

**Survival**



The global movement for  
tribal peoples' rights

**Survival International Annual Report 2014**

# **Things are much better now**

**Awá** Brazil



## Letter from the director

In the words of Jimid, a Lumad tribesman from the Philippines, "Survival has limited resources, but it does gargantuan work." This has never been more true than in 2014. We are now more and more effective at getting real change to happen on the ground.

Our high-profile campaign pushed Brazil into removing loggers from the land of uncontacted Awá, an unprecedented victory. In Botswana, our work helped prevent Bushmen being jailed for hunting to feed their families, and shone a spotlight on torture carried out in the name of conservation. One Bushman told us "Your campaigns always have a positive impact." None of this would have happened without vigorous campaigning by Survival supporters.

More good news is that we're reaching a growing number of people with our message - that tribal peoples are not backward remnants, but viable contemporary societies, with the right to the lands they've depended on and managed for millenia. If they don't have that right, then who does?

The paradox is that despite so many concrete and unprecedented successes, and despite our increased visibility, it's becoming ever harder to raise the funds we need to continue preventing the annihilation of tribal peoples worldwide. We clearly aren't doing enough to explain that even small donations, when multiplied by the many tens of thousands of people we know we reach, would enable us to do so much more.

We are now almost unique amongst non-governmental organizations in refusing national government funds and getting practically all our money from individual donors - ordinary people in around 80 different countries. It means we are entirely dependent on our supporters.

We need to do more to stress that Survival must be much more than just another organization. If it is to succeed, we have to grow a global movement movement of many people, dependent on those supporters.

We need their money, energy and enthusiasm to help us fight one of the most urgent and horrific humanitarian crises of our time.\



**Survival International Charitable Trust**  
6 Charterhouse Buildings  
London EC1M 7ET  
United Kingdom

Registered Charity 267444  
Company registered in England  
no.1056317  
Registered office as above

**Survival International USA**  
Survival International USA  
466 Green Street, Suite 301  
San Francisco, CA94133  
USA

501(c)(3) registered nonprofit  
Registered office as above

**Founded in 1969**  
**Right Livelihood Award 1989**

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# I wish to thank Survival International



## Success!

**The many triumphs we celebrated in partnership with tribal peoples in 2014 would not have been possible without your money, energy and enthusiasm. Thank you.**

### Fundraising

Survival accepts no government money; almost all of our funding comes from thousands of ordinary people in around 80 countries. Here are just some of the lengths our dedicated supporters went to...

Adam Heffill ran "Scotland's toughest marathon", the Glencoe Marathon, for Survival. The full off-road marathon ascends 1,608m through Glencoe and the foothills of Ben Nevis. He completed it in 4.39hrs and raised £400 // Bishop Sutton Primary School made clay models and artwork based on the rainforest and sold them at a craft fair in aid of Survival // Survival supporters took part in Hadrian's Wall Challenge and raised over £7,000 // Reshad Sergeant took part in the "Great London Swim" and raised £180 for Survival // Richard Dickens braved the Banchory Beast in the name of tribal peoples' rights // Beth Coin cut her hair for Survival, raising £140 // Matthew Houghton ran the Scottish Half Marathon in Edinburgh for Survival. He has raised £180 // Laila raised €400 asking for donations in lieu of Christmas gifts and organizing a second hand market at her home in Milan // Heston Community School raised £680 for Survival on their no uniform day. Thanks to teacher Tomislav Maric, for nominating Survival.

### Action

We depend on your energy and enthusiasm to help us continue to campaign for the lives, lands and future of tribal peoples by challenging prejudice and stereotypes wherever you come across them - that's where the problem starts!

By distributing our leaflets and publications, telling your friends (including on social media) and responding to our calls for your campaigning action, you were part of the groundswell of opinion which will make it harder for governments and companies to destroy tribal peoples.

University lecturer and long-term supporter Martin Mowforth distributed leaflets to his students // Padma Rao of ArtsConnect UK kindly distributed Survival flyers at a photo exhibition // Angela displayed our literature in her own restaurant, reaching 400 people in Milan // Ian Edwards displayed leaflets at the Royal Botanic Garden Edinburgh // Mick, Jacque and students of Orana Steiner School handed over a petition for the Penan tribe to the Malaysian High Commission in Canberra, Australia // Ghislain Pascal of London's Little Black Gallery hosted an exhibition featuring the winning images of our 2014 photography competition //

Alfredo organized a series of workshops on tribal peoples at his local primary school in Sicily // Loyal supporter Ian McCabe & his work colleagues painted Survival's head office // Supporters Adrian and Merieke asked for donations to Survival instead of wedding gifts // Survival supporters volunteered at Latitude and Reading music festivals // Ruth Gillespy held a Lent Lunch fundraising event for Survival where she also distributed leaflets.

