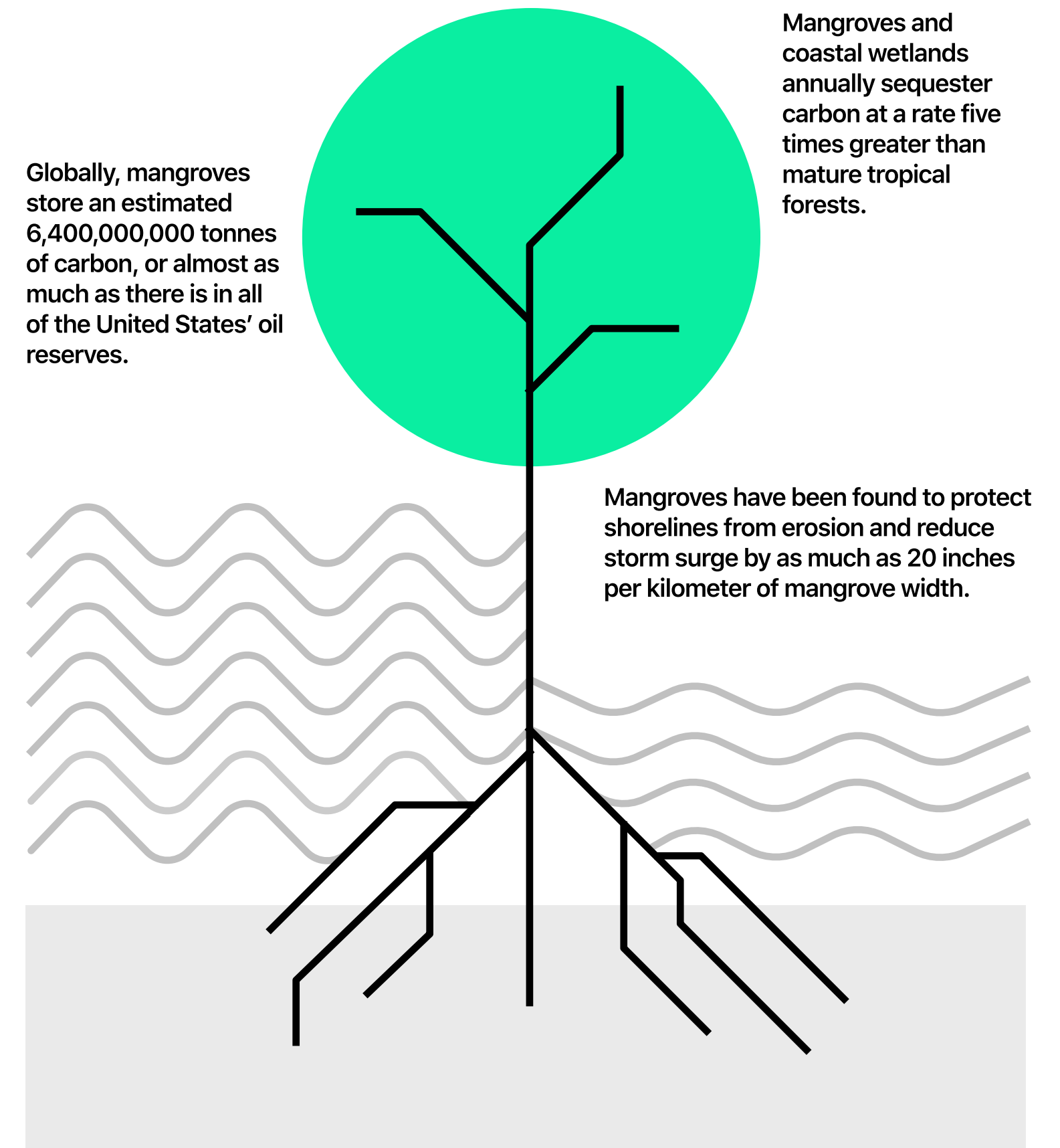
Blue Carbon is the term for carbon captured by the world's ocean and coastal ecosystems.

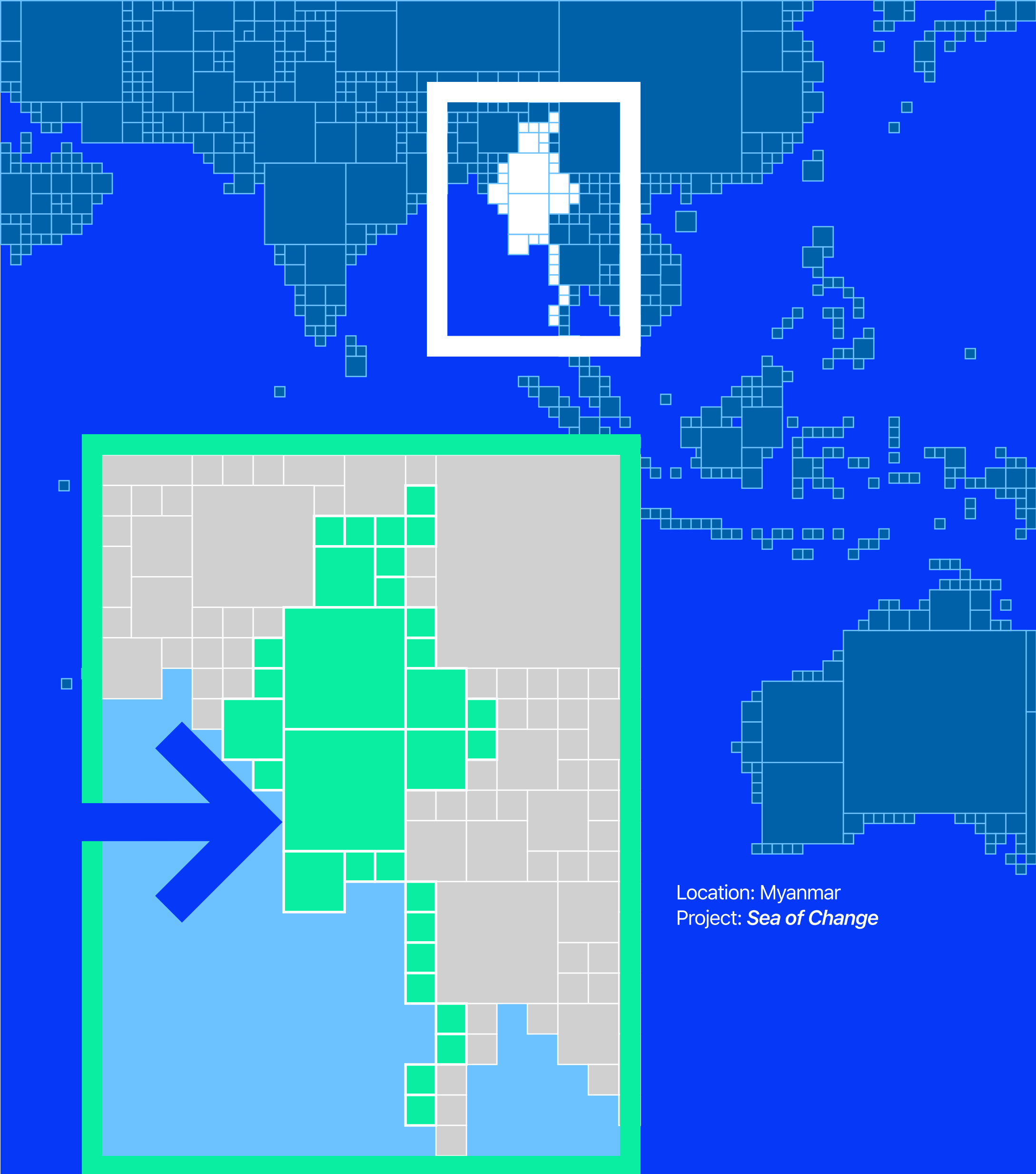
Mangrove forests can capture 5 times more carbon than **terrestrial trees** and sequester carbon up to 400% faster than land-based tropical rainforests. They also serve as nurseries for juvenile marine species and buffer the catastrophic impact of hurricanes and cyclones — but human activity has placed many of these crucial ecosystems in serious danger. Blue carbon projects not only help protect existing trees, they allow for new seedlings to take root and continue to safeguard the planet and its people.



The benefits of coastal mangroves

Wonder-plants that keep ocean shorelines healthy



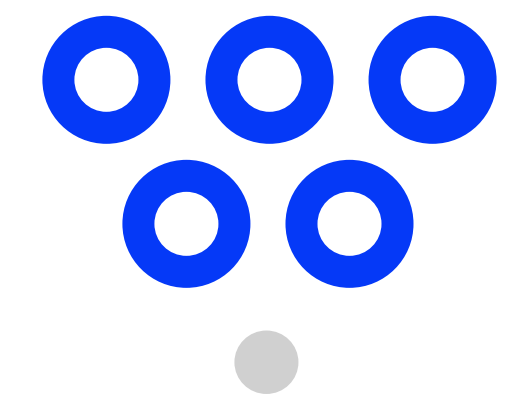


Trees as incredible as these don't pop up overnight. We learned about the importance and potential impact of blue carbon nearly a decade ago. That's why, after a thorough review of the project plan, we immediately jumped in to help, supporting investment in the planting of new mangrove seedlings that directly benefits local communities.

Mangroves provide an estimated
\$82B
 worth of storm protection worldwide.



Mangrove soil worldwide holds 4.5 times as much carbon as the US emits every year.



Mangroves and coastal wetlands annually sequester carbon at a rate five times greater than mature tropical forests.



Large mangrove seedling nursery



Carrying seedlings to a planting site



These women are planting seedlings at a mangrove plantation

The project proves to communities that the income generated in harmony with a healthy coastal ecosystem can often meet or even exceed the income generated by destructive practices.



Mangroves account for less than 1% of the cover of global tropical forests, but they provide critical ecosystem goods and services to an estimated

2.4B
people

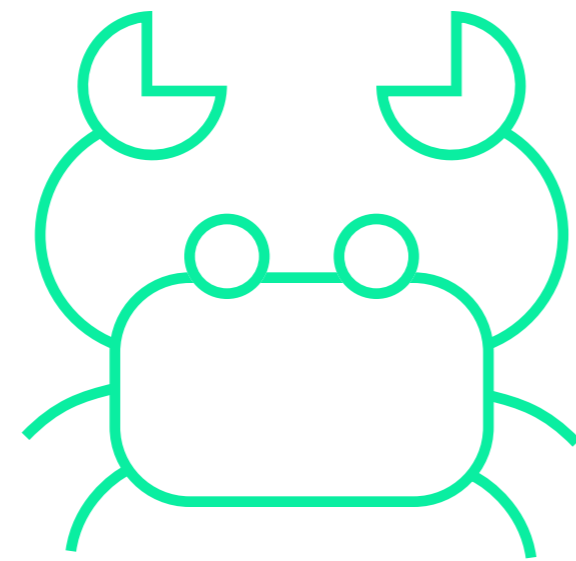


Transplanting seedlings in a challenging tide water site



New life for indigenous crab habitats

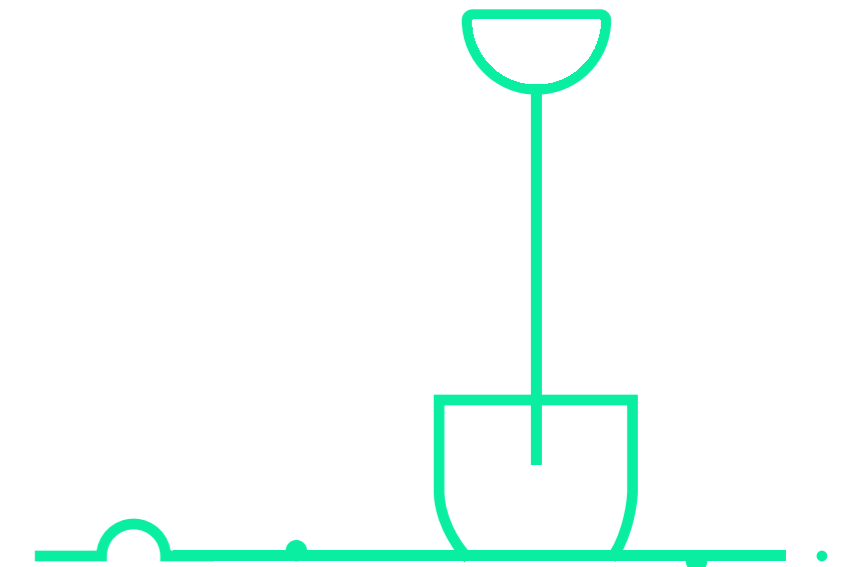
Nature thrives in a mangrove forest: fish populations recover, shrimp and crab naturally return en masse, and ecosystems flourish.



