



GLOBAL RETURNS PROJECT  
**Impact Report**  
2020/21

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▶ REINVEST ■ IN ● EARTH

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# The Project

Our idea and  
the progress  
we've made

# Letter from the Trustees

Dear Friends,

Last October, the Global Returns Project set out with two primary goals.

First, we wanted to **identify and support today's best not-for-profit climate solutions**. We knew that not-for-profits play an important and underappreciated role in tackling the Climate Crisis. As the world awaits innovative technologies in areas like energy storage and transport, not-for-profits stand ready right now with solutions that reduce carbon emissions or protect natural carbon sinks.

And second, we wanted to **empower the financial system to fund these solutions at scale**. If financial institutions could make supporting not-for-profits normal and easy for their clients, they could generate billions for today's best climate initiatives.

In just under six months, your support has allowed this campaign to make amazing progress towards achieving those goals.

Having assessed **over 130** climate initiatives using our own methodology, we've assembled an impressive portfolio of charity partners: Ashden, ClientEarth, Global Canopy, Trillion Trees, Rainforest Trust UK and—as of March 2021—Whale and Dolphin Conservation.

Since November 2019, our supporters have raised **over £120,000** for our partners. And that funding has already made a remarkable

difference, from storing over 600,000 metric tonnes of CO2e through rainforest preservation to supporting the successful closure of Europe's single largest greenhouse gas emitter.

And your support has set a powerful plan in motion. **600** people have joined the Global Returns Project, adding their voices to the growing call for serious change in the way we fund climate solutions. And that call is being answered. The Global Returns Project is already in conversation with **over 20** financial institutions about making climate solutions normal and easy for their clients.

In this, our first impact report, we begin by elaborating on the goals of the Global Returns Project, the research we've conducted on our effectiveness and our top line impact figures. Next, we introduce our charity partners and describe each of their individual achievements in the past year. Finally, we cover the Global Returns Project's outreach efforts—our events, press coverage and publications—before explaining how you can get further involved in our work and thanking our supporters.

We are incredibly grateful to everyone who has made our progress thus far possible. If we can build this kind of momentum in just six months, we're more convinced than ever before: **real change in the way we fund climate solutions is within reach**.

Trustees of the Global Returns Project  
12 May 2021



Joanna Bacon



Jasper Judd



Cl



Y. Sullivan

# Our idea

At the **Global Returns Project**, we want to make it **normal** and **easy** for individuals to take meaningful climate action. That is why we have researched and identified a portfolio of the most effective climate charities for individuals to support. And it is why we work with financial institutions to provide their clients with a simple mechanism to make regular climate commitments.

## THE NEED AND "WHY NOW"?

We are living in a crucial decade for our planet. To limit global warming to around 1.5°C above pre-industrial levels, we must halve global emissions by 2030 and then reduce them to net zero by 2050.

**The speed at which we act over this decade matters almost as much as the scale.**

The good news is that the climate solutions we need are available today. They are cost-effective and ready to be implemented at scale. These solutions are **not-for-profit climate initiatives**.

## OUR PLAN

The Global Returns Project has a simple plan with the potential to raise **\$10 billion every year for the most effective not-for-profit climate solutions**.

We help financial institutions offer their clients a "tick-the-box" option to

### REINVEST IN EARTH:

*commit a small percentage (we propose 0.25%) of their savings and investments each year to our carefully selected portfolio of climate change charities.*

## WHO IS INVOLVED?

### NOT-FOR-PROFITS

Currently, less than 2% of global philanthropic giving goes to climate mitigation efforts. Yet nature-based-solutions, if properly funded, could sequester 11 billion tonnes of carbon dioxide per year by 2030. **Our plan helps fill the funding gap for these effective and scalable not-for-profit climate initiatives.**

### INDIVIDUALS

As individuals, we face a number of behavioural barriers when looking to take climate action. Yet donating to climate not-for-profits is the most effective lifestyle choice we can make for the planet. **Our solution removes friction in the donation process by making it normal and easy to fund these not-for-profits.**

### FINANCIAL INSTITUTIONS

Financial institutions want to tackle the Climate Crisis. And the industry is already changing, as evidenced by the rapid rise of sustainable investing. Our solution redefines "returns" in the context of the Climate Crisis, helping financial institutions both **satisfy client demand and safeguard our planetary boundaries.**

# 100x more effective

## HOW EFFECTIVE IS REINVESTING IN EARTH COMPARED TO OTHER CLIMATE LIFESTYLE CHOICES?

Recently, a variety of articles, apps and websites have emerged which offer individuals lists of actions they can take to reduce their “carbon footprint” and tackle the Climate Crisis. However, many of these lists fail to mention **donating to climate change charities** as a way for individuals to make a difference.

Despite this, we know that not-for-profit climate initiatives are highly cost-effective, and that **our charity partners are among the best climate solutions globally.**

For this reason, we decided to assess the effectiveness of several commonly quoted climate lifestyle choices in relation to a **£600 Reinvestment in the Global Returns Project.**

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Our findings indicate that **Reinvesting in Earth is by far the most effective lifestyle choice an individual can make in relation to the Climate Crisis.** This research does not suggest that other climate lifestyle choices are futile—quite the opposite. In this crucial decade, any actions we can take as individuals to reduce emissions are extremely important.

What this research *does suggest*, though, is that committing to the best not-for-profit climate solutions is a highly effective climate action for individuals—and one that until now has been largely overlooked.