### Catalogue

We are grateful to all the photographers, designers and artists who generously contributed to our 2014 catalogue, including Survival Ambassador Sir Quentin Blake, renowned international photographer Justin Jin and artists Petra Boase, Melissa Launay and Beatrice Forshall. Survival's 2015 "We, the People" calendar featured 12 stunning images from our first-ever photographic competition. Open to amateurs and professionals alike, the competition called for entries in the categories of lands, human diversity and ways of life, and aimed to celebrate photography as a powerful medium for raising awareness of tribal peoples. The winning photos were exhibited at the Eden Project Cornwall, as well as the Little Black Gallery.

**All the loggers have been evicted and now that we have our land back, things are much better; now we can feed our families.**

**Pire'i, Awá**  
Brazil

**There are no more invaders on our land and things are now much better. We are happier and healthier and we can feed our families!**

**Ha'amo, Awá**  
Brazil

**Survival International is our good friend and the organization cares about our rights.**

**Roy Sesana, Bushman**  
Botswana



## Success!

### Awá Brazil

The campaign to save Earth's most threatened tribe forced Brazil to take action to prevent the extinction of the Awá hunter-gatherers. Over the course of Survival's two-year global campaign 57,000 Survival supporters emailed Brazil's Minister of Justice urging him to act, our campaign logo was photographed on famous landmarks in 38 countries, and dozens of celebrities pledged their support.

As a direct result of this international pressure, Brazil launched a large-scale operation to remove loggers, ranchers and settlers from the Awá indigenous territory. The evictions required the cooperation of several government ministries, the indigenous affairs department, the army, federal police and the President's office.

By April 2014, the operation had succeeded in removing every last invader. This phenomenal success would not have happened without the public campaign. It's proof that a groundswell of public support is the most effective way to guarantee the survival of tribal peoples.

### Ayoreo Paraguay

Following Survival's submission to the United Nations, a senior official condemned the "massive destruction of [Paraguay's] ecosystems" which could wipe out the country's last remaining uncontacted Indians. UN Special Rapporteur on the rights of indigenous peoples, Victoria Tauli-Corpuz, told the Paraguayan authorities that the Ayoreo "need their forests, without them their culture will disappear."

### Bushmen Botswana

We launched a worldwide advertising campaign highlighting Botswana's persecution of Africa's last hunting Bushmen. The ad was published in five languages, and placed in luxury and travel magazines and newspapers worldwide.

### Bushmen Botswana

The US State department issued a damning report labeling the Botswana Government's discrimination against the Bushmen as a "principal human rights concern." Survival had lobbied the US government asking it to bring pressure to bear on the Botswana government to end its racist policies against the Bushmen.

### Bushmen Botswana

Four Bushmen accused of poaching on their ancestral land escaped up to five years in jail after a Botswana court threw out their case. Survival had provided legal assistance to the hunters, who were spotted on a hunting trip by Botswana's President Khama as his plane flew over their land.

## Success!

**While [special forces] were assaulting me they told me that even the President was aware of what was happening; that they were busy beating me up. They told me that even if they kill me no charges would be laid against them because what they were doing to me was an order from the government.**

**Mogolodi Moeti, Bushman**

Botswana

**We have recovered our Mother Earth. Without her, we could not exist, we could not be free, we could not walk, we could not be happy.**

**Leonardo González, Enxet**

Paraguay

**We are very happy. We have been fighting for our land, because it is ours.**

**Guarani leader, Pyelito Kuê**

Brazil



### **Bushmen** Botswana

The United Nations' Special Rapporteur on cultural rights condemned Botswana's treatment of Africa's last hunting Bushmen following her visit to the country last month. Survival has persistently brought abuse of the Bushmen to the UN's attention.

### **Dongria Kondh** India

Indian authorities rejected Vedanta Resources' plans to mine the Dongria Kondh tribe's sacred hills. The decision followed unprecedented consultations with Dongria Kondh villages surrounding the mine site, which were ordered by India's Supreme Court and dubbed the country's first ever "environmental referendum". Survival had been at the forefront of a global campaign supporting the Dongria's struggle against Vedanta Resources.