Local female clam farmer's harvest



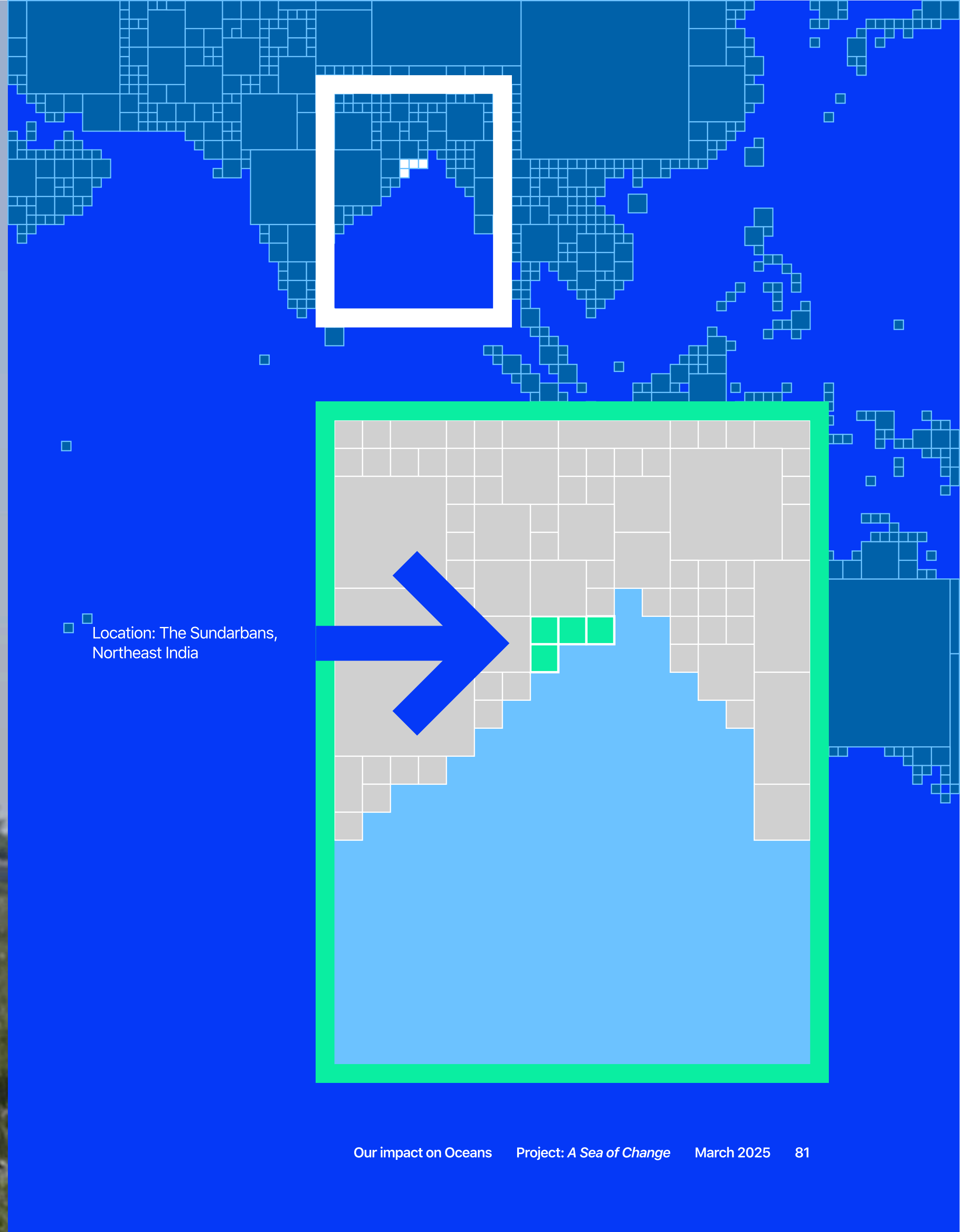
In 2018, Team Cool Effect traveled to Myanmar to help plant several hectares of new mangrove propagules.



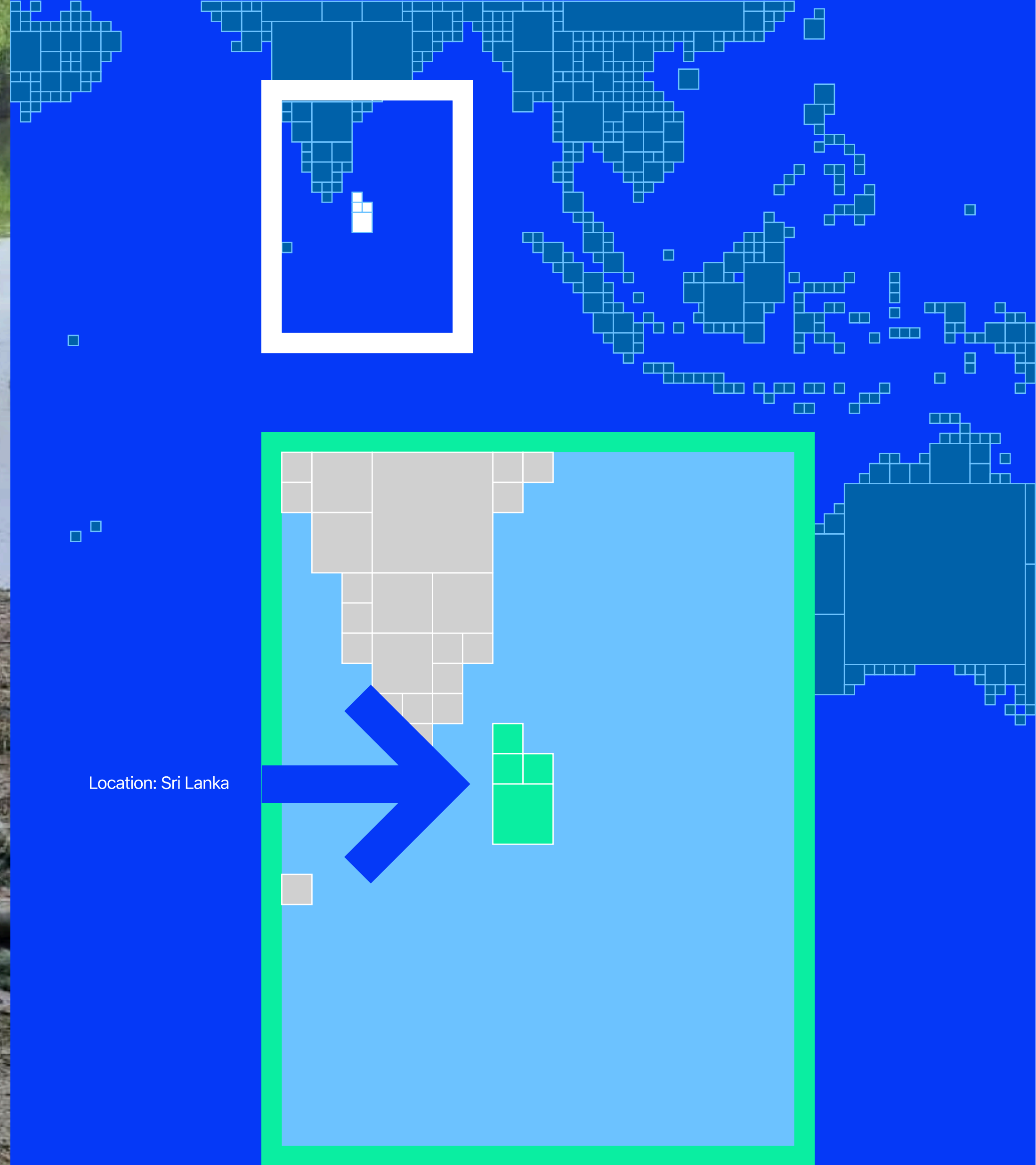
Cool Effect site visitor planting mangrove seedling



The second blue carbon project we found is in the Sundarbans located in Northeast India. The project benefited from an investment in 2022 from a corporate partner. The funds were used to plant the mangroves. The first credits will issue in 2025.



The third blue carbon project we found is located in Sri Lanka. The planting has begun and the mangrove forest has started to thrive.





02e

Our impact on Communities

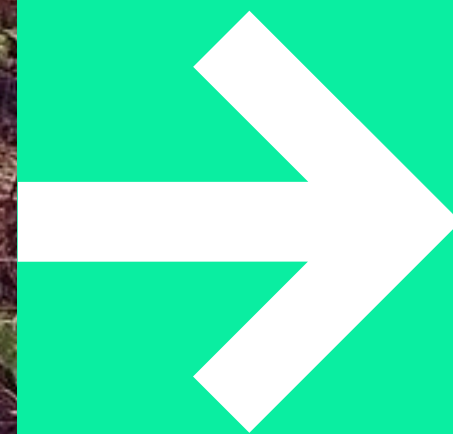
Project:
Seeing the Forest for the Trees
Strengthening improved forest
management in Mexico



43+ ejidos

in Mexico directly supported through improved forest management projects

Our impact on Communities High quality forest-based carbon projects that ensure our planet’s forests are sustainably protected, managed, and safeguarded aren’t just an effective way to help make an impact on rising emissions — they can be equally successful in impacting local communities. This is especially true in Mexico, where our series of small community-based Improved Forestry Management (IFM) projects encourage, incentivize, and empower residents, (often indigenous groups,) to protect and grow their forests for carbon, biodiversity, and other ecosystem services while sustainably harvesting timber. These projects are based in “ejidos” or local communities that create and develop carbon emissions removal projects to protect local forests.



What is an ejido?

Ejidos are special communities established under Mexican law that provide land tenure and control over local forests, combining communal ownership with individual use.

+1T

tonnes of carbon dioxide are currently stored in biomass in the world's forests.



Just 20 countries contain over 80% of the world's forest carbon.

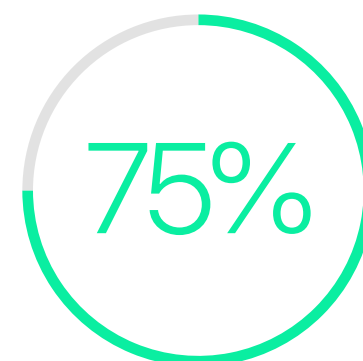
The investment needed in nature by 2050 is four times that of what is invested today.

Ending deforestation will cost

\$130B

per year by 2030. Carbon credits provide a critical form of payment in the short term, while long-term solutions scale up.

In Mexico, it's estimated that more than



of indigenous women do not participate in paid economic activities.

From 2001 to 2023, Mexico lost

4.89M

hectares of tree cover — a

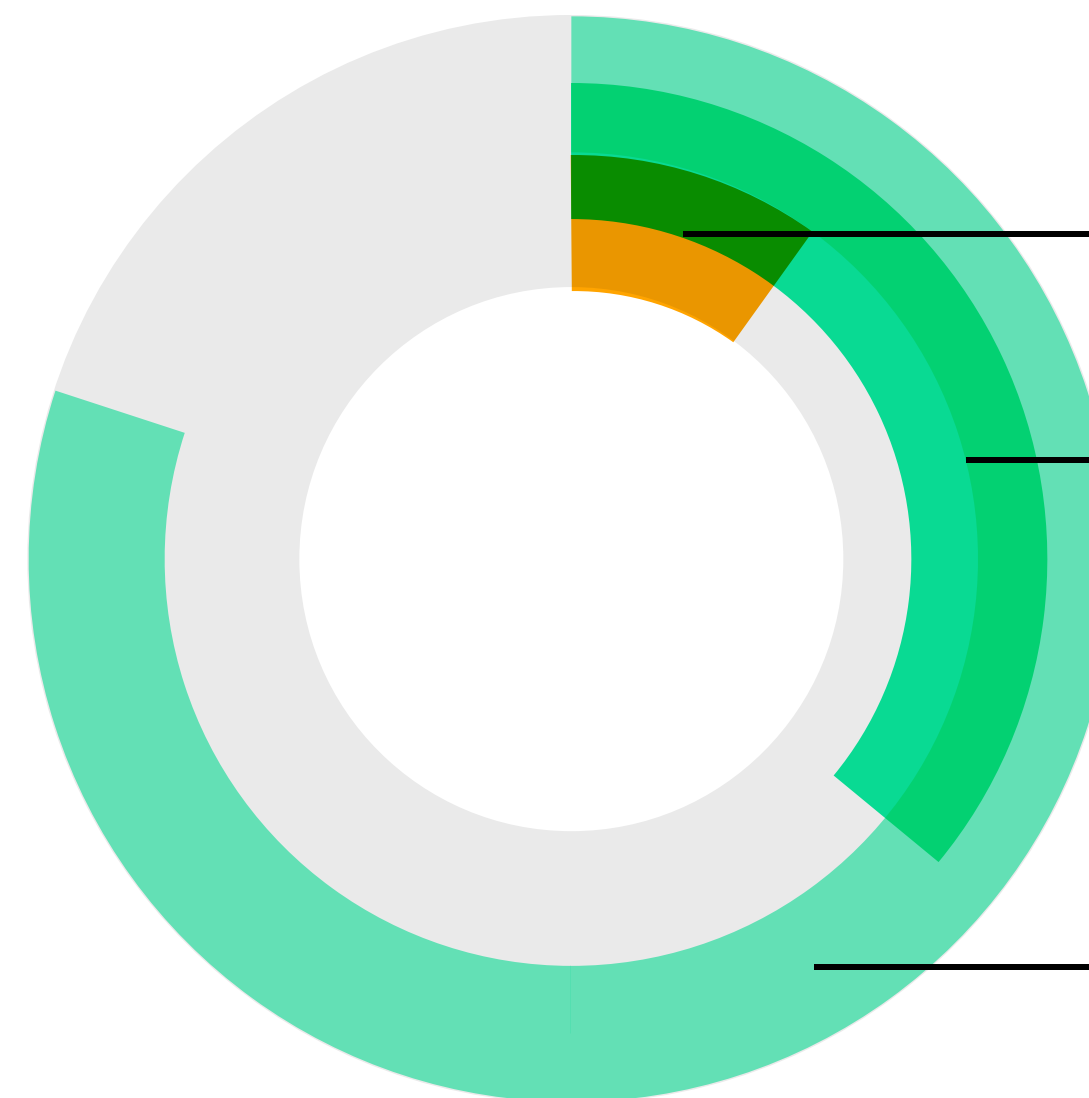
9.2% ↓

decrease, resulting in

1.78 gigatons

of CO2e emissions

From 2002 to 2023, Mexico lost 785,000 hectares of humid primary forest, which accounts for around 8.5% of its total during that time period.