Reinvesting in Earth could be as much as

**100x**

more effective than any other individual climate lifestyle choice.

**280x**

more effective than **switching to a plant-based diet**

**200x**

more effective than **switching to an electric car**

**140x**

more effective than **avoiding a return economy transatlantic flight**

**130x**

more effective than **switching to green energy**

**100x**

more effective than **living car-free for a year**

# Your Impact

£120,000+



raised for our charity partners since Nov. 2019

600



individuals have Joined the Project

100%

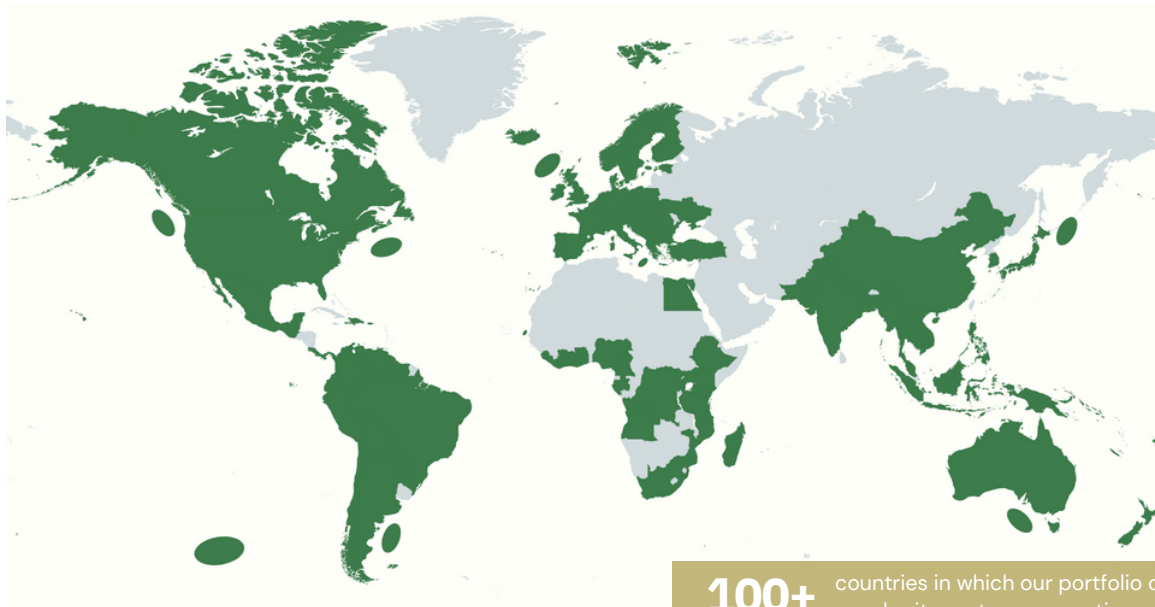


of every donation has gone straight to our charity partners

130+



charities assessed according to our methodology



100+ countries in which our portfolio of charity partners are active

## MEANINGFUL CLIMATE ACTION

By *Reinvesting in Earth*, you:

- show financial institutions that client demand exists for **further and faster action** when it comes to climate change;
- recognise that future financial returns depend on our ability to protect the planet today;
- have selected from **a diverse portfolio** of climate solutions, **providing global returns** for both people and planet.

Private individuals globally hold **\$140 trillion** in financial assets.

If just **3%** of those individuals **Reinvest in Earth**, committing **0.25%** of their savings and investments each year to tackle climate change...

... we could raise and spend **\$10 billion** every year by 2030 for the most effective climate solutions.





# The Portfolio

Today's best  
not-for-profit  
climate  
solutions



# Our portfolio



**Ashden** finds, funds and supports organizations delivering new, affordable and sustainable energy solutions.



**11** countries in which they are active



**ClientEarth** is a team of lawyers ensuring existing environmental laws are respected and helping governments develop effective environmental policies.



**62** countries in which they are active



**Global Canopy** informs individuals, businesses and governments about deforestation risks in their supply chains through innovative data analysis tools.



**11** countries analysed by their tools



**Rainforest Trust UK** places threatened rainforests under permanent protection through community engagement and local partnerships.



**53** countries in which they are active



The **Trillion Trees** initiative aims to ensure that one trillion trees have been re-grown, saved from loss and better protected by 2050.



**60** countries in which they are active



**Whale and Dolphin Conservation** protects whale populations: one of the most underappreciated but important nature-based climate solutions.



**14** regions in which they are active

We have assembled a portfolio to cover a diverse array of the critical issues affecting our planet and the environment. The symbols below indicate some of our portfolio partners' primary activities.

**Tackling the drivers of emissions at source**

Supply chains

Clean energy

Finance



**Providing nature-based solutions**

Agriculture and forestry

Coastal and ocean sinks

Biodiversity benefits



**Accelerating changes in systems**

Policy and advocacy focus

Research and education

Community led initiatives





Number of countries Ashden is active in

**11**



## 2 July 2020

### Ashden Awards Ceremony 2020

The ceremony was hosted live on YouTube, meaning that over 4,600 people around the world could celebrate the achievements of the 11 innovative Ashden Award Winners.

## 13 October 2020

### 'Scaling up Sustainable Cooling for All' event

Ashden hosted a webinar with Bloomberg NEF showcasing the innovators working towards inclusive, sustainable cooling in cities around the world.