### **Enxet** Paraguay

Paraguay's President Horacio Cartes signed a bill which returned 14,400 hectares of land to a group of Enxet Indians. Survival campaigned for 20 years for land rights for Enxet communities, lobbying the Paraguayan government, the European Union, the UK Department for International Development and others.

### **Guarani** Brazil

The Guarani of Pyelito Kuê community were able to return to a part of their ancestral land. In partnership with the Guarani, Survival is calling for the territory to be fully demarcated for the community's exclusive use.

### **Guarani** Brazil

Brazilian police have closed down a notorious security firm accused of killing at least two Guarani leaders, and brutally attacking hundreds more. For years, the Guarani have been appealing for the company to be shut down. Their voice has been amplified internationally as part of Survival's Guarani campaign, and in the media worldwide.

### **Jarawa** India

In a strongly worded speech on the Andaman Islands, Indian president Pranab Mukherjee admitted that attempts to assimilate tribes into the mainstream had failed and were wrong. He called for the Jarawa tribe to be protected "in their own ways, in their own environment and in their own circumstances," adding that he was against disturbing them in any way for "so-called development." Survival has been lobbying India for decades to ensure that forced development and assimilation is not imposed on the Andaman tribes.

## Success!

**I like [There You Go] very much. It talks about indigenous peoples, their health, invasions of their land and their problems. I think it's very interesting and very good.**

**Davi Kopenawa, Yanomami**

Brazil

**Communities seem to remain largely unaware of the full extent of plans for the transformation of their valley and the impact this will have on communal land.**

**Development Assistance Group letter to the government of Ethiopia**

### **Jarawa** India

Following Survival's campaigning, local government on the Andaman Islands has embarked upon the first stage in starting work on an alternative sea route to the illegal Andaman Trunk Road (ATR). The ATR cuts through the recently-contacted Jarawa's reserve which denies the tribe's right to decide if and when it has contact with mainstream society.

### **Omo Valley Tribes** Ethiopia

Survival's lobbying pushed a group of Ethiopia's biggest aid donors into carrying out a field mission to the Lower Omo. As a result the donor alliance found that "relocations" of tribes in the region were forced. The Development Assistance Group which includes USAID and the UK Department for International Development, funds local authorities responsible for forced evictions.

### **Suruwaha** Brazil

Australia's Federal Court upheld a ruling of the press regulator ACMA, which found Channel 7 guilty of "provoking intense dislike, serious contempt or severe ridicule against a person or group." Survival had lodged a complaint against the Sunday Night program for its portrayal of the Suruwaha as child killers. This decision by one of Australia's highest courts will serve as a warning to other TV companies that such false reportage is no longer acceptable.

### **Tribal peoples** Worldwide

In February, Survival launched a new film which takes a satirical look at how tribes are often destroyed in the name of "development." The film is now being used by university lecturers and dozens of development commentators covered the launch - taking the debate to the heart of the development community.

### **Yanomami**

A joyous ceremony was held in a Yanomami community in northern Brazil on 31 May to mark the withdrawal of the last rancher to occupy the tribe's land along the notorious "Northern Perimeter Highway." Survival had been lobbying Brazil alongside Yanomami organization Hutukara for the removal of the colonists.

### **Uncontacted tribes** Peru

As a result of Survival's global campaign, local organizations AIDSESEP, FENAMAD, COMARU and ORAU, and others, to stop the expansion of the Camisea gas project, seismic testing was averted from riverways and the location of one well was moved from the land of an isolated tribe.





## Education & awareness

**By challenging stereotypes in education, forcing tribal issues into the world's media, and creating hard-hitting awareness campaigns, we ensure the world cannot ignore the annihilation of tribal peoples.**

Forcing the international community to take notice of the abuse of tribal peoples is the best way to ensure the oppression stops. Survival also believes in the importance of educating people of all ages about the diversity of societies and ways of life in our world, both in order to foster tolerance and as an end in itself.

We provide material about tribal peoples to the wider public via publications and our website. We promote understanding that tribal peoples are just as "modern" as the rest of us, with the right to live on their own land, according to their own beliefs.

In a variety of ways, Survival reaches more and more people every year - educating them about tribal peoples, promoting understanding of tribal peoples' lifestyles and needs, and building international opposition to the violation of tribal peoples' rights.