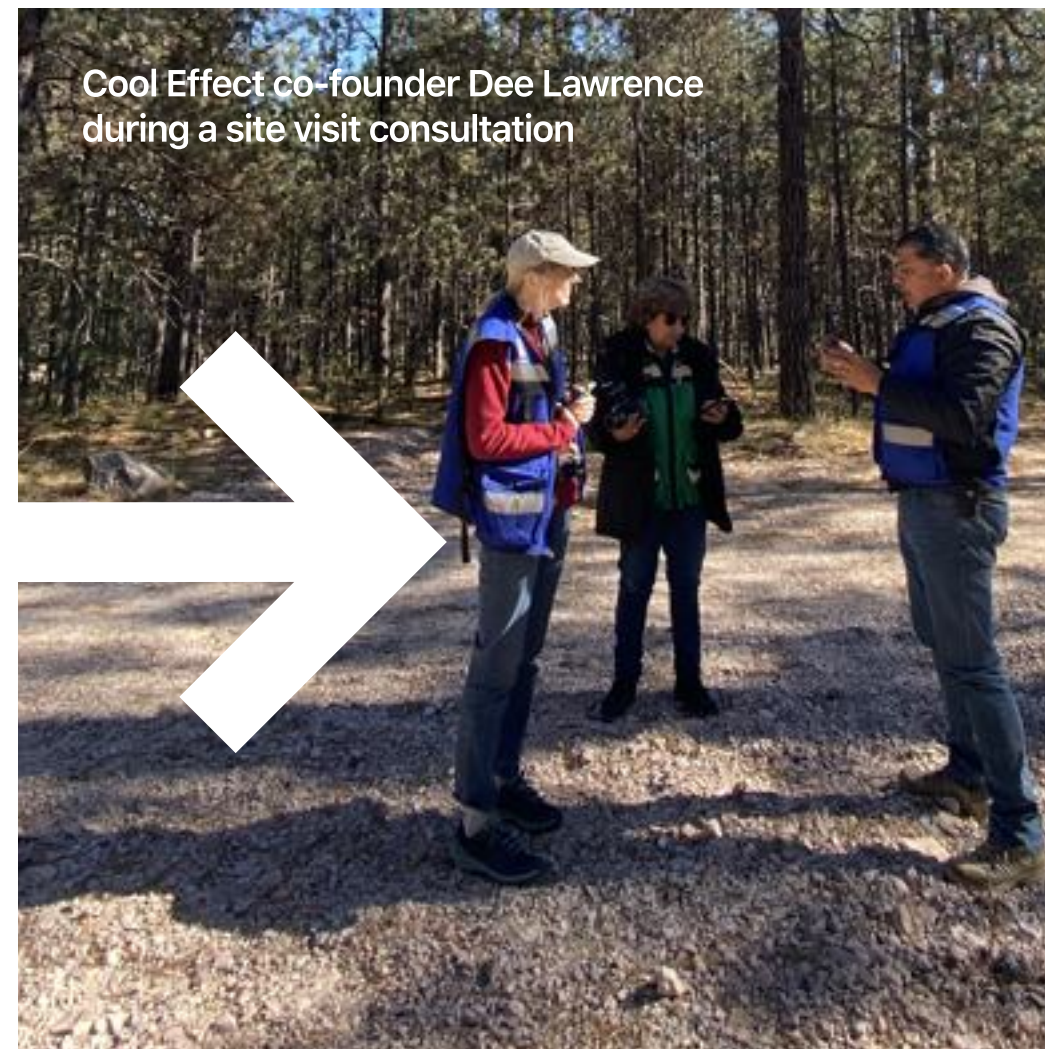


It's estimated that deforestation and degradation cause around 10% of global warming.

36% of the world's remaining intact forests are on Indigenous Peoples' lands.

Indigenous communities face poverty rates two to three times higher than the global average

Thanks to the funds generated by high quality carbon projects, these communities can protect local biodiversity while improving their towns and lives in myriad ways.



Cool Effect co-founder Dee Lawrence during a site visit consultation



Colibri chicklets thrive and proliferate new pine tree growth



New seedling growing out of pine cone



Cool Effect employee planting a seedling



Cool Effect employee recording tree growth

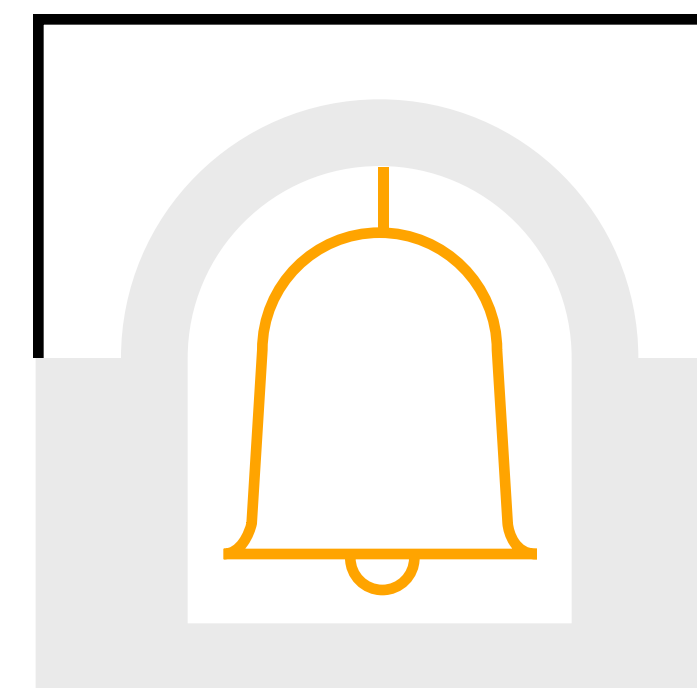


Technician showing one-year growth by emphasizing vertical space between branches



The benefits of local forest management

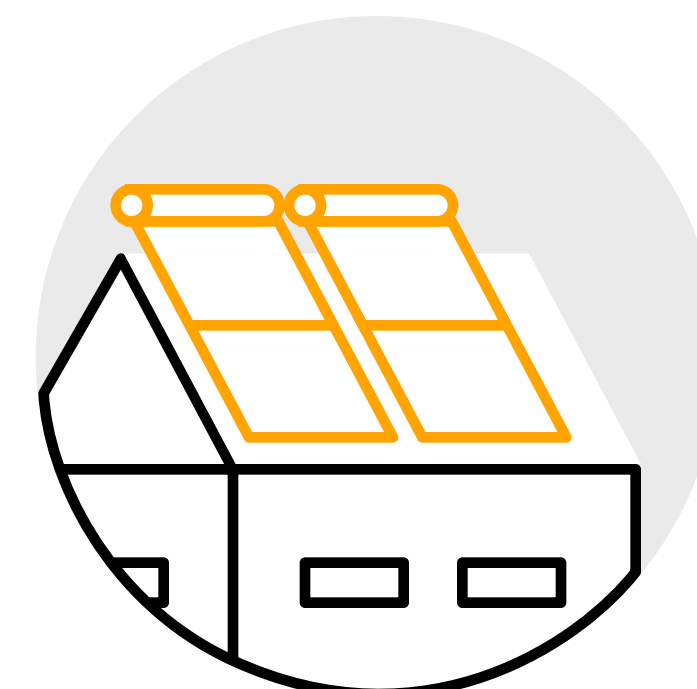
From 2019 to 2023, the Los Bancos ejido alone generated enough funds from this project to:



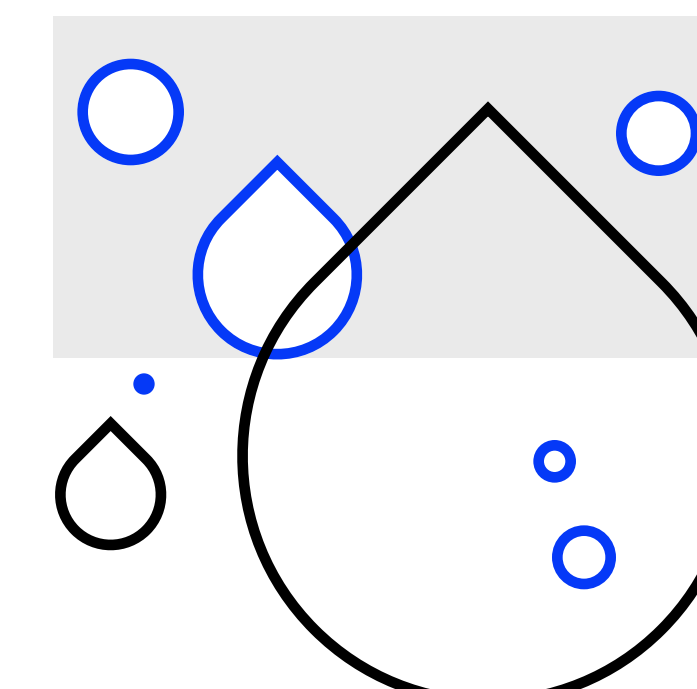
Remodel the local church for community gatherings



Rebuild a local clinic



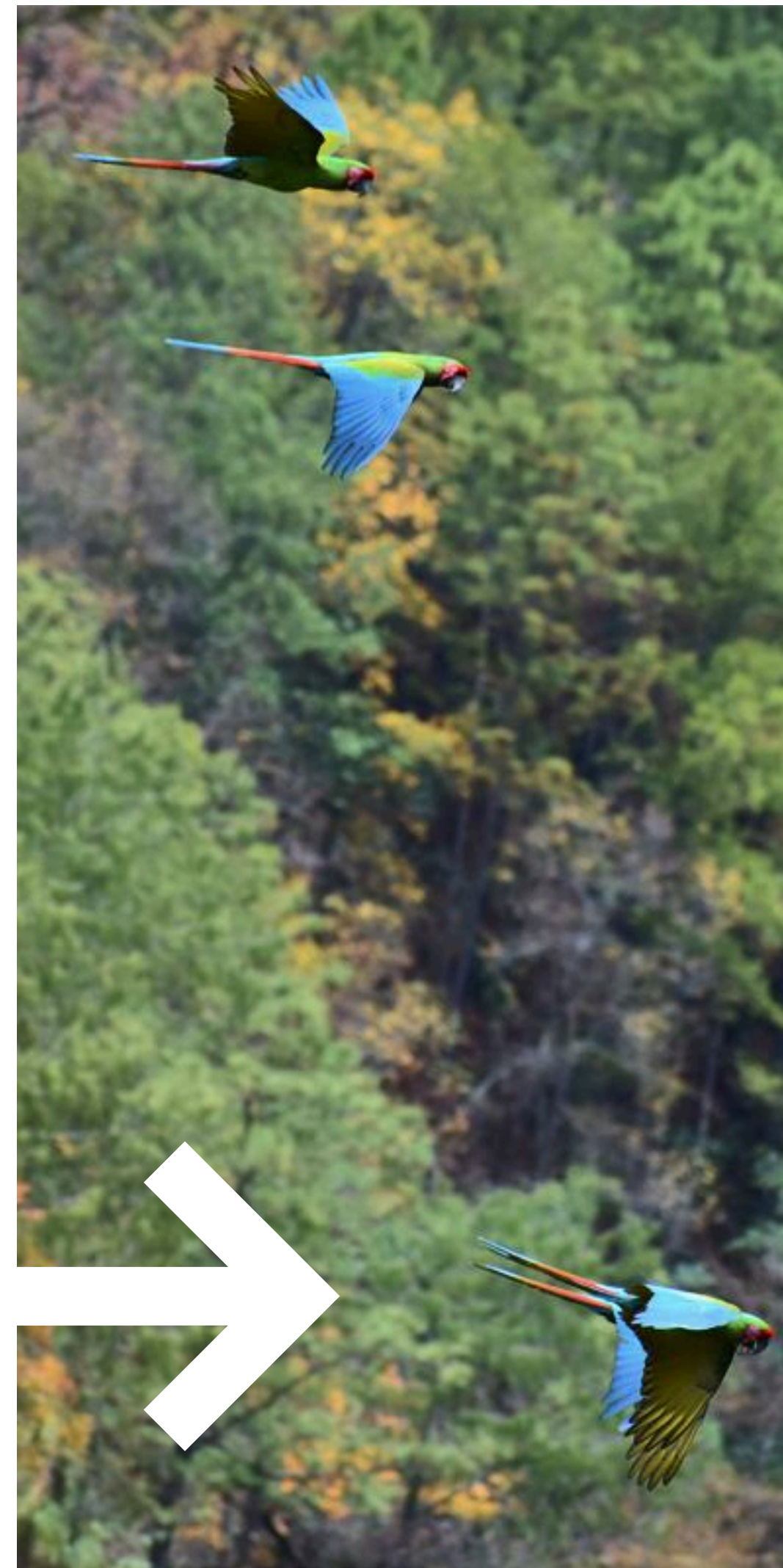
Install solar water heaters on local homes



Provide improved drinking water

This community forest is very different from that in other communities; the forest is far healthier; this community has plenty of water and in other communities, they are experiencing water scarcity."

— Ana Laura, family of 3
Ejido member



Providing water basins to attract native birds that feed on invasive insects



"I've helped grow seedlings because the forest helps us fight climate change. I notice that some fruit trees blossom that never blossomed before and some still blossom but no longer give fruit.