## 9-12 November 2020

### Let's Go Zero launch

Ashden launched their national campaign for UK schools to be zero carbon by 2030 at the Youth Climate Summit.

## 8 December 2020

### Launching a blueprint for a locally based green recovery

Ashden and a coalition of partners set out key policy and engagement asks for the UK government in a post-COVID world.

**Ashden** recognises, supports and funds the most innovative, affordable and sustainable energy initiatives around the world. Whether it is helping schools go carbon free or enabling climate pioneers to thrive, Ashden's model provides a vision of a sustainable, low-carbon world.

**200+**

schools signed up to the Let's Go Zero campaign

**11**

Ashden Award winners in 2020

**\$445k**

paid to 8 organisations from Ashden's 'Fair Cooling Fund'

**100+**

local councils have used Ashden's Climate Action toolkits

## ZERO CARBON SCHOOLS AND SUSTAINABLE CITIES

In November 2020, Ashden launched the **Let's Go Zero campaign**: a national campaign uniting UK schools to go zero carbon by 2030. By joining the campaign, schools are making a public commitment to take action to reduce their emissions individually, whilst also collectively urging national governments to support this endeavour through finance, policy and regulation.

So far, **over 200 schools** have signed up for the campaign, which will be showcased at COP26 later this year.

Ashden's Cities team have also had a strong impact over the last year, providing local councils with the tools they need to address the climate emergency. Following the success of their Climate Action Co-Benefits Toolkit, Ashden has developed **31 Climate Actions for Councils**, informing climate emergency action planning by providing the likely carbon savings, approximate costs and main co-benefits of various regional-scale actions.

Both the toolkit and the 31 Actions are being used by **more than 100 councils** across the UK today.

## THE ASHDEN AWARDS

On 2nd July 2020, Ashden ran another successful Awards cycle, awarding **11 new winners** across three UK and eight international categories. To reflect changes and evolving challenges in the sustainable energy sector, they introduced three new award categories: Natural Climate Solutions, Humanitarian Energy and Energy and Livelihoods.

Ashden gave **£190,000** to their award winners and, in addition, provided around £55,000 in business support.

Ashden will continue to work closely with each of these winners well into the future, helping them scale up their operations.



*E-cargo bikes won the "Clean Air in UK Towns and Cities Award"*

*"I trust the Global Returns Project to select, monitor and review projects as far as possible to ensure that my contribution is deployed effectively."*

Richard, Reinvestor



*Credit: Ashden*

## FUTURE PLANS

Over the next six months, Ashden will be planning their 2021 Awards ceremony, which will take place in November. They are bidding to hold the Awards ceremony as part of the **COP26 programme** in Glasgow, which would allow them to reach key international audiences.

Their Sustainable Towns and Cities programme team will continue to host events to introduce Ashden award winners to local authorities through their network of City Regions sustainability leads and regional learning hubs. This activity is all with the aim of **increasing the speed at which climate change programmes are delivered** nationwide.

***"It has been a delight to be a beneficiary of the Global Returns Project. This initiative is not only directing much needed funding to charities like Ashden but is also helping shift the paradigm on investment into climate!"***

*Edward Dean – Director of Business Development, Ashden.*



Number of countries ClientEarth is active in

62

### 16 June 2020

#### Complaint about BP greenwashing

ClientEarth complained to the OECD UK National Contact Point about a misleading BP advertising campaign. The campaign was axed soon after.

### 21 July 2020

#### Appeal launched against Drax gas plant in Court of Appeal

Although the Court upheld the government's approval of the plant, growing pressure subsequently led to Drax abandoning the project in February 2021.

### 4 February 2021

#### ClientEarth's Accountability Emergency Report published

The report examined the FTSE 250's corporate disclosures in the context of climate change and was picked up by media outlets including Bloomberg.

### 11 February 2021

#### Letter to HSBC's directors

This letter reminded board members of their legal duties in relation to climate risk, and since being sent, HSBC have announced a commitment to phase out coal financing by 2040.

# ClientEarth<sup>®</sup>

ClientEarth uses the unique tools of the law to ensure governments and corporations fulfil their net zero promises, targets and legal obligations. From greenwashing complaints to challenges on the construction of fossil fuel plants, ClientEarth uses innovative legal approaches to protect the planet and all that inhabit it.

48

coal mines have been stopped from being built across Europe due to ClientEarth

\$25m

secured in climate adaptation funding for Torres Strait Islanders from the Australian government

14

of the UK's largest pension providers written to by ClientEarth about the financial risks of climate change

169

active ClientEarth cases taking place around the world

## DRAX POWER SCRAPS PLANS TO BUILD EUROPE'S LARGEST GAS-FIRED PLANT

ClientEarth's opposition to Drax's plans for a **3.6GW gas mega plant** in North Yorkshire began in 2018. ClientEarth reported then that the plant would be responsible for as much as **75%** of the emissions budget for the entire UK power sector, once fully operational.

They argued that if these plans were to receive the green light, they would fundamentally undermine the government's net zero targets and its broader ambitions to show genuine leadership on climate change. Despite their legal challenge, the Court of Appeal upheld the government's approval of the plant.

However, in February 2021, after **mounting legal and environmental pressure**, Drax Power performed a dramatic U-turn and communicated its decision to abandon the project.