### **Pueblos indígenas para el mundo del mañana**

A Spanish language translation of Survival Director, Stephen Corry's book *Tribal peoples for tomorrow's world*, was finalized in 2014 after many hours of work by the translation team. Copies of the book were sent to academics, professors, libraries, indigenous organizations, government departments and relevant networks across South

America. Dozens of positive comments have been received from those who have been sent the book, and it has been put on the recommended reading list of many universities in the Spanish-speaking world. A promotional webpage was designed, and ebooks created for sale on Amazon.

Writer Vianor Pérez of Panama's Kuna tribe said, "Corry's guide delves into the realities that we indigenous peoples face... It's a subject that governments and companies shy away from and avoid tackling."

### **Nixiwaka school talks**

"It was an honor to talk with those who support and believe in the work of Survival and respect and have sympathy for tribal peoples." Nixiwaka Yawanawá.

In March 2014, Survival launched its biggest ever education outreach program when Nixiwaka Yawanawá, a Brazilian Indian, joined the Survival team. Nixiwaka Yawanawá comes from the tiny Yawanawá tribe, deep in the Amazon rainforest. He is one of only a handful of Brazilian tribespeople to speak English.

Through this project, Nixiwaka gave over sixty talks in 2014 to schools, colleges, universities, festivals, and Rotary Clubs, educating thousands of people about his life in the Amazon, his

people's traditions, and threats to the Brazilian rainforest, home to many of the country's tribal peoples.

Nixiwaka's talks presented an opportunity to reach out to new audiences and to disseminate literature about Survival's work, to help ensure that there would be a continuing legacy of interaction with the institutions that took part.

### **In brief**

We helped curate the Presidio Trust's Crown Jewel's exhibition in San Francisco, California, which took the Yanomami indigenous territory as one of its featured protected areas.

British actor, writer and broadcaster Michael Palin spoke in aid of Survival.

The Eden Project in Cornwall held a "People of the Rainforest" exhibition, with Survival materials and panel on tribal peoples.

The Native Spirit Festival in London screened Survival films.

The Horniman Museum of London displayed Survival information during a talk by Survival supporter and anthropologist Hugh Brody.

The University of East London included Survival leaflets in their "Defining Global Citizenship: Development, Politics and Social Changes" Undergraduate Conference welcome packs.



## Press

One of the best ways to amplify the tribal voice across the globe is through the international press. Media coverage is a vital tool when it comes to preventing atrocities and crimes committed against tribal communities. Our team ensures our press releases, photo galleries, films and video clips regularly feature in leading newspapers, websites, and television and radio programs. Journalists are constantly calling upon our researchers for their expertise. Highlights from the innumerable mentions our campaigns had in 2014 include:

An article by Christina Lamb in *The Sunday Times* focusing on how a boom in sugar production is destroying Guarani lives.

Two features in the most read Italian paper *Corriere della Sera* - an interview with Eliseu Guarani and an article focusing on the abuse of tribal peoples in the name of conservation.

Coverage of a Survival video in which the Awá speak out about the campaign to protect their land in top Italian paper *La Repubblica*.

Numerous articles featuring Survival campaigns on the BBC World Service, and BBC News website.

Cadena Ser Radio interviewed Survival head of research Fiona Watson on the assassination of indigenous people in South America.

*El Mundo* published an article about Brazilian Indians that quoted tribal man Nixiwaka Yawanawá.

British paper *The Guardian* featured Survival campaigns on many occasions, including an interview with Davi Yanomami.

National Public Radio and *Science* magazine in the USA covered uncontacted tribes.

In Germany, SWR2 radio station reported on uncontacted tribes as part of our World Cup press outreach.

The auction of Hopi sacred items gained a lot of coverage in France, with AFP, France Culture, France 24 and TV5 Monde among those to report on the action.

French media also took a lot of interest in Survival's work to protect the land of uncontacted tribes, with AFP, *Le Monde*, France Inter, RFI and France 2 all reporting on the issue.

Tens of thousands of travelers on Germany's national airline Lufthansa read about Nixiwaka Yawanawá in the inflight magazine.

The magazine *Terra Mater* ran a lengthy feature about the Awá and Survival's campaign to protect Earth's most threatened tribe.

South Africa's *Mail & Guardian* published our report on violence committed against the Bushmen.