— Maria Salinas, Family of 4
Ejido member





02f

Our impact on Wildlife

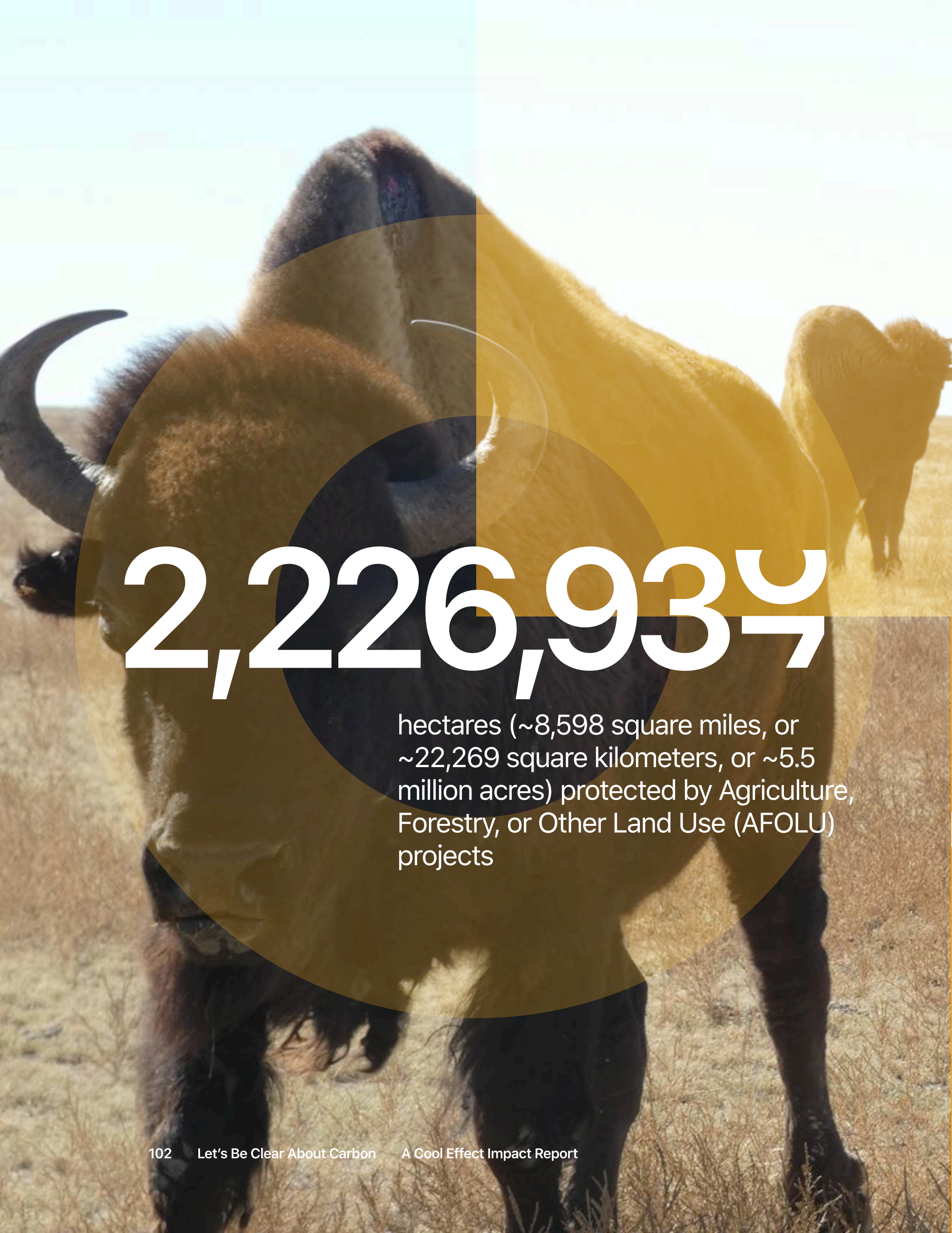
Project:

A Bearadise

Forest conservation in Alaska

Home on the Range

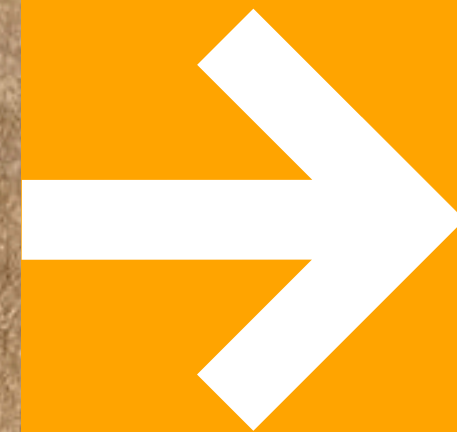
Grassland conservation in Colorado



2,226,934

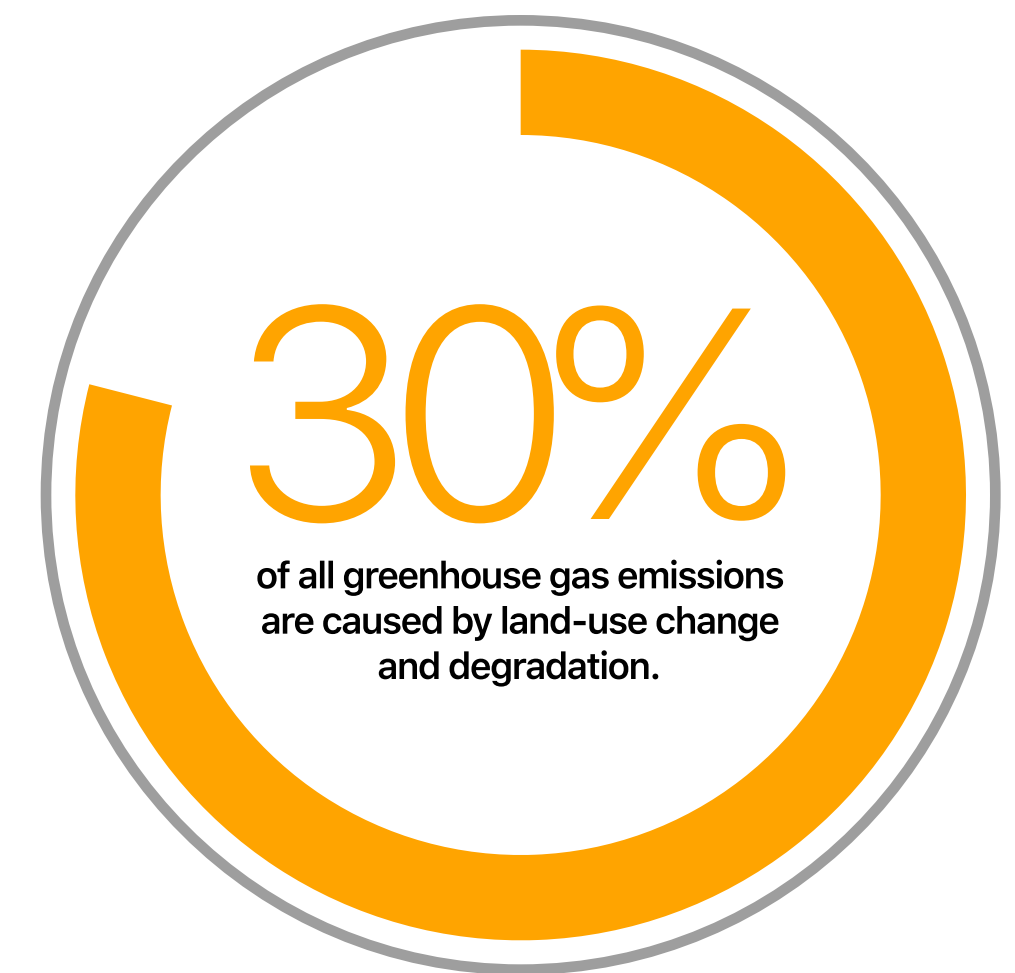
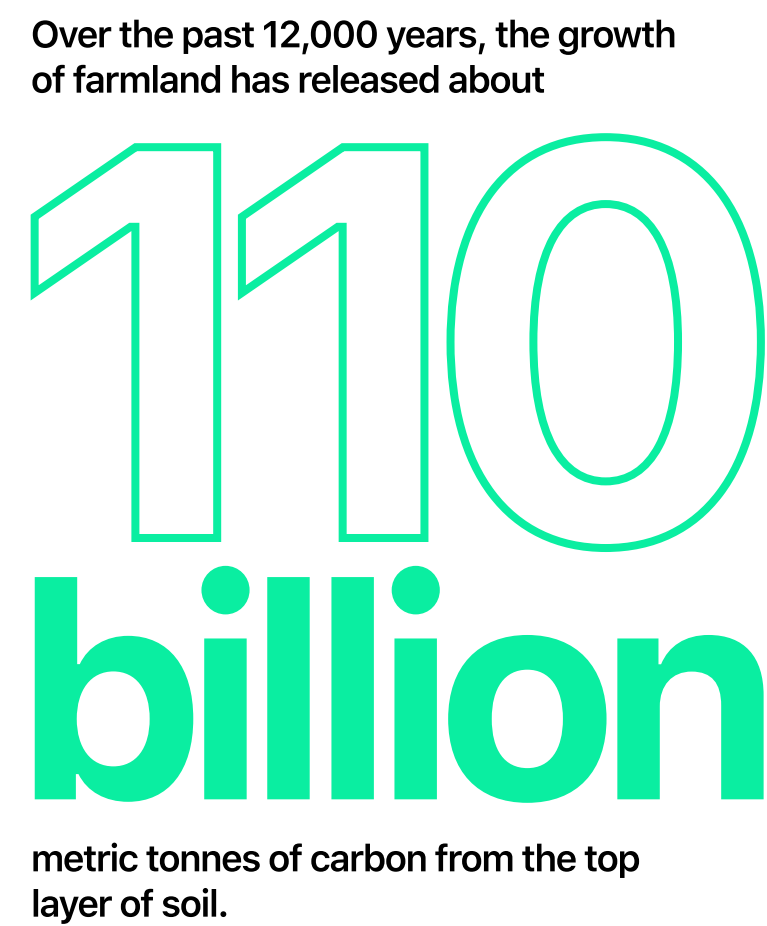
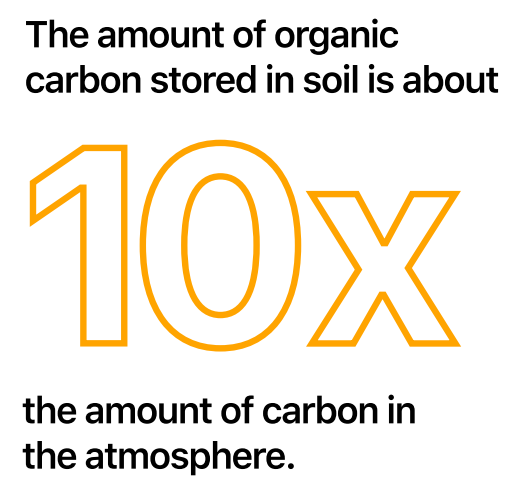
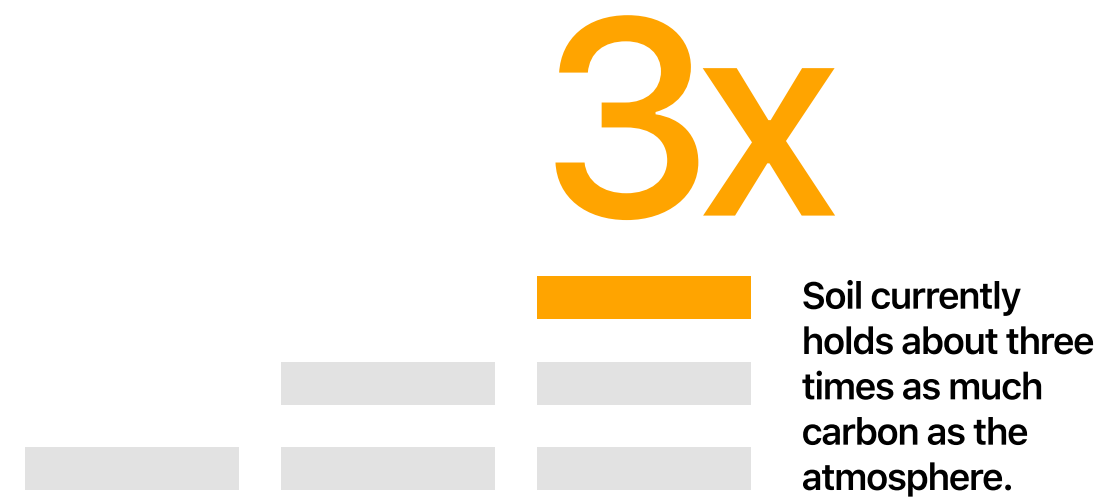
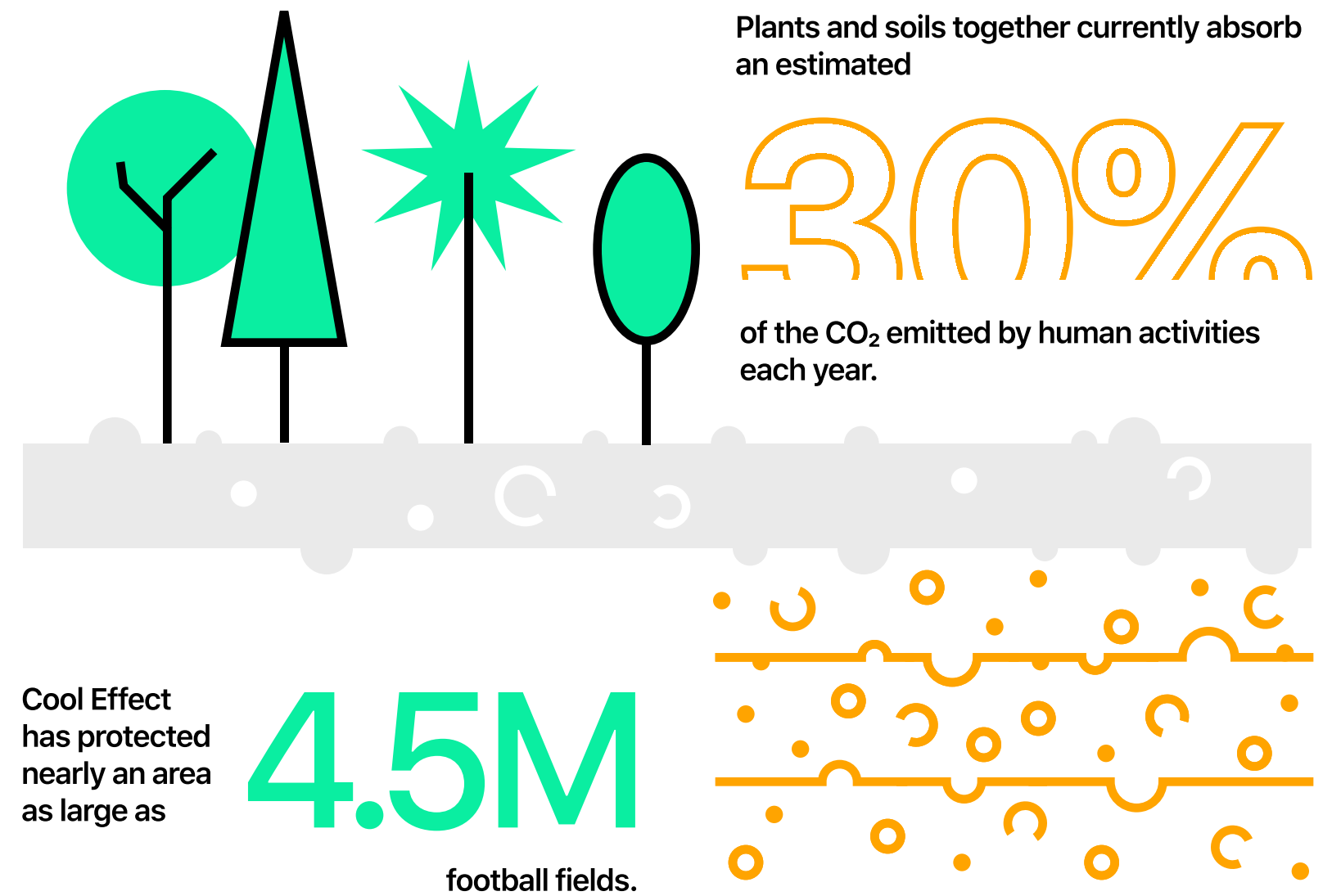
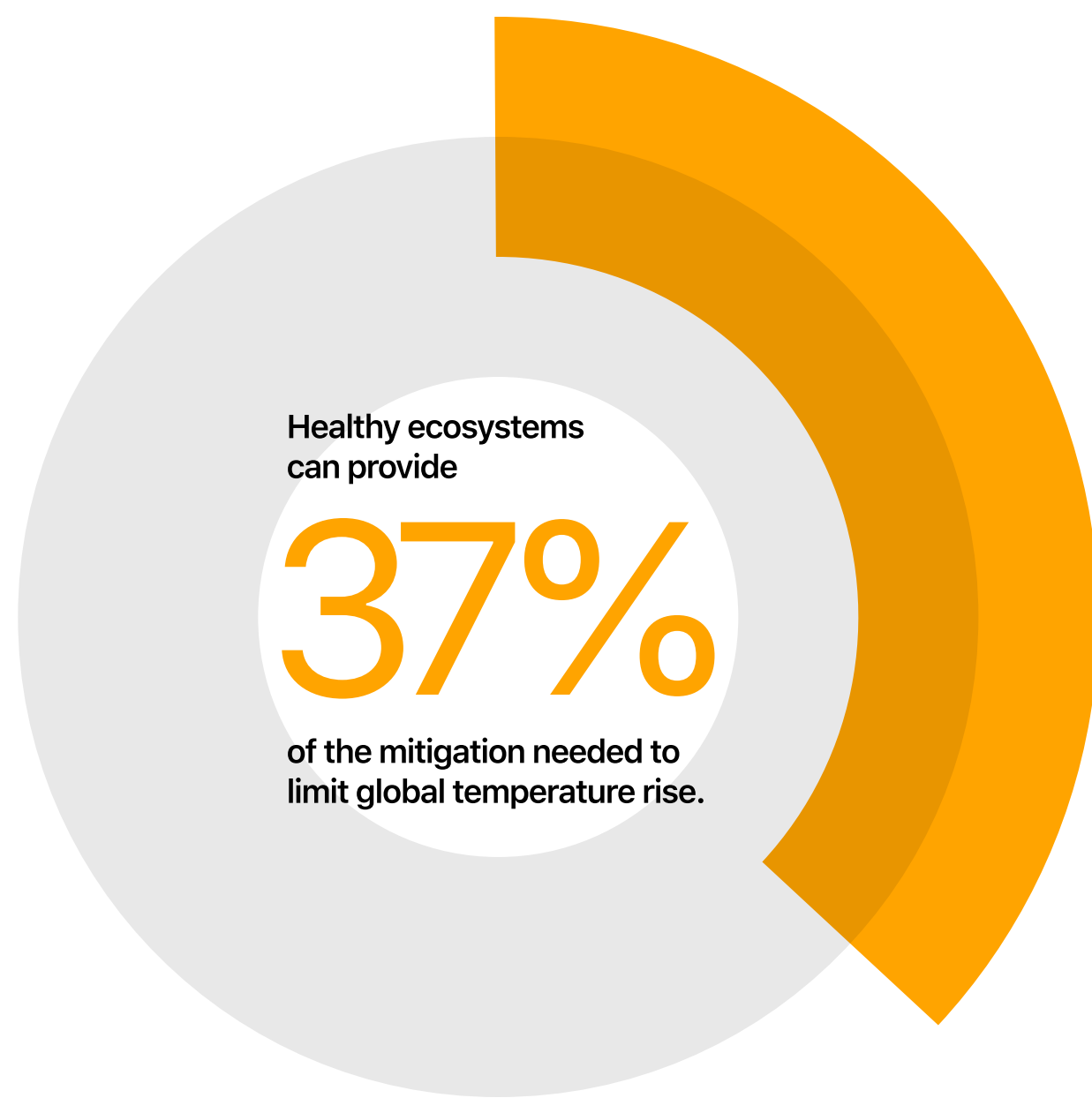
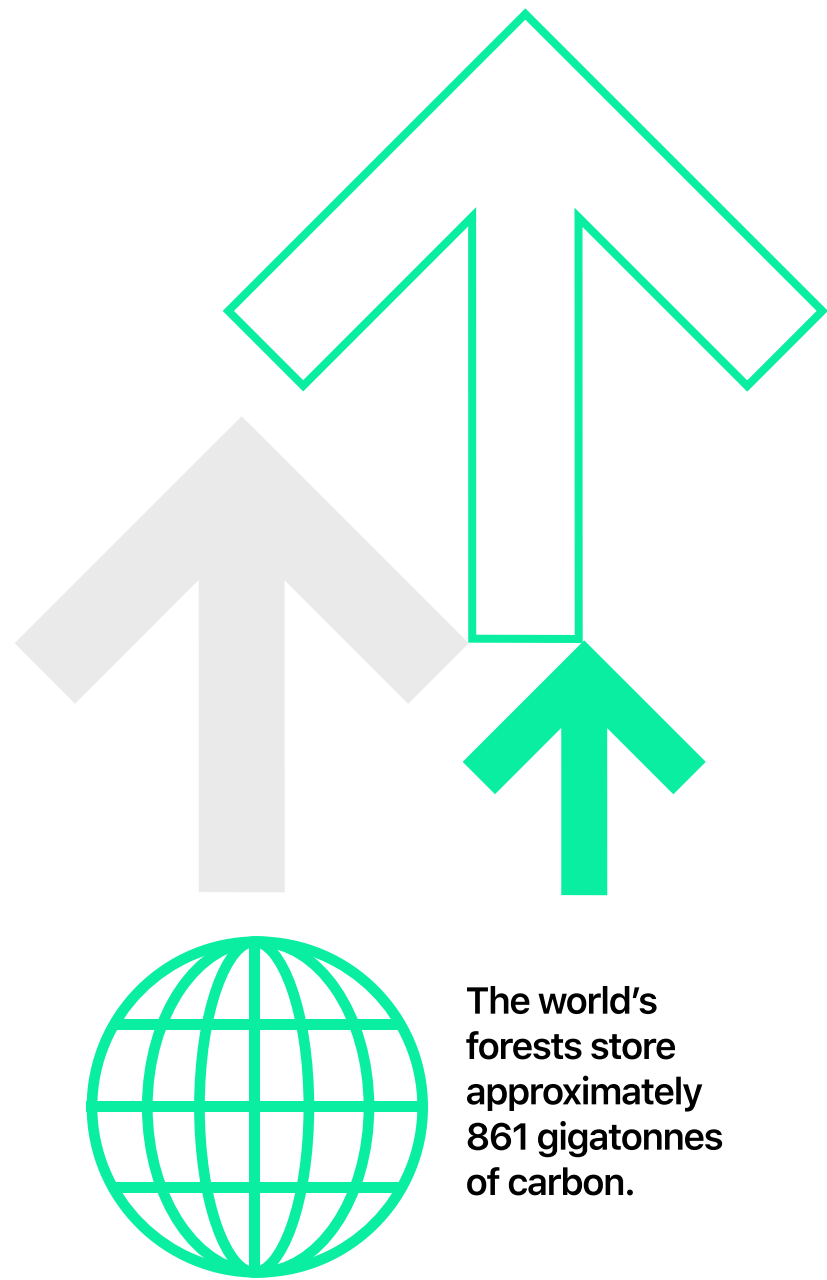
hectares (~8,598 square miles, or ~22,269 square kilometers, or ~5.5 million acres) protected by Agriculture, Forestry, or Other Land Use (AFOLU) projects