Following the announcement, Drax's CEO publicly stated: **"The future of gas power generation fuel is getting shorter all the time."** This is a significant win for the UK's short-term emissions.

## PUBLICATION OF 'PARIS-ALIGNED' PRINCIPLES FOR COMPANIES AND INVESTORS

In the last six months, ClientEarth has conducted two reviews of how FTSE companies conduct their climate change reporting.

Their first review found that **only around 50%** of FTSE 100 companies disclose some form of net zero targets in their annual reporting.

In their second review, they discovered that **more than 90%** of the UK's 250 largest firms

**make no reference to climate-related factors in their financial accounts.** Additionally, many of the firms who are setting targets also fall short in their real-world actions to phase out fossil fuels.

In response, ClientEarth published **a set of key principles** for companies and investors to follow in order to decarbonise and achieve net zero targets. By means of a principles-based approach with non-negotiable "red lines," their report details how companies can, and must, take bold action to realise green obligations.

*"Supporting the Global Returns Project has left me feeling hopeful that I can make a difference, and that together we can tackle the Climate Crisis."*

Charlotte, Reinvestor



Credit: ClientEarth

## FUTURE PLANS

ClientEarth has ambitious plans for the remainder of 2021. This includes a bold anti-greenwashing campaign that builds on the success of their BP complaint to advocate for **tighter regulations on fossil fuel advertising.**

The campaign will highlight the false and misleading narratives spread by polluting corporations, as well as exposing their true actions and the subsequent costs for the planet.



Proposed fossil fuel advertising with a tobacco-style health warning about the risks of climate change

*"Support from the Global Returns Project is providing our Climate team with the foundation to make tangible differences around the world. We are holding governments and corporations to account, ensuring they deliver on their environmental obligations and helping to divert financial flows away from fossil fuel projects and investments."*

Maria-Krystyna Duval, Director of Climate and Energy, ClientEarth



Number of countries analysed by Global Canopy's data tools

11

### September 2020

**Taskforce for Nature-related Financial Disclosures (TFND) informal working group soft launch**

### October 2020

**Trase Finance formally launched**

The tool tracks over a trillion dollars in investment and lending linked to deforestation, increasing transparency and accountability for investors and lenders.

### January 2021

**Forest 500 annual report published**

In which Global Canopy's index identified and ranked the most influential companies and financial institutions on their deforestation-free commitments and progress.

### February 2021

**Norwegian Government supports Global Canopy's "Aligned Accountability" project**

Developing a common database of corporate performance on deforestation to improve accountability and galvanise finance sector action for more sustainable markets post-2020



**Global Canopy** is a data-driven think tank that targets the market forces destroying nature. They provide innovative, open-access data to leading companies, financial institutions, governments and campaigning organisations worldwide.

100

financial institutions with over \$17 trillion AUM have accessed Forest 500 data in the last year

74

members of the TFND working group, which Global Canopy helped bring together

60%

of global trade in deforestation risk commodities are being tracked by Global Canopy's Trase tool

81%

of North American financial institutions have no deforestation policy for their high-risk commodities

## TARGETING ILLEGAL DEFORESTATION IN THE BRAZILIAN SOY SUPPLY CHAIN

In June 2020, Global Canopy's Trase programme, working with local organisations in Brazil, published a report exposing the links between soy imports and illegal deforestation in Brazil.

Using Trase data, the study estimated that **over 80%** of the soy grown on farms where illegal deforestation took place in Mato Grosso was exported in 2018. Approximately **20%** of the European Union's total imports from Mato Grosso and **21%** of China's imports were likely to have come from farms where illegal deforestation had occurred.

One particular finding was key to triggering action from the private sector. Around 80% of the total illegal deforestation linked to soy production took place on just 400 farms, which represent **just 2%** of the total number of soy farms in the state.

The findings of the study were presented to key business forums, including the European Feed Manufacturers' Federation (FEFAC). And in October 2020, the study was cited in **an open letter to the UK Government** signed by global food companies including McDonald's, Unilever and Tesco, calling for more ambition on the Government's due diligence consultation process in addressing global deforestation.