## Tribal Voice

**We are begging you to talk with President Khama, and ask him to stop persecuting us the Bushmen.**

**Bushmen write to Prince Charles**

**[Ranchers have] caused huge harm to indigenous people and to the environment, through deforestation and burning of the forest. We want an end to this.**

Mauricio, Yekuana  
Brazil

**For us, the Guarani Kaiowá, the destruction of the forest does not mean “progress”. The big ranchers and companies and the Brazilian economy see this destruction as a good thing which allows them to earn lots of money and for them, money is life... Nature, just like the Guarani, is crying out for help.**

Eliseu, Guarani  
Brazil



The tribal voice is central to all of our campaigns. In 2014 Survival helped tribal activists from the Yanomami, Yekuana, Guarani and Bushman tribes visit Europe and the USA to speak out about threats. In April, Bushman spokesman Jumanda Gakelebhone traveled over 5,000 miles from his home in Botswana to meet with the tribe's lawyer, Gordon Bennett, in London. This was the first meeting between Bennett and his clients since he was barred from Botswana in 2013. Gakelebhone took advantage of his stay in London to deliver a letter to Prince Charles, former champion of the Bushmen's rights, appealing to him to help stop violence against the last hunting Bushmen.

Later that month, Survival organized Davi Kopenawa Yanomami's first trip to San Francisco where he gave two talks at the Presidio as part of its speaker series for the “Crown Jewels” exhibition, which featured the Yanomami and the Amazon forest. Davi participated in a conference on human rights at University of California, Berkeley. City Lights' Emerald Tablet and Survival organized the US launch of Davi's book “The Falling Sky”. Davi was interviewed by many US media outlets.

Davi Yanomami came to London in September to talk to press and audiences about his new book, bringing with him Mauricio from the neighboring Yekuana tribe. Survival organized an event to include a film screening, a talk and question and answer session by Davi and Mauricio, and a book signing. Tickets sold out in days, generating nearly £3,000 in combined ticket and book sales. Thanks are due to the Central London Masonic Centre for kindly providing the excellent venue free of charge. While in London, Survival's press team ensured Davi had a full timetable of meetings with journalists.

Eliseu Lopes, a leader of the Guarani tribe, took part in a public meeting at Milan's “Casa dei diritti” organized by our Italian office. Eliseu's story was accompanied by testimony from a Survival researcher based on numerous visits in the field. Eliseu spent two days in interviews with journalists.

### Tribal voice: the project

2014 also saw the development of a ground-breaking new “Tribal Voice” project, in collaboration with a longstanding anonymous trust. Thanks to its generous funding, we have given tribes communications technology so they can speak to the world in real time. We spent much of the year laying the groundwork for the project, which we hope to launch publically in 2015. Needless to say, it is complicated work, but we are doing all we can to make it succeed. Tribal peoples are just like us. Their understanding of the world is astute as anyone's, and they have perceptive things to say about almost every aspect of life today.

**What Jimmy Nelson says about us is not true. My people, the Dani people, were never headhunters... The real headhunters are the Indonesian military... We are not ‘passing away’, we are being killed by the brutal Indonesian soldiers.**

Benny Wenda, Dani tribal leader  
West Papua

**Nelson's mission is built on a horrifying assumption: that these indigenous peoples are on the brink of destruction. He couldn't be more wrong.**

Elissa Washuta, Cowlitz  
USA

**We are not passing away but struggling to survive. Industrialized society is trying to destroy us in the name of ‘progress’, but we will keep defending our lands and contributing to the protection of the planet.**

Nixiwaka, Yawanawá  
Brazil



## Challenging prejudice

The only way tribal peoples' future can really be secured is to transform public attitudes for the long-term. By challenging prejudice and stereotypes wherever we came across them, Survival educated diverse audiences about the real reason tribal peoples are being wiped out across the world.

Survival lobbied the BBC on several occasions in 2014, calling to the attention of its editors breaches in the broadcasting house's own guidelines pertaining to the portrayal of tribal peoples.

We stepped up our calls on the Australian broadcasting regulator ACMA to expedite its decision on an appeal by Channel 7 against a ruling which found the broadcaster guilty of “provoking intense dislike, serious contempt or severe ridicule against a person or group” and of broadcasting inaccurate material. ACMA had previously upheld our complaint about a racist report about Brazil's Suruwaha tribe broadcast on Channel 7's Sunday Night program. In June, we were finally able to announce that the ACMA had rejected the channel's attempt to overturn the ruling.

Through our Proud Not Primitive campaign we continued to target discriminatory language about tribal people in the Indian press, writing to editors and journalists wherever we saw words such as primitive and backwards being used. There has been a sharp decline in the use of this sort of language since our campaign began.