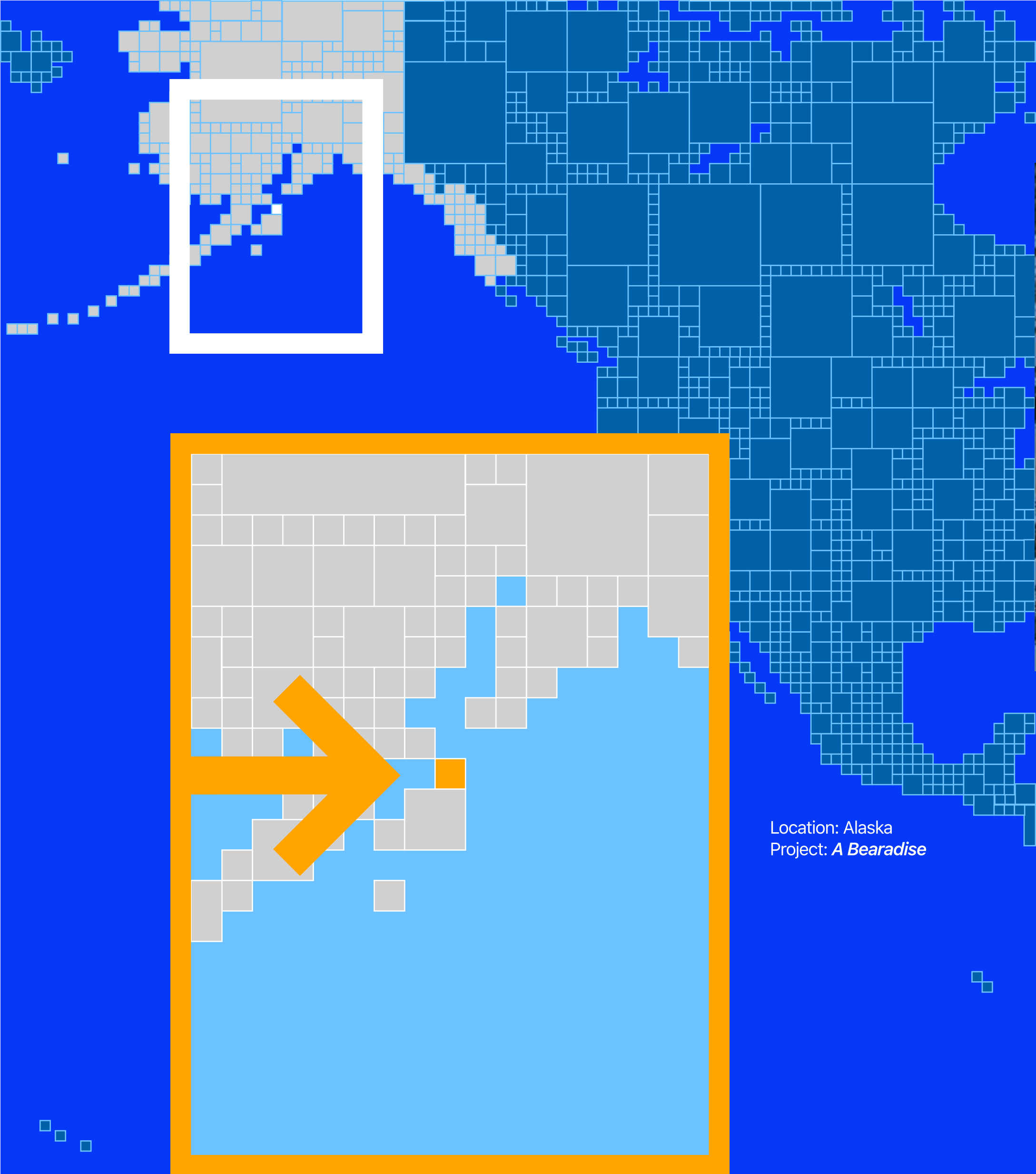
Our impact on Wildlife With the help of high quality carbon projects, we can ensure that ecosystems are preserved and the CO₂ remains underground. Meanwhile, carbon sink projects provide financial support to keep natural habitats untouched. Forests remain standing, grasslands remain growing and biodiversity thrives.