## ENCORE SUCCESS

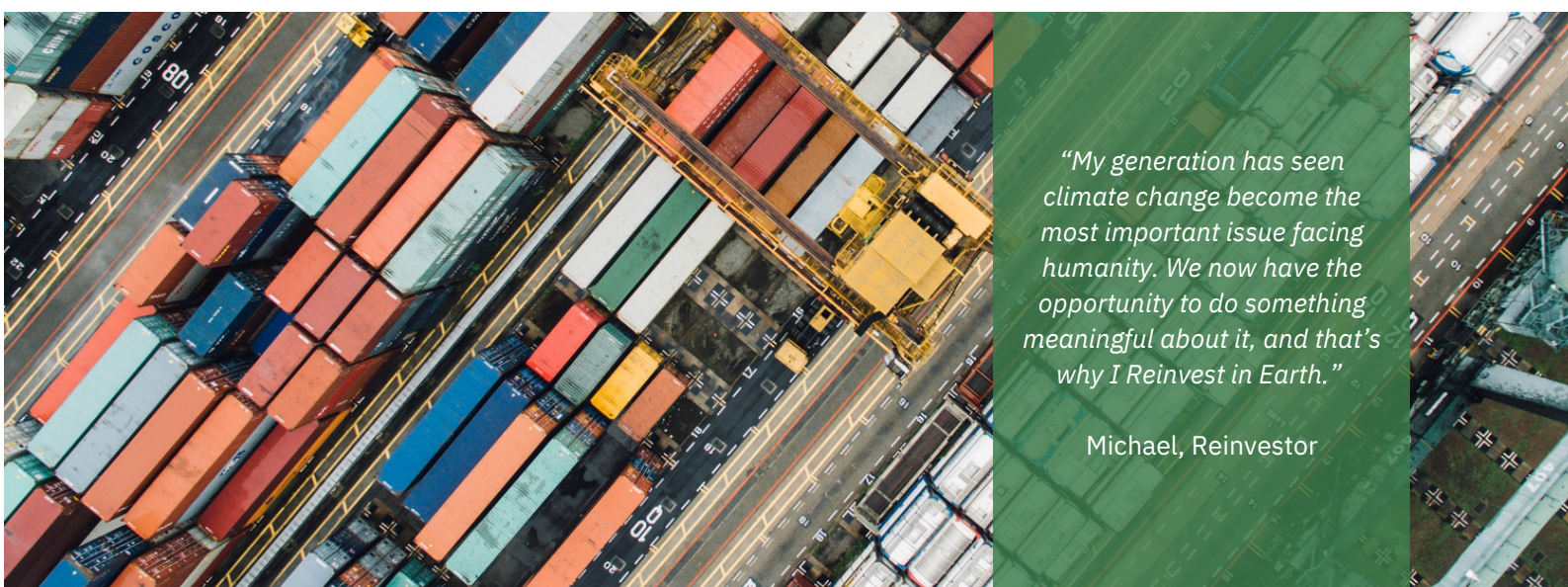
Global Canopy's **ENCORE** tool (Exploring Natural Capital Opportunities Risks and Exposure) has been used by both the Dutch Central Bank and the Swiss reinsurance giant SwissRe in the past year to assess their exposure to natural capital risks.

In what represents a landmark report for central banks, the Dutch bank identified that **36% of assets held by Dutch investors had high or very high dependence on nature.**

ENCORE continues to develop, and a new biodiversity module is in the process of being launched.



Niki Mardas, Executive Director of Global Canopy, was interviewed on BBC World News in December 2020, after Global Canopy and INPE data showed a 12 year high in Brazilian deforestation.



*“My generation has seen climate change become the most important issue facing humanity. We now have the opportunity to do something meaningful about it, and that’s why I Reinvest in Earth.”*

Michael, Reinvestor

## FUTURE PLANS

The news that the Norwegian Government intends to support Global Canopy's **Aligned Accountability project** means that the not-for-profit is now at the centre of global efforts to improve, standardise and mainstream deforestation and biodiversity metrics for the finance sector.

Over the next six months Global Canopy is looking to leverage momentum from the TNFD to engage a Finance Sector Working Group, with the long-term goal of building out a common database for deforestation and biodiversity reporting.

*“The approach that the Global Returns Project is taking by seeking to leverage the power of wealth and markets to finance positive action is very closely aligned with the vision of Global Canopy, which is of transparent and accountable markets that contribute to a more sustainable and equitable global economy.”*

Hylton Murray-Philippson, Chair of Trustees, Global Canopy



Number of countries  
Rainforest Trust UK is active in

**53**

### September 2020

#### Papua New Guinea's first recognised protected area

Rainforest Trust helped set up the YUS Conservation Area which stores over 40 million metric tonnes of carbon dioxide equivalents.

### January 2021

#### Protection of tropical rainforest on the island of Palawan

This project protected nearly 3,000 acres of rainforest and was funded, in part, by a grant from the Global Returns Project.

### March 2021

#### Safeguarding vulnerable mountain forest in Laos

Rainforest Trust established the Khoun Xe Nong Ma National Protected Area in the Annamite Mountains of Laos.

### March 2021

#### Government of South Sudan announces new protected area

Thanks in part to funding from Rainforest Trust, the 42,000-acre Bangangai Game Reserve was set up in March of this year.



**RAINFOREST  
TRUST®  
·UK·**

**Rainforest Trust's** mission is to place the planet's most threatened rainforests and other tropical ecosystems under permanent protection, for the benefit of endangered species, local communities and the climate.

**34m**

acres of rainforest have been protected by Rainforest Trust

**92%**

of all protected areas established since 1988 have suffered less than 5% deforestation

**180**

protected areas have been established, with another 100 in process

**192**

in-country partner NGOs that Rainforest Trust UK works with

### CREATING A CLIMATE REFUGE IN THE PHILIPPINES

The southern part of the island of Palawan in the Philippines is covered in lush forests that store **204 metric tonnes of carbon dioxide equivalents per acre**. This landscape, however, sits directly above one of the world's largest nickel deposits, making it a constant target for commercial mining.

In February 2021, Rainforest Trust established a **19,924-acre protected area** in this region of Palawan after reaching their fundraising target for the project. This new protected area not only stores over **4 million metric tonnes** of carbon dioxide equivalents, but also safeguards Atabay Lake: a sacred watershed for the local indigenous Tagbanua tribe.

This project is typical of Rainforest Trust's successful conservation model, which uses the expertise of its in-country NGO partners and the knowledge of the local indigenous communities for the benefit of people and the planet.