Survival was asked to collaborate with the publication of a book about tribal peoples by photographer Jimmy Nelson. We had grave misgivings about the title and the content of the book, which we believed were extremely damaging to the struggle for tribal peoples' rights. Survival met with Nelson to urge him to alter his message, but he did not heed our concern. Survival Director, Stephen Corry, wrote an article criticizing the work, and explaining in detail why it is so harmful to tribal peoples. Our researchers collected many examples of tribal and indigenous people themselves rejecting the false characterization of their people, which we publicized in a series of press releases and on Facebook. Survival held a demonstration outside the Atlas gallery, which was exhibiting Nelson's photographs.

Survival's Director was invited to give a talk at the London College of Communication's Green Week on the subject of the misrepresentation of tribal peoples in the media. He used the above examples to talk to students about how negative portrayals have a real impact on how mainstream society deals with tribal societies.

## Summary of campaigns

### We investigate atrocities, support legal representation, research, campaign, lobby and protest to stop genocidal violence, slavery and racism against tribal peoples.

#### Bushmen

In 2014 Survival's tourism boycott of Botswana continued, attempting to highlight our campaign for those Bushmen under pressure to leave Botswana's Central Kalahari Game Reserve. At the beginning of the year, we rolled out a worldwide advertising campaign that pointed out Botswana's persecution of the Bushmen and urged tourists not to travel to the country. Adverts were placed in travel magazines and on Google Ads, and we distributed leaflets at the Adventure Travel show and the World Travel Market in London, and the International Tourism Fair in Milan.

In February, we managed to secure an exclusive interview with Michael Dingake, a veteran ANC activist who was imprisoned on Robben Island with Nelson Mandela. His scathing critique of Botswana's treatment of the Bushmen was published by national paper the Sunday Standard, and its message to government, "Stop harassing Bushmen; treat them with respect; consult them on whatever you wish to do for them" was read countrywide. Our investigations revealed that WWF promotes tours to an ecotourism lodge built by Wilderness Safaris on Bushman land without their permission. In February, we asked supporters to write to WWF urging it to stop

advertising trips to the lodge. We also lobbied shareholders to disinvest from Wilderness Safaris. A key concern for Bushmen in the reserve, Africa's last hunting Bushmen, is violence at the hands of game wardens - President Khama's nationwide hunting ban announced in January 2014 made the situation yet worse.

When Khama was invited to the London Conference on the Illegal Wildlife Trade in February, Survival held a protest to highlight the devastating impact of his hunting ban. To mark April Fool's Day, we publicized the cruel hypocrisy of the ban. Although conservationists have heaped praise on Khama for the new law, the public remains unaware that wealthy sport hunters are exempt - they have free rein to shoot trophies in private game ranches.

By October, we were ready to release a report which detailed hundreds of cases of beating, arrests and abuses suffered by Bushmen hunters over the last 20 years. The Bushman's lawyer, Gordon Bennett, visited New York and met with State Department officials about the Bushman situation.

In August we were pleased to announce that four Bushmen accused of poaching on their ancestral land had the case against them thrown out

of court. Survival had been providing assistance and advice to the hunters since their arrest in 2012.

Ever since the first Bushmen communities were forced to leave the reserve, Survival believed that diamond mining was the main reason for the evictions. Survival was proven correct when the diamond mine on Bushman land was finally opened, in spite of claims by Botswana politicians over many years that there would be no such mining in the Central Kalahari Game Reserve. To mark the occasion, Survival created an image for distribution across social media which highlighted the hypocrisy, and issued a press release.

When Prince William launched the anti-poaching initiative "United for Wildlife", Survival was concerned that its campaign against poaching and the illegal wildlife trade made no mention of the fact that subsistence hunters are neither poachers or criminals. We lobbied United for Wildlife throughout 2014 to include a statement to the effect that tribal subsistence hunters are not poachers. To draw attention, we printed t-shirts reading "Bushmen are the best conservationists" and #HuntersNotPoachers, which we sent to Botswana, for Bushmen to be photographed wearing them.

#### Dongria Kondh, India

January 2014 brought victory to the Dongria Kondh in their fight against British mining giant Vedanta Resources, when the Ministry of Environment and Forests quashed the company's plans to mine the tribe's sacred hills for bauxite. However, after broadcasting the success widely in the press, on our website, and across social media platforms, Survival continued to closely monitor the situation throughout the year, particularly in light of India's general election, which brought pro-industry Narendra Modi to power. The political shift risked invalidating the Dongria's victory. When company representatives, local authorities and the Indian media claimed tribespeople attending a "consultation" meeting were pro-mining, Survival was quick to publicize that in fact tribal leaders resisting the company had faced intimidation and arrests. We wrote to the Ministry of Tribal Affairs and the Ministry of Environment about the meeting. In August, we decided it was time to enlist supporters to write to government, urging it not to reverse the decision.