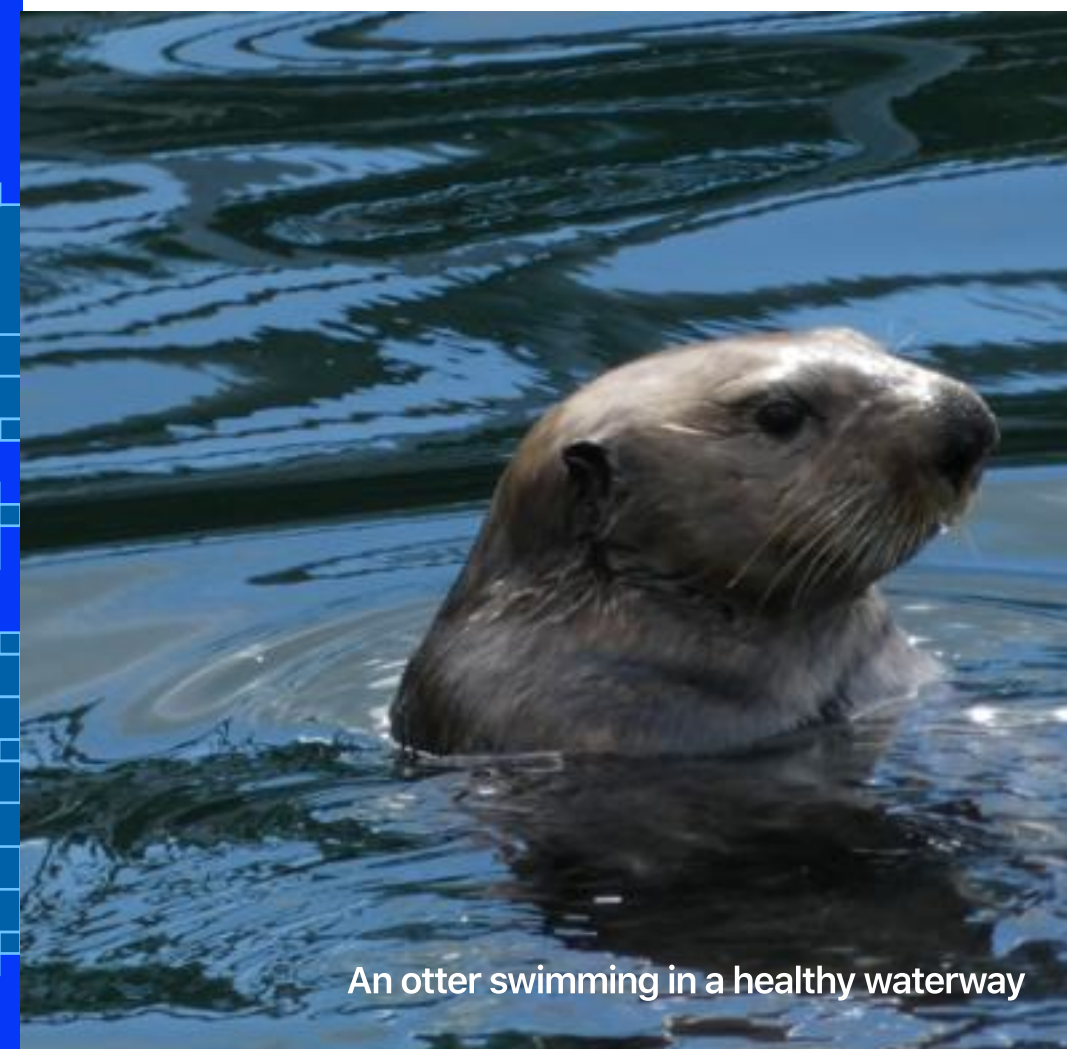
What is a carbon sink?

A natural or artificial reservoir that absorbs more carbon dioxide from the atmosphere than it releases, effectively removing carbon from the air and storing it in a solid or liquid form.





Location: Alaska
Project: *A Bearadise*



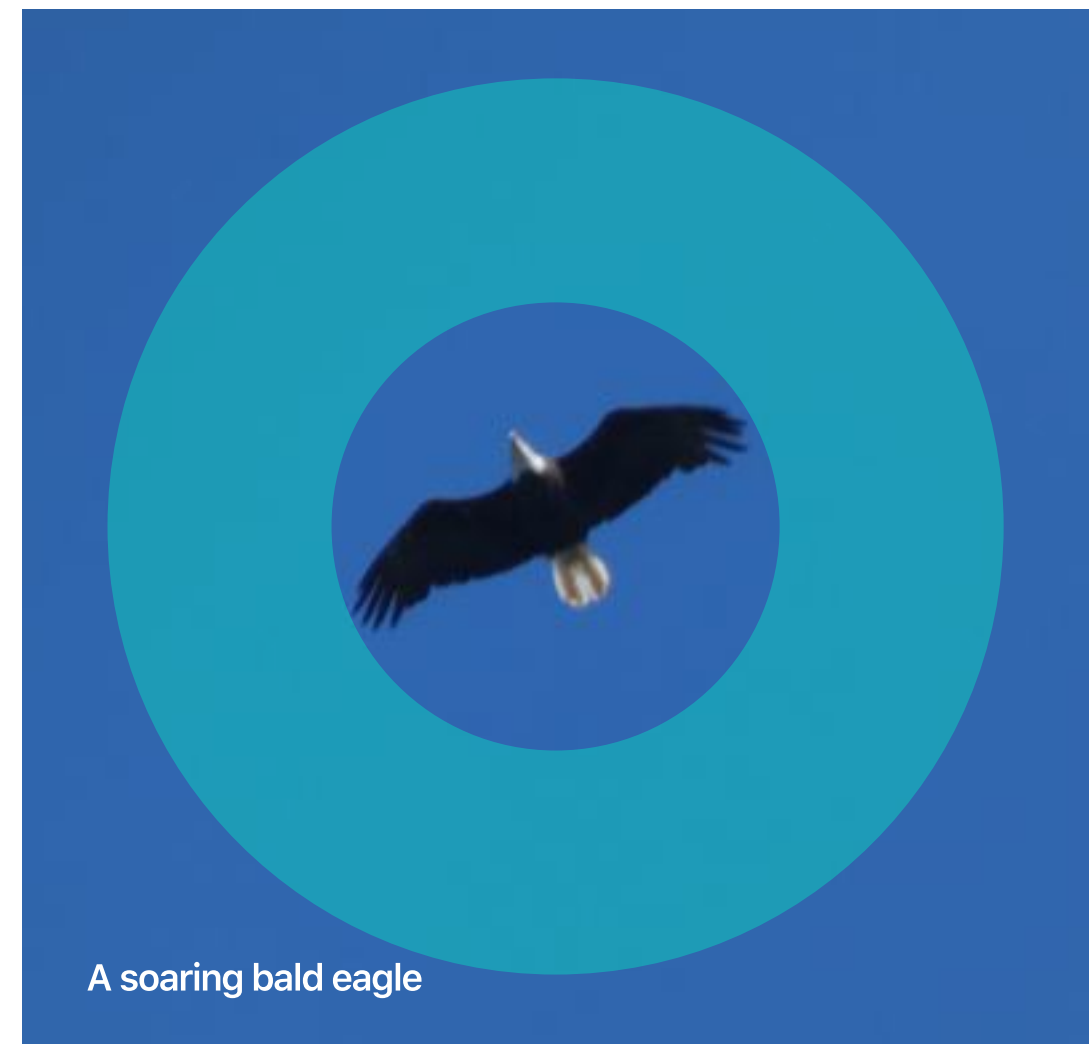
An otter swimming in a healthy waterway



A project verifier measuring growth of a selected tree

Our *Bearadise* project, which preserves Alaskan old growth forests on the North Coast of Afognak Island, protects 5 species of salmon, brown bears, otters, weasels (ermine), deer, goats, beaver, rabbits and bald eagles.

weasels (ermine)
otters
bald eagles
5 species of salmon
brown bears
goats
rabbits
deer
beaver



A soaring bald eagle



An untouched 200 year-old forest



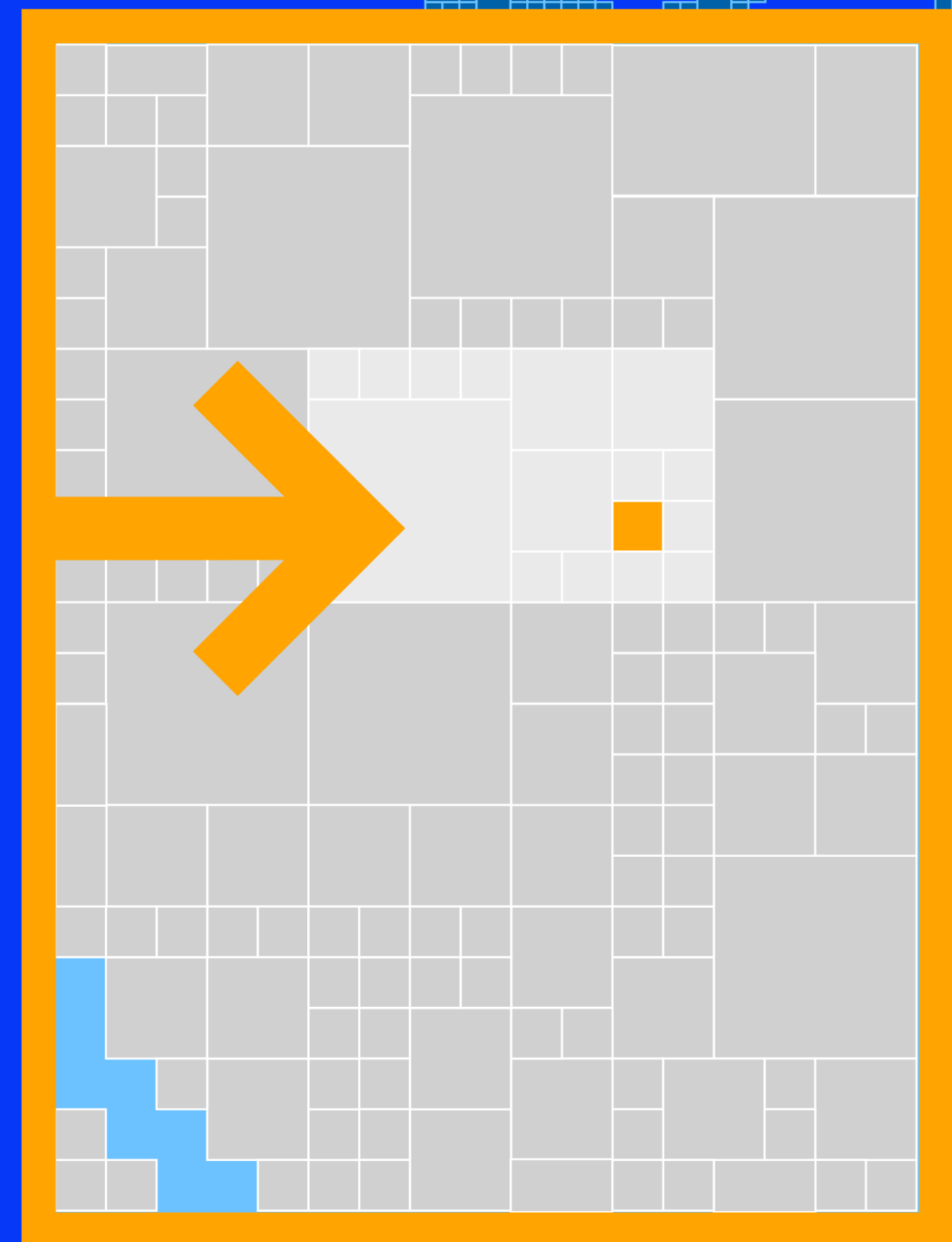
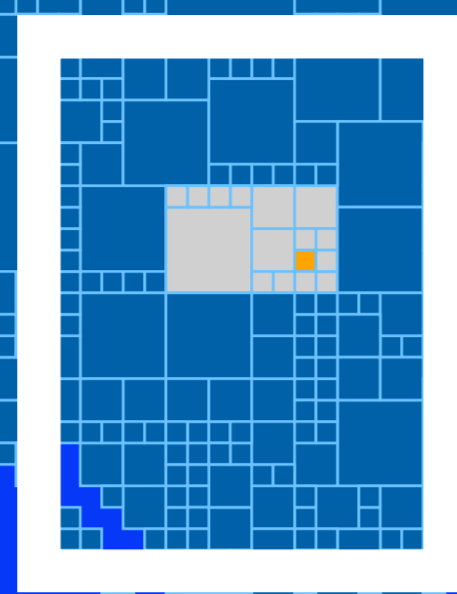
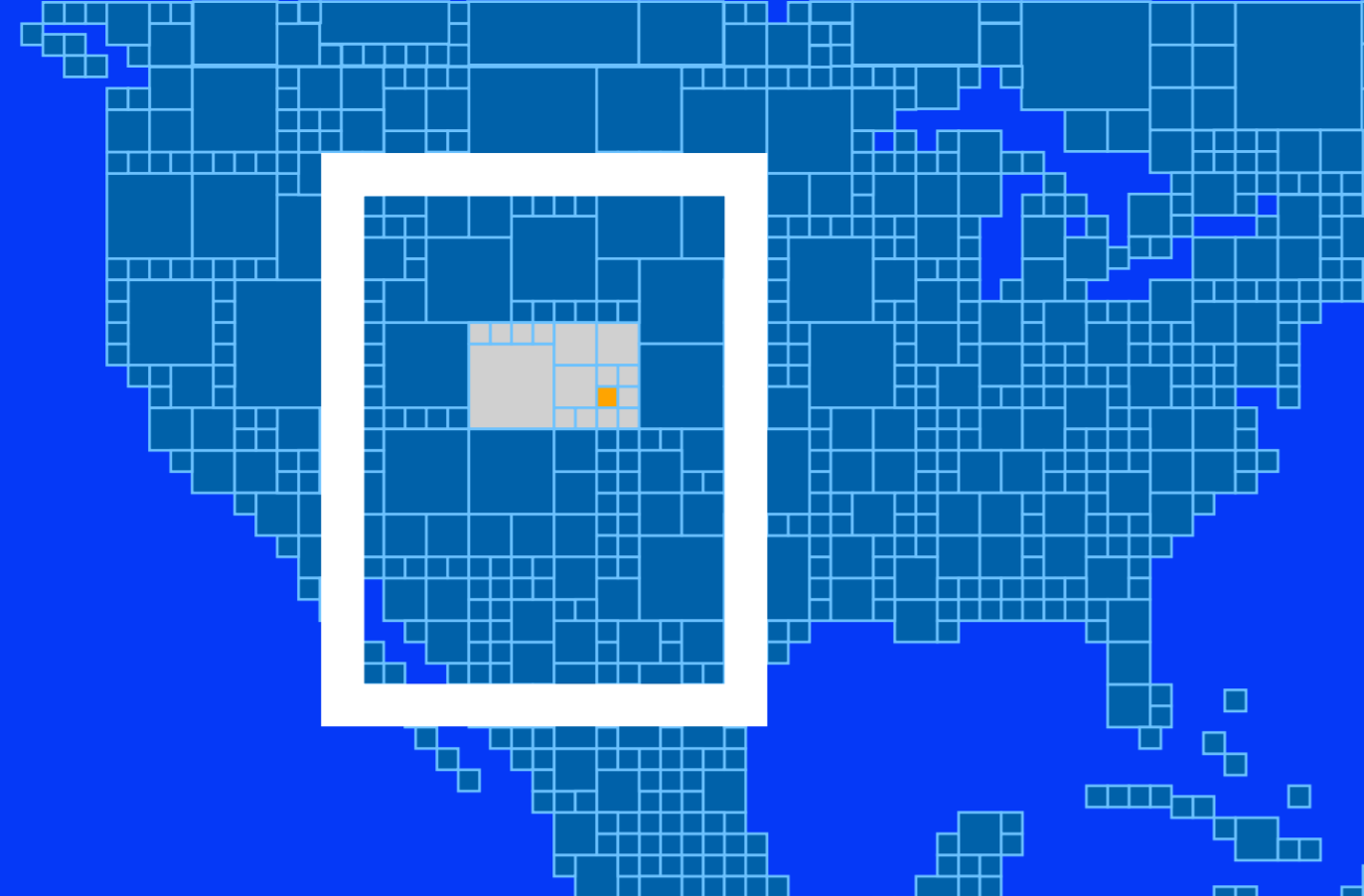
The protection of these important old growth forests on Afognak Island will reduce about

