

Global community partnerships



In 2020, we continued our long-term partnerships to protect lives from Malaria, enhance lives through our community health education programme and to protect mature rainforests in the Pacific.

Eradicating Malaria

For the past nine years, Rentokil Initial has supported Malaria No More UK (MNM), raising around £250,000 to date to help the charity in its mission to fight the deadly global disease, Malaria.

In 2020, we continued to raise funds (although restricted due to the pandemic), used our IT expertise to help the charity to adopt new back-office technologies, and planned for the 10th anniversary of our partnership with a series of global events with a target of raising an additional £150,000 in 2021. Our partnership with MNM supports the UN SDGs Good Health and Wellbeing (3) and Partnerships for the Goals (17).

Malaria Must Die campaign

We were partners to the 2020 campaign 'Malaria Must Die', fronted by David Beckham, with the aim of ensuring that commitments made to fund the eradication of Malaria around the world are kept. Colleagues around the world added their voices to thousands of others, to demand that leaders listened and took action to end this completely preventable and treatable disease.

 Malaria Must Die campaign



£250k

Funds raised in the past 9 years in support of MNM

£150k

Target funds to be raised in 2021 in support of MNM



Hygiene education in Asia

Rentokil Initial’s Better Futures community health initiative was first launched in 2013 and continues to develop projects to deliver basic health and safety education across Asia, including India, Malaysia and Indonesia.

Since its launch, more than 27,000 people have participated in these education events supported by volunteer colleagues from local branches.

In 2020, Better Futures arranged a series of virtual events to maintain the important hand hygiene message during the pandemic lockdowns. In India, 865 people benefited from the delivery of education and training modules, with schoolchildren particularly enjoying the revamped animated videos.



Role	2015 to 2020
# Children taught	+15,500
# Adults taught	+12,300
	Over 27,800
# Events / modules taught	+440
# Teachers trained	+440
# Volunteers supporting events	+1,000

Protecting rainforests

Since 2018, Rentokil Initial has been in partnership with Cool Earth, the climate change charity which works alongside rainforest communities to halt deforestation. It sets up community-led partnerships, which aim to help villages in the frontline of rainforest destruction to build sustainable livelihoods, so that local people benefit more from keeping the forest standing, than clearing it.

During 2020, we continued to support projects in Papua New Guinea and have also taken our first steps in Cameroon and Mozambique.

Through the Company's partnership with Cool Earth, around 1,700 acres of rainforest in Papua New Guinea, Cameroon and Mozambique alone will be protected, preventing the release of CO₂ from deforestation, equivalent to our global carbon footprint from vehicles and properties.

The programme in Papua New Guinea is also part of the UK's flagship dedication to The Queen's Commonwealth Canopy – a prestigious global initiative of forest protection and ecological conservation.



Examples of support:

- In Papua New Guinea, the community had great success with the water, sanitation and hygiene programme activities. Three community members received training to build long-drop toilets and flood-resistant waste systems, and we have also provided much-valued clean water tanks which support community health
- There have also been encouraging results from agroforestry programme activities in Cameroon. Up to 5,000 additional cocoa and fruit trees have been added to Rentokil Initial-funded nurseries. During community interviews, 157 households within the supported communities indicated no further need for using forests for farmland expansion



- The beekeeping programme in Cameroon has also had successes in 2020, with 53 new members from the supported communities receiving follow up training on bee farming. Out of 214 beehives installed, a total of 145 have fully colonised and are awaiting the first harvesting of honey

This year, Cool Earth also launched a crisis Rainforest Resilience Fund to help local partners and community members during the Coronavirus pandemic, when the cost of goods increased significantly. To ensure that 100% of the Rainforest Resilience Fund went directly to families in need, RI Cares underwrote the operational costs for this appeal. In 2020, we made donations to the value of £62,846 (2019: £54,000) to Cool Earth.

United Nations 2030 Agenda for Sustainable Development

Cool Earth recognises the significance of the United Nations 2030 Agenda for Sustainable Development, including the 17 Sustainable Development Goals (Global Goals) and has closely aligned its programme activities with 11 of these goals and their targets.

Cool Earth is working with Rentokil Initial to invest in the practical realisation of high-level, ambitious SDGs at a local scale with its partners.

The SDG programme makes a significant contribution to Climate Action (13) through the emissions reduction achieved by rainforest protection, as well as Alleviating Poverty and providing people with access to Clean Water and Sanitation.

A full report is available here:

 [Cool Earth X Rentokil Initial 2019/20 review](#)

Supporting the Daintree Rainforest

In addition to our work with Cool Earth, the Company has a long-term partnership in Australia with Rainforest Rescue's Daintree Buy Back and Protect Forever Project. Started in 2006, Ambius is a Silver Sponsor. Over the last two years colleagues have helped to plant 1,200 trees to regenerate damaged parts of the rainforest.

By supporting Cool Earth's approach – working with local communities in the rainforests – Rentokil Initial is ensuring local voices are at the forefront of all conservation decisions. Smart investment in sustainable livelihoods in Papua New Guinea, Mozambique and Cameroon is enabling communities to help themselves and plan for the future. Increased resilience and improved capacity help to ensure that local peoples' carbon-rich rainforest is kept standing strong.

Matthew Owen
Director, Cool Earth