#### Omo Valley tribes

Throughout 2014, Survival continued to lobby the UK Department for International Development (DFID), asking it to provide evidence that its aid money to Ethiopia is not funding

## Summary of campaigns

"resettlement" villages to which Omo Valley tribespeople are being forcibly and violently relocated.

Hundreds of supporters emailed USAID demanding it ensured aid to Ethiopia was not used to forcibly evict Omo Valley tribes. Shortly afterwards, US Congress took action to prevent American aid to Ethiopia being used to fund these evictions. Survival wrote to members of parliament and parliamentary groups, which resulted in a UK MP and an Italian MEP submitting questions to the UK and European parliaments. Survival's director had a comment piece which lambasted DFID for helping pay for torture published on the politics.co.uk website.

Survival launched the animated film version of our satirical cartoon "There you go!" with a new website. "There you go!" was written by Oren Ginzburg and is narrated by actor and comedian David Mitchell. It tells the story of how "development" is robbing tribal people of their land, self-sufficiency and pride around the world and leaving them with nothing. The website takes the Omo Valley tribes as an example of how forced development can destroy whole peoples, and asks visitors to write to USAID and DFID urging the agencies to make their aid conditional on Ethiopia ending its devastating resettlement policies.

#### West Papua

In April, Survival participated in a demonstration against the detention of 76 West Papuan political prisoners. The rally was held by Indonesian human rights group Tapol outside the Indonesian embassy in London. Following elections in Indonesia, Survival wrote to the new president pressing for international mediated dialogue over West Papua. Following the killing of five teenagers by the Indonesian army towards the end of the year, we also called on the new president to order an independent investigation and ensure those responsible are brought to justice.

#### Brazil and the World Cup

With Brazil hosting the 2014 World Cup, Survival decided to capitalize on increased global coverage of Brazil-related issues in the media as World Cup fever took over. We updated our webpage on Brazilian Indians and created a new page specifically relating to the World Cup, called The Dark Side of Brazil. It drew attention to those tribes (both threatened and extinct) on whose land stadiums were built, highlighted the fact that FIFA ignored Brazil's indigenous history, criticized lead sponsor Coca-Cola (see below), and provided visitors with the means to call on government to uphold



**I feel like Fifa and Brazil have robbed our culture – all of us tribes people feel that way. If they wanted to use our imagery, they should have included us.**

Awyató, Sateré-Mawé  
Brazil

**I've never been passionate about football. It's a game, a game invented to forget problems - problems going on in your head, problems with people fighting, getting into debt, worrying about money and all the problems they have in the cities.**

Davi Kopenawa, Yanomami  
Brazil

**We want Coca-Cola ...to feel our pain and suffering, because the sugar cane is destroying any hope of a future for our children.**

Letter from Guarani to Coca-Cola,  
World Cup Sponsor  
Brazil



## Summary of campaigns

indigenous rights.

We worked hard to promote our Dark Side of Brazil material in the run-up to the games by driving web traffic through press releases, supporter emails and social media posts. Survival researchers briefed journalists on the desperate situation of Brazil's indigenous peoples and pushed media outlets to cover indigenous issues.

Survival staff member and Brazilian tribal person, Nixiwaka Yawanawá, gained access to the World Cup Trophy Tour, where he had his picture taken wearing a t-shirt with the slogan "Brazil: Stop Destroying Indians."

Coca-Cola's sponsorship provided renewed opportunity to put pressure on the company to stop buying sugar from Guarani land. We spoofed one of Coke's advertisements, aiming to highlight both our Dark Side of Brazil campaign and the company's hypocrisy in using indigenous imagery to advertise its drinks whilst sourcing sugar from a company which profits from the theft of indigenous territory.

When one Guarani community contacted Survival about the lack of health support, our campaigners lobbied FUNAI and the Health Ministry, passing on the tribe's messages and urging officials to visit the community and provide medical assistance. Letters were also sent to the

Minister of Justice once again pressing for the demarcation of the community's land.

When three communities suffered setbacks in the process of reoccupying their land, we asked supporters to email the Minister of Justice. Thousands of emails were sent.