1.5M

tonnes of carbon over

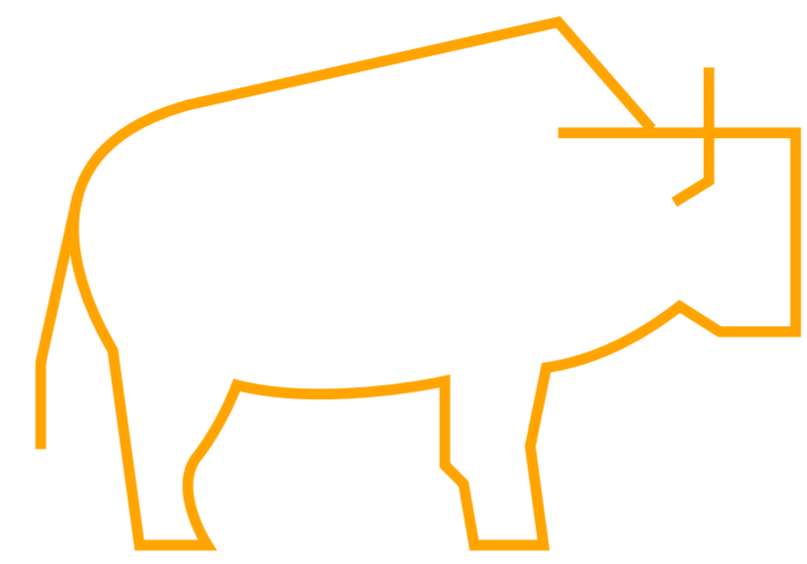
30 years





Location: Colorado
Project: *Home on the Range*

Our *Home on the Range* grassland preservation project protects 35 species of concern, including over 30 colonies of prairie dogs and a growing population of American bison. It also reintroduced the endangered black-footed ferret.



A Cool Effect site visitor consults with a project developer on plants indigenous to certain soils



The Black-footed Ferret at home

The Good on the Ground

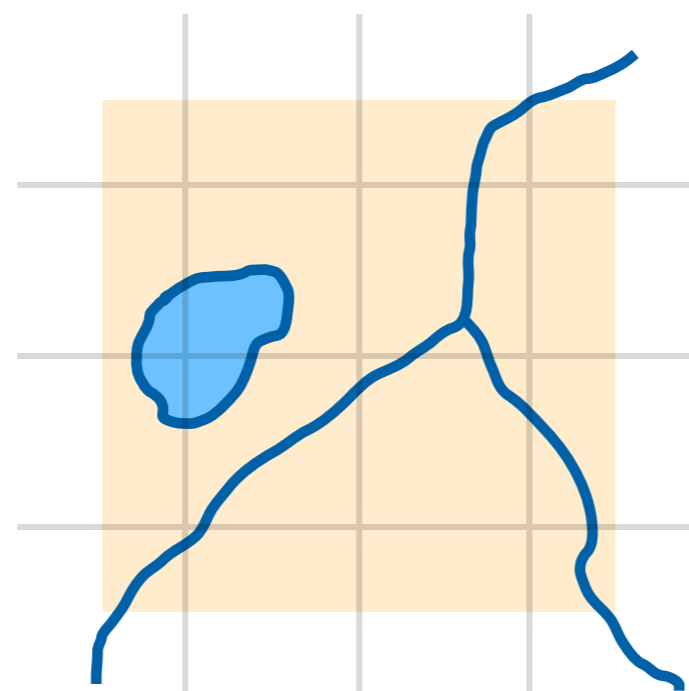


Without the funds provided by the sale of carbon credits through Cool Effect, all this land would likely have been converted to other uses. Every single project on our platform does more than simply reduce emissions—they do a world of good for the planet’s people and wildlife. From creating jobs and generating revenue to restoring and protecting threatened ecosystems, every single Cool Effect project generates what we call *The Good on the Ground*.

The Good on the Ground highlights the efforts of carbon credit projects that verifiably reduce harmful greenhouse gases while providing additional benefits to local communities and threatened ecosystems. High quality carbon projects like these aren’t just good for the planet, they’re good for its people as well — and our unwavering commitment to The Good on the Ground ensures that those types of high quality carbon projects are the only ones you’ll ever find on the Cool Effect platform.



Close to 67 square miles of grassland ecosystem is preserved thanks to this grassland protection project, containing nearly 57 miles of streams — all teeming with aquatic wildlife.



Restored prairie wetland





02g

Our impact
on the Future



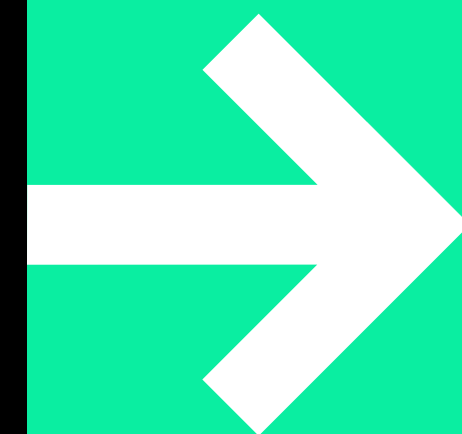
The Cool Effect community is made up of

500,000+

alarmed and concerned people looking to take real action against climate change and make a real impact for the planet and its people.

Our impact on the Future It's been said that it's better to light a candle than to curse the darkness, and we agree. But why stop at just one candle? At Cool Effect, we believe that the power of collective action is strong enough to accomplish anything and seeing what the Cool Effect community has accomplished in such a short time has done nothing but strengthen that belief.

And collective action isn't just powerful, it's contagious.

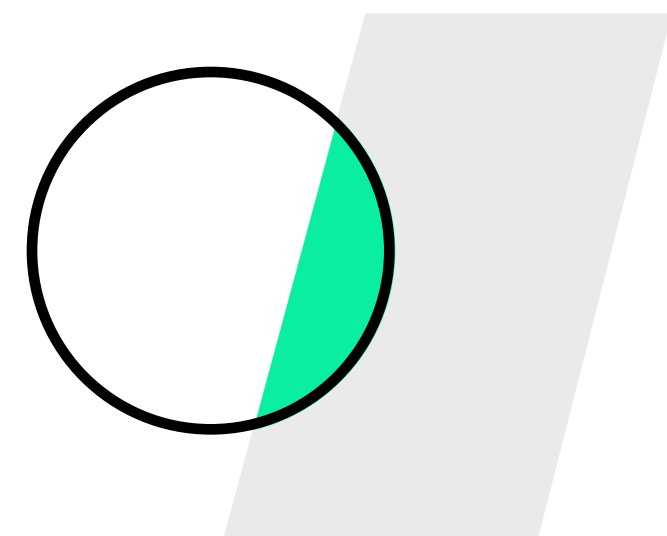


**74% of
Americans**

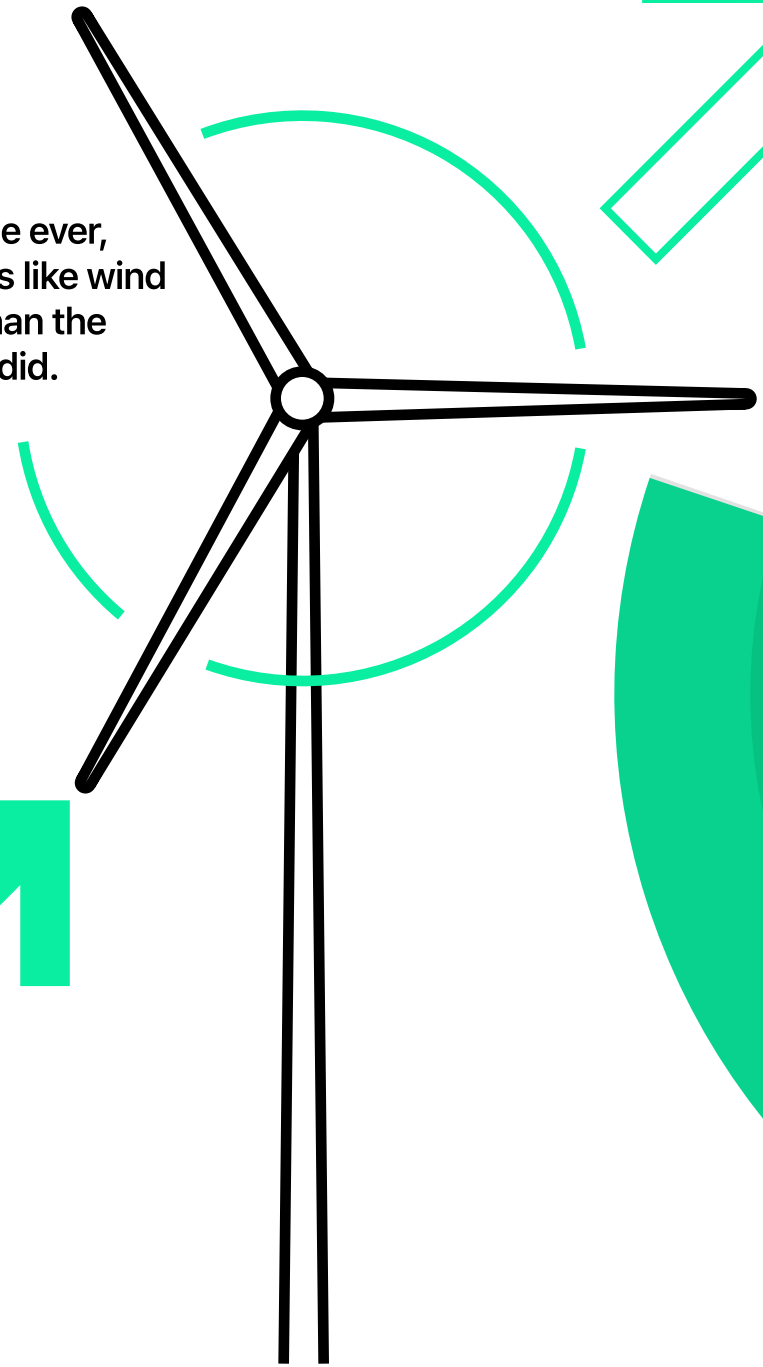
say they support the country's participation in international efforts to reduce the effects of climate change.

The actions of our passionate community are just one part of a bigger movement, reflecting a larger push from alarmed and concerned citizens around the world who don't just want climate action — they demand climate impact. So to all of you who have already made an impact for the planet and its people with Carbon Done Correctly,

thank you.



In 2023, for the first time ever, energy from renewables like wind and solar grew faster than the world's power demand did.

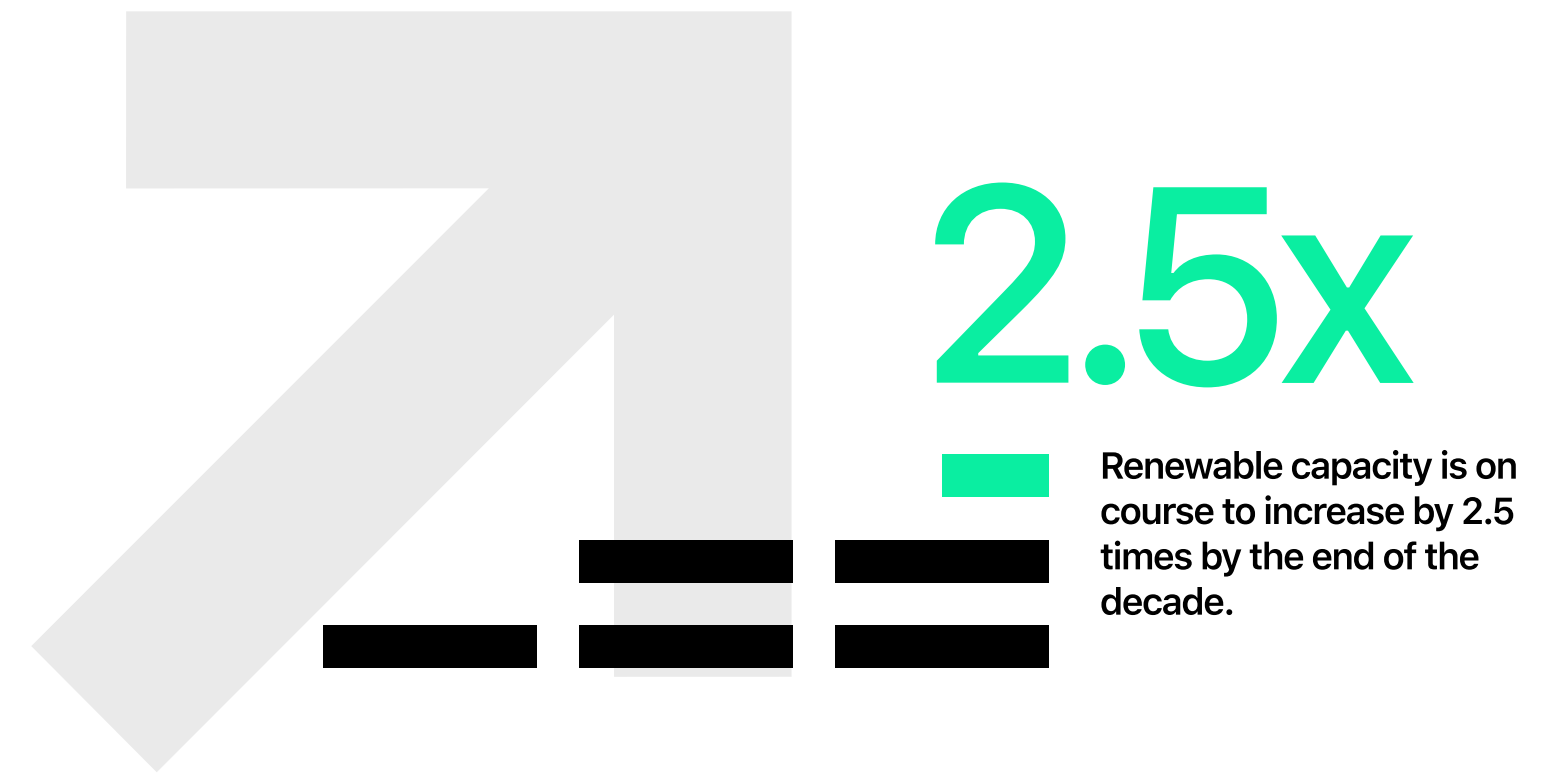
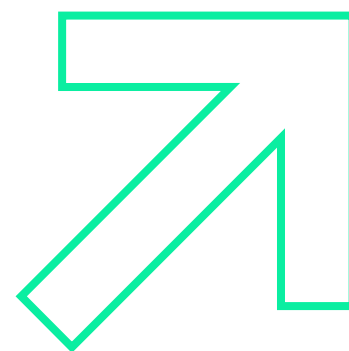
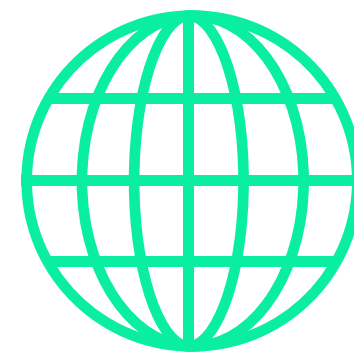


The 2022 Inflation Reduction Act includes

\$369

billion to reduce greenhouse gas emissions, support clean energy and transition away from fossil fuels — it is widely regarded as the largest climate investment in US history.