The project was funded, in part, by a grant made from the Global Returns Project in January 2021. This funding was quadrupled by two committed supporters of Rainforest Trust, meaning that (including the match-funding) the grant protected 2,960 acres of rainforest habitat and safely stored over **600,000 metric tonnes of carbon dioxide equivalents**.

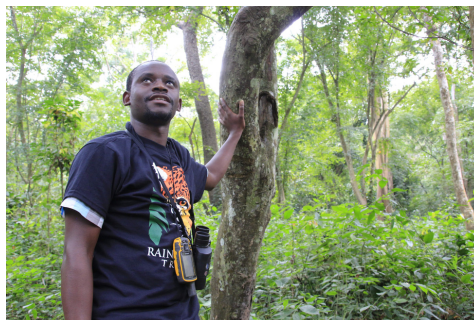


## STRATEGIC LAND PURCHASE IN COLOMBIA

In 2006, Rainforest Trust helped establish the El Dorado Nature Reserve. Located on Colombia's Caribbean shores, it is widely regarded as the planet's single most important site for biodiversity, with the region's wet tropical forests storing significant amounts of carbon as well.

However, due to the expansion of the agricultural frontier in the region, the rainforest and animal species residing in it have been under serious threat in recent years. For this reason, in 2020, Rainforest Trust decided to acquire key property rights and expand the nature reserve by a further **12,179 acres**.

We were pleased to be able to provide a grant for this project, which was match-funded by Rainforest Trust's SAVES Challenge, meaning that (including the match funding) the grant protected **331 acres** of threatened rainforest habitat, safely storing over **54,000 metric tonnes of carbon dioxide equivalents**.



*Credit James Lewis and Rainforest Trust (Magombera, Tanzania)*

*"I Reinvest in Earth because I want my savings to help tackle the Climate Crisis not contribute to it."*

Yasmine, Reinvestor



*Credit James Lewis and Rainforest Trust (Magombera, Tanzania)*

## FUTURE PLANS

Rainforest Trust recently announced its Strategic Plan for the next five years. Their plans include a major commitment to protect a total of **125 million acres**, including 7% of all currently unprotected high-integrity tropical and subtropical forests, permanently locking up **15 billion tons of carbon dioxide equivalents** over the period.

Underpinning this major new commitment to respond to the Climate Crisis, Rainforest Trust UK launched the **Rainforest Trust Climate Action Fund** on Earth Day 2021. This fund will support the most "carbon cost-effective" projects, identified by the Rainforest Trust team.

*"We are proud to be a partner of the Global Returns Project, and we applaud the organisation's innovative approach to combatting the climate emergency. We truly value the financial support offered by the Global Returns Project, which allows Rainforest Trust UK to do what we do best – protect threatened old-growth rainforests for the benefit of species, communities and the climate."*

Chris Redston, Executive Director, Rainforest Trust UK



Number of countries  
Trillion Trees is active in

**60**

### 2020-2021 (ongoing)

#### Continuing tree planting for Foresters for the Future

WWF-Tanzania and the Tanzania Forest Service are leading efforts to restore coastal forests near Dar es Salaam by working with local schools and community groups.

### August 2020

#### Success story for improved forest management in Peru

WWF's training programme for regional government officials resulted in central government accepting proposals for the improved management of 10,000 hectares of forest landscape in August 2020.

### 2020-2021 (ongoing)

#### Trillion Trees entered its fifth year of support for "Herencia Colombia"

Herencia Colombia is a "Project Finance for Permanence" initiative, where Trillion Trees (among other conservation actors) is leveraging long-term government and private sector funding to permanently improve management of the nation's protected area network



**Trillion Trees**, a "joint venture for forests," was forged to harness the expertise and capacity of three of the world's leading conservation organisations: BirdLife International, Wildlife Conservation Society (WCS) and WWF. Their vision is a world where one trillion trees have been re-grown, saved from loss and better protected by 2050.

**18.3bn**

trees being protected since the launch of the initiative in 2016

**1.8bn**

trees being restored since the launch of the initiative in 2016

**\$242k**

provided to the Herencia Colombia initiative to help protect the Chiribiquete National Park

**10,000**

hectares of forest under better protection in Peru thanks to WWF training of regional government officials

### PROTECTING COLOMBIA'S THREATENED RAINFOREST

Trillion Trees has a strong presence in the Colombian Amazon, working with private sector partners and local NGOs to deliver innovative solutions that not only protect rainforests, but also benefit indigenous populations.

Working with the regional environmental authority, Corpoamazonia, Trillion Trees has helped unlock financing held by Colombia's Agrarian Bank for conservation and restoration activities. There have been nearly 400 applicants to the partnership so far, seeking financing largely for community ecotourism projects.

Trillion Trees has also provided assistance in Colombia at the buffer zone around Chiribiquete National Park. This area is being deforested at an alarming rate due to land grabbing and cattle ranching.

As a result, in the municipality of Calamar, WWF-Colombia is working with a group of local community leaders (known as "environmental promoters") with the aim of **stopping this deforestation, protecting and restoring remaining forest and helping to provide alternative sustainable livelihoods to local and indigenous people.**

## BUILDING CAPACITY TO LEVERAGE FUNDING IN PERU

Over the last year, Trillion Trees has invested in the training of regional government officials (led by WWF-Peru) in the Peruvian Amazon.

Training programmes in the Amazonian regions of Madre de Dios and Ucayali have focused on **improving the technical capacity of regional government officials in drafting and submitting bids for government funding**, helping these regions mobilise previously untapped restoration funds.

To date, this training has resulted in the Peruvian Government accepting two proposals for forest protection and approving investment for better forest landscape management over an initial **10,000 ha** area in the country.



©Luis Barreto, WWF (for Buffer zone of Chiribiquete National Park in Colombian Amazon)



©Edward Parker, WWF (for Zaraninge Forest, Tanzania)

*"I like being able to commit to several climate charities through the Global Returns Project. There's no way I'd have the time to research which ones are the most effective otherwise."*

Ritesh, Reinvestor

## FUTURE PLANS

Over the next five years, Trillion Trees plans to bring **35 million hectares** of forest into improved protection and support quality restoration across **20 million hectares** in partner landscapes.

These restoration efforts include the Trillion Trees **ReForest Fund** which helps plant trees, recover biodiversity and support communities in landscapes where Trillion Trees partners are operating.

By working in these landscapes where partners have a long term presence, the initiative is able to build trusting relationships with local and indigenous communities and work with them to develop sustainable solutions for all stakeholders.

*"Our thanks to the innovative Global Returns Project ... for its support to Trillion Trees. Working together, we can restore our home."*

John Lotspeich, Executive Director, Trillion Trees



Number of regions WDC is active in

14

250

tonnes of carbon dioxide: the potential amount that a great whale is responsible for helping to sequester per year over the course of its lifetime

15.6m

square kilometres of Important Marine Mammal Areas have been identified and created as a result of Whale and Dolphin Conservation's work

1.7bn

tonnes of carbon dioxide annually: the amount that great whales could be responsible for sequestering with a return to pre-whaling numbers



**Whale and Dolphin Conservation (WDC)** is the leading global charity dedicated to the protection of whales and dolphins. They have over thirty years' experience in lobbying governments and working with the fishing industry to **stop whaling, create healthy seas, prevent deaths in nets and end captivity.**

WDC became a Global Returns Project charity partner in March 2021. Detailed impact information will therefore be provided during the next report cycle in six months' time.



## FUTURE PLANS

Over the next six months, Whale and Dolphin Conservation's major focus will be their **'Green Whale'** work stream. This is a long-term project that aims to develop financing mechanisms for the protection of whales that are tied to the ecosystem services they provide.

This work will involve compiling a robust programme of research that strengthens appreciation of whales' role as a nature-based solution to the Climate Crisis. Meanwhile, WDC will also be identifying any Marine Protected Areas that could be used to test their sustainable finance modelling and its impact.

*"We are incredibly excited to be working with the Global Returns Project. Whales play a significant role in maintaining a healthy ocean and planet. Our partnership will help us take action to protect these amazing creatures and positively help address the Climate Crisis - for their sake and for ours."*

*Chris Butler-Stroud, Chief Executive, Whale and Dolphin Conservation*



# The Campaign

**Publicity and  
support for the  
Global Returns  
Project**

# Getting the word out

## EVENTS

While the COVID-19 pandemic has stymied in-person events, the Global Returns Project has used virtual gatherings to great effect over the past six months. From our **TEDx talk** in October to our first **panel discussion** in March, we've convened important conversations about the climate and our campaign. Plus, we've used private **presentations for corporate audiences** to keep spreading the word.



Highlight:

# 426

people attended our 23 March **Capitalism and the Climate Crisis** webinar featuring:



**Don't Miss:**

20 May 2021:

**The Future of Energy in a Capitalist World**

Featuring **Rajiv Joshi**, **Juliet Davenport** and **Ben Goldsmith**

Register here:

[tinyurl.com/20may2021](https://tinyurl.com/20may2021)

# Press and publications

**23** pieces of coverage since launch

Our campaign launch generated impressive news coverage in publications focused on sustainability and finance. We also used opinion articles to articulate central elements of our approach to climate action. In the Global Returns Project's own reports, our advisory board members discussed environmental science and climate optimism.

## ***Bloomberg Green***

### **"Global Returns Project Mixes Investment with Green Philanthropy"**

...

"Yan Swiderski and Jasper Judd... are asking individuals to commit 0.25% of their savings and investments every year to organizations that are combating global warming."

## ***Reuters Events***

### **Opinion: "Rethinking the meaning of investment in the age of climate change"**

...

"There is no market mechanism in place for suing polluters, for example, or for protecting the rainforests and other habitats. That's a role filled by not-for-profit organisations."

## ***The Financial Times***

### **"Good money after bad"**

...

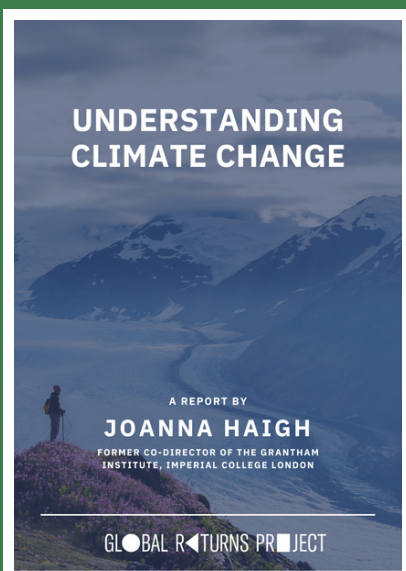
"By [Yan Swiderski's] calculations, if 3 per cent of people with savings 'reinvested in earth', it would be worth \$10bn a year within a decade."

## ***CityAM***

### **Opinion: "Could your savings save the planet?"**

...

"Reinvesting... allows us to fund some of the world's most effective not-for-profit climate solutions at incredible scale. It's time for the financial services sector to implement this simple solution."



## **Understanding Climate Change**

*By Professor Joanna Haigh*

An introduction to the Climate Crisis and its consequences by the former Co-Director of Imperial College's Grantham Institute.

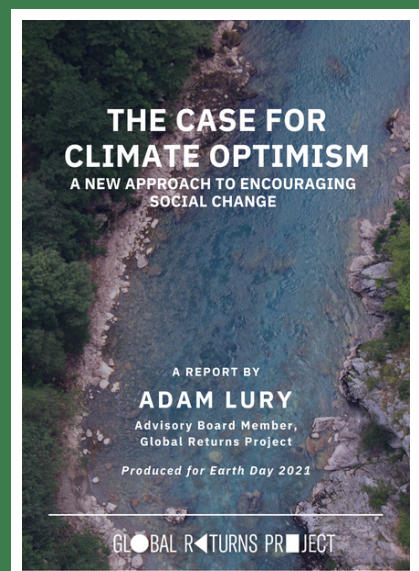
Read the report: [tinyurl.com/joannahaigh](https://tinyurl.com/joannahaigh)

## **The Case for Climate Optimism**

*By Adam Lury*

Our Advisory Board member identifies four reasons to feel hopeful about our ability to tackle the Climate Crisis.

Read the report: [tinyurl.com/adamlury](https://tinyurl.com/adamlury)



# How to get involved

## 1. JOIN THE PROJECT

Joining the Global Returns Project is the easiest way to support this campaign. When you sign up for free as a supporter, we:

1. Plant one tree
2. Send you our fortnightly newsletter
3. Send you an exclusive report on climate change

Join at: [www.globalreturnsproject.earth](http://www.globalreturnsproject.earth)

## 2. REINVEST IN EARTH

Reinvesting in Earth is the most powerful way to support this campaign. To Reinvest in Earth, you commit a small percentage (we propose 0.25%) of your savings and investments every year to funding the most effective not-for-profit climate solutions.

Learn more and Reinvest in Earth at: [www.globalreturnsproject.earth](http://www.globalreturnsproject.earth)

### What's in the Global Returns Project Newsletter?

Climate change is complicated. Every two weeks, we try to make things a little simpler, writing about a facet of the Climate Crisis and curating the best articles, videos and podcasts on the topic.



### Real change is within reach. Are you ready to Reinvest?

- How you calculate 0.25% of your savings and investments is entirely up to you.
- You can count any climate donations you already make towards fulfilling your annual 0.25%.
- 100% of your funds go to your selected charities.
- Use the calculator on our Reinvest in Earth web page to help you calculate your 0.25%.

## 3. FOLLOW US ON SOCIAL MEDIA



## 4. BECOME A FRIEND OF THE GLOBAL RETURNS PROJECT

Because we send 100% of donations to our charity partners, we rely on the generosity of charitable trusts, foundations and individual donors to fund our core costs.

You can become a **Friend of the Global Returns Project** by providing core funding or pro bono services to support our work. To learn more, contact us at: [info@globalreturnsproject.earth](mailto:info@globalreturnsproject.earth)



# Thank you

The last year has not been without its challenges and like so many others, the Global Returns Project team have had to get used to a new way of working.

One constant throughout the year though, has been the generous support of the **Friends of the Global Returns Project** who we would like to personally thank for their funding or pro bono services below.

We would also like all of those who have **"Reinvested in Earth"** or Joined the Project. Your support has been, and will continue to be integral to our aim of raising \$10 billion per year by 2030 for the most effective climate solutions.



*Clockwise from top left: **Joanna Bacon** (Non-Executive Trustee), **Jasper Judd** (Executive Trustee), **Camilla Swiderska** (Executive Trustee), **Ollly Tapper** (Development Manager), **Jack Chellman** (Strategic Communications Manager), **Yan Swiderski** (Executive Trustee)*



## Friends of the Global Returns Project

Finn Ambrose  
The Ansell Family  
Shiza Ather  
Ollie Blount  
Johnny Boyer  
Sarah Butler-Sloss  
Shemaiah Cox  
Paul Crean  
Chloe Dunne  
Jamie Findlay  
Hugh Fitzwilliam-Lay  
Joanna Haigh  
Amelia Hobbs  
Jerry Joseph  
Emrah Kagitcibasi  
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John Pritchard  
Claudia Schneider  
The Simpson Family  
Hakan Sofuoglu  
Ian Williams  
The Woodcock Family

### Foundations

CHK Foundation  
Gower Street  
Newby Trust  
The Albert van den Bergh  
Charitable Trust

### Corporate Endorsements

Ekino  
Good Energy

*The Global Returns Project is the only initiative of the Climate Crisis Foundation, a charity registered in England and Wales (charity number 1186683, company number 11882899). Address: 50 Winchester Street, London, SW1V 4NH.*

*If you would like more information or want to speak to one of the team then please feel free to call us on 020 3488 5985 or email us at: [info@globalreturnsproject.earth](mailto:info@globalreturnsproject.earth)*



# GLOBAL RETURNS PROJECT

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▶ REINVEST ■ IN ● EARTH

[www.globalreturnsproject.earth](http://www.globalreturnsproject.earth)