In the course of the year, we publicized the murder of Guarani leader Marinalva Manoel; the high rate of road deaths amongst Guarani, who are forced to live by the side of highways; a delegation of leaders that traveled to Brazil's capital to protest at the government's failure to fulfill its legal duty to map out Guarani land; a new study revealing that Guarani Kaiowá suffer the highest suicide rate in the world; the torture of a Guarani leader; and film footage showing gunmen terrorizing one Guarani community. To draw attention to the human impact of the theft of Guarani land, we profiled Guarani leader Damiana Cavanha, who has lost her husband and three of her sons.

After we obtained a video of a public meeting in which two members of the Brazilian Congress incited violence against indigenous communities we publicized their racist comments, posting the video on our website and Facebook page.





## Key campaign: Uncontacted

**Uncontacted tribal peoples are the most vulnerable societies on the planet. They all face catastrophe unless their land is protected. We're doing everything we can to secure it for them, and to give them the chance to determine their own futures.**

### **Ayoreo** Paraguay

Our investigations showed that Russia is the biggest market for Paraguayan beef. The advertising campaign we launched in Russia asked Russians to stop buying meat. As a result, we created an ad in Russian, asking Russians to stop buying meat from Paraguay. News of the campaign was widely covered in the Paraguayan press.

Through the year we issued three separate urgent action alerts to our supporters over this critical case: in January we highlighted new research revealing that the Paraguayan Chaco suffers the highest deforestation rate in the world; March's urgent action drew supporters' attention to the involvement of Spanish conglomerate Grupo San José in the illegal destruction of the Ayoreo's land; and September's alert focused on the role played by Brazilian ranching company Yaguarete Porá.

### **Uncontacted tribes** Brazil

To publicize the success of our campaign to have loggers removed from the land of uncontacted Awá (see above), we created a short film, which was widely covered in Brazilian media.

In April, we discovered that Brazil's state oil company Petrobras was exploring for oil

in a remote part of the Amazon inhabited by uncontacted Indians, including the Hi Merimã tribe. To draw attention to this invasion of uncontacted Indians' land, we issued a press release and asked supporters to write to the company urging it to stop work immediately.

### **Uncontacted tribes** Peru

Peru approved the expansion of the Camisea gas project on uncontacted land, which could wipe whole populations out. We lobbied Peru demanding that safeguards be put in place.

In July, Peruvian uncontacted tribespeople fled illegal logging and drug trafficking and made contact with a settled Ashaninka community over the Brazilian border. Brazil sent the army, police, state government and FUNAI officials, to the village. Survival publicized the team's report, which requested health teams be sent to the area immediately. Hundreds of supporters wrote to Brazil and Peru, urging both governments to work together to safeguard the lives and territories of the many uncontacted and isolated Indians in the border region.

When we uncovered that a missionary had attempted to contact uncontacted Mashco-Piro, we issued a press release, and asked the authorities to act. A Survival fieldworker visited the area to gather more evidence and following pressure, the

Ministry of Culture employed staff to monitor the situation from the ground. It also enlisted medical experts to assess the needs of the Mashco-Piro. The Ministry has provided funds for a guard post to prevent further attempts at contact with the tribe.

### **Uncontacted tribes** India

Survival continued to lobby India to close the illegal road that crosses through the recently contacted Jarawa's land. We drew attention to our tourism boycott, and put pressure on local government to provide an alternative route around the Jarawa reserve. Survival condemned plans to widen the illegal road and publicized the fact that both the UN and India's Supreme Court have called for it to be closed.

We also highlighted the sexual abuse of Jarawa women by poachers illegally entering their reserve, calling on local government to take prompt action to arrest and prosecute wrongdoers.

Even more isolated than the Jarawa are neighboring tribe, the Sentinelese of North Sentinel Island. When poachers were found intruding on their territory, we issued a press release to draw attention to the danger and put pressure on the authorities to safeguard the island and prosecute those found trespassing.



**Now that we  
have our land  
back, things are  
much better**

Awá Brazil



**Key campaign: Tribal conservationists**  
**Tribal peoples' lives and lands are being destroyed by the conservation industry. We're fighting these abuses. We know tribal peoples are better at looking after their environment than anyone else.**

#### **Parks Need Peoples**

We built a new webpage for our campaign against the abuse of tribal peoples in the name of "conservation." It explains what's wrong with the current conservation model, and drives visitors to take action for our three example cases. We launched and widely distributed our challenging academic report. It reveals how conservation has led to the illegal eviction of millions of tribal people from protected areas.

Director Stephen