Global renewable energy capacity hit 50% growth in 2023, its fastest growth rate for twenty years.



07

Seven countries are now powered by 100% renewables.



A global total of \$8 trillion dollars of climate finance is needed by 2030 to meet Paris Agreement goals. \$8 trillion dollars is a six-fold increase from 2022 levels.



At least \$2.6 trillion of that \$8 trillion needs to come from the private sector.

And for those of you who haven't, there's no time to take action like the present. The fight against climate change is far from over, so light a candle and join us — we're just getting started.

In 2023, for the first time ever, energy from renewables like wind and solar grew faster than the world's power demand did.

The number of companies committed to net-zero targets under the Science-based Targets Initiative (SBTI) has surged by more than 500% since 2018.

Over half of the world's top 2,000 publicly listed companies, which have a combined annual revenue exceeding \$27 trillion, have committed to net-zero targets.

\$27 trillion

Coal supplied 80% of electricity to the United Kingdom in 1990 — they shut down their last coal power station in September of 2024.

Only an estimated

18%

of these companies are currently "on-track" to reach net-zero by 2050.

Annual corporate climate finance payments since 2018 have increased by just

5%

9M+ mt

In all, the Cool Effect Community has reduced or removed 9,265,715mt since we were founded.

66M+

The Cool Effect Community has provided \$66,152,974 to local communities through the use of verified carbon projects and high quality carbon credits.



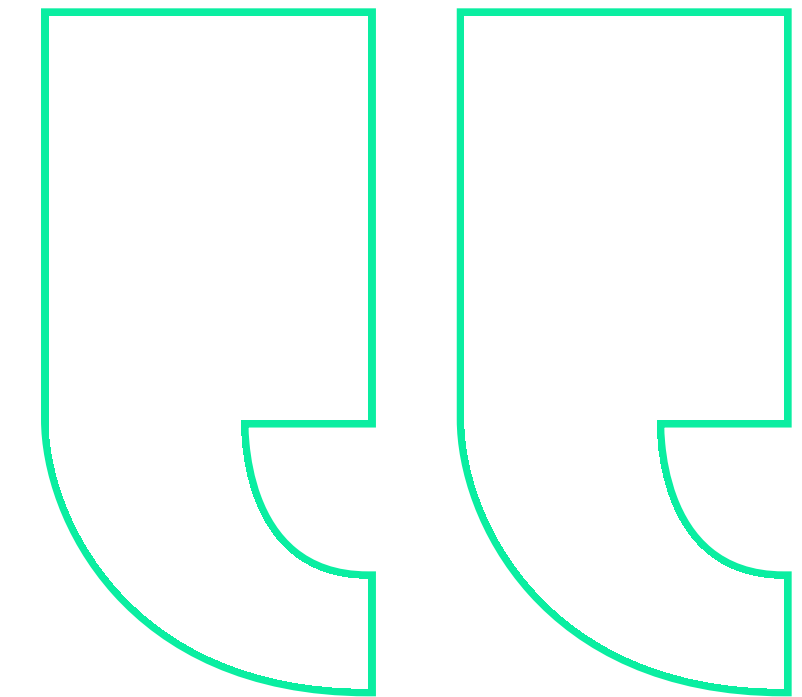


03

Your impact

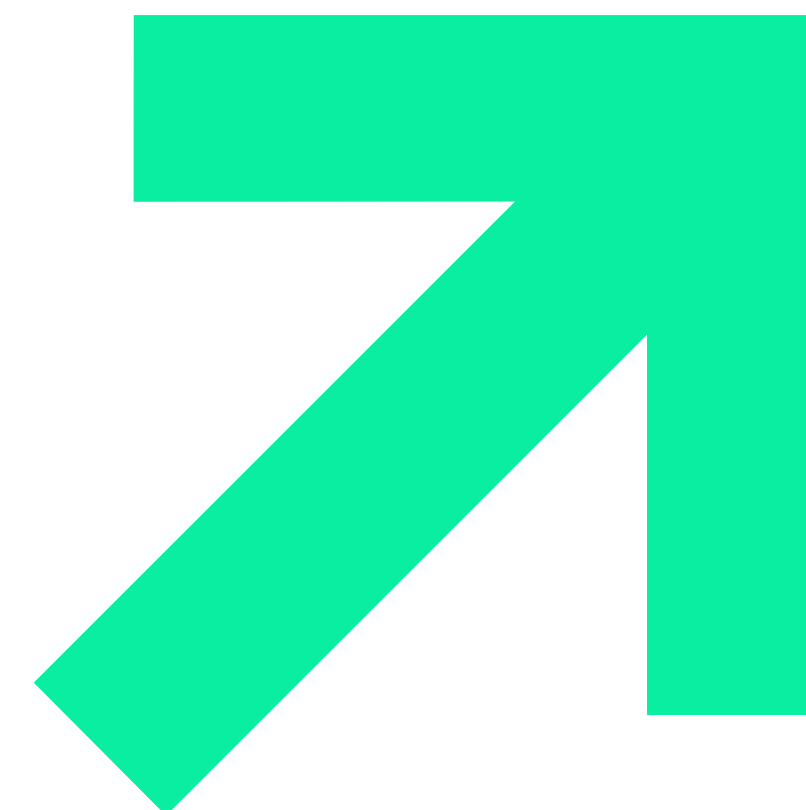
Why focus
to you around
can directly
make an
impact.

A letter from
Dee Lawrence, Co-founder of
Cool Effect



Every day, Cool Effect asks each of us to save the planet one small step at a time. Today, we want to take a moment to say thank you for your support in turning that one small step into measurable impact.

Your support has meant the world to us and our planet. Some of you may be new to our organization; others have been with us since day one — and every single member of our community has been vital to our mission. Now we have even more to do.



Our journey began when my husband Richard and I traveled to Honduras as translators for a medical brigade following destruction from 1998's Hurricane Mitch.

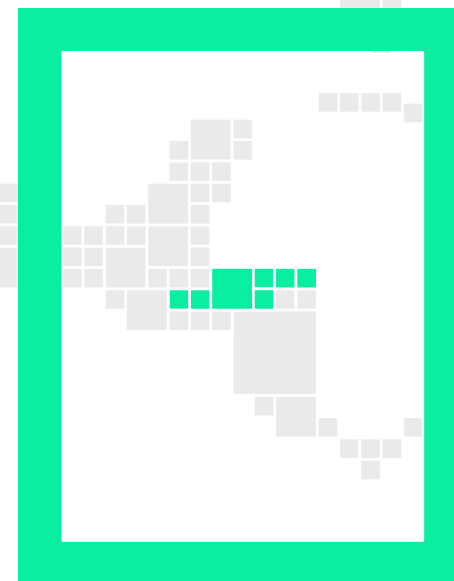


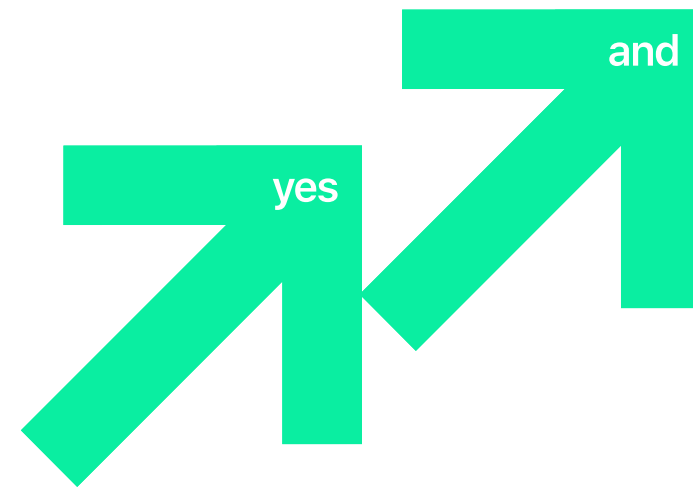
During our time there, it became clear that while climate change took an obvious toll on the planet, its impact on people and vulnerable communities was just as severe. In our search for a climate solution that would benefit not just the planet but its people as well, we founded **Proyecto Mirador** — a high-quality carbon credit project that works in rural Honduras to install improved cookstoves that reduce family wood fuel consumption, create jobs, improve family economics, health, and cleanliness in homes.

Today, Proyecto Mirador is now a two decade-long family effort that has built more than **365,000 cookstoves in rural kitchens**. This was the first project that inspired the creation of Cool Effect in 2015, which has since reduced over 8 million tonnes of CO₂.

But even with the progress we've made, the crisis isn't over.

Location: Honduras
Project: *Proyecto Mirador*





In 2025, we still face record-breaking temperature rises, rapidly increasing emissions, and an increasingly distracting debate over “the best solution” to this existential problem. But the problem of climate change is not one that will be solved with a single, magic solution. It’s a complicated problem, and we’ll need a complex, multi-faceted approach to address it.

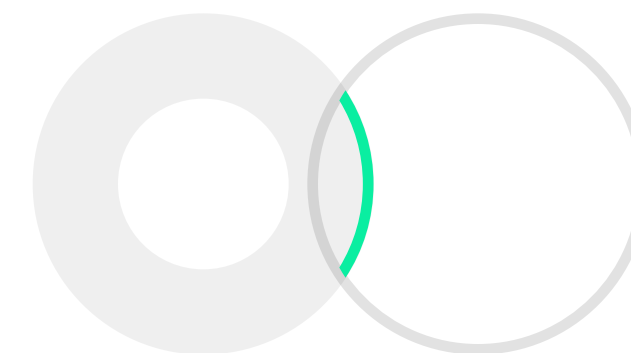
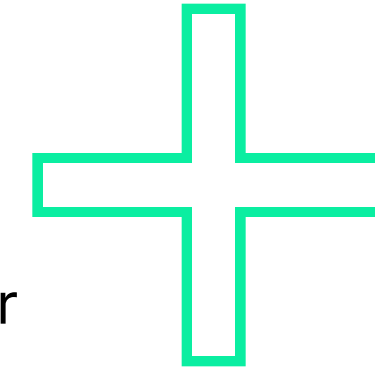
We don’t need either/or solutions, we need yes/and solutions. We need to utilize every available tool at our disposal to reduce emissions, and one of those proven tools are verified carbon credits generated by high quality carbon projects.

Critics are eager to dismiss carbon credits as little more than empty promises, which has led to **a crisis of trust** in the Voluntary Carbon Market.

Not only are dismissals like that counter-productive, they ignore the truly transformative nature of a high-quality carbon project.

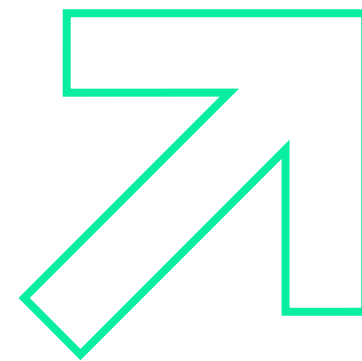
As it stands now, there’s no quicker or more efficient way to route much-needed carbon finance to the places that desperately need it than from verified carbon credits from high-quality carbon projects.

The scrutiny facing carbon credits, and the carbon market as a whole, can be reduced to one simple concept: **transparency. Transparency builds trust, and without trust, there’s simply no way a market can function effectively.** People need to understand what these credits can do, how they’re being used, and what their true impact can be.



When individuals and organizations realize that carbon credit funding can be delivered effectively, at scale, and in a trustworthy manner, there's no telling what impactful actions it could unlock.

That's what we hope to do here: by highlighting the true, transparent impact of high quality carbon projects and the potential power of a healthy, trusted voluntary carbon market, we can raise ambition and inspire action from the private sector while making a real impact for the planet and its people. It's time to embrace transparency, increase trust, and let the data speak for itself.



You've seen the impact that Carbon Done Correctly can have on the planet and its people — join us and let's take action together.

Dee Lawrence,
Co-founder of Cool Effect



Sources and acknowledgements

With the exception of the sources cited here, all data utilized within this document is from Cool Effect's own internal database. A huge thanks to **Tom Wickline** and the *The Berkeley Group* from the University of California, Berkeley, for their tireless work pulling these numbers, digging through the data, and helping us tell our story using decades of databases worth of information — we couldn't have done it without you.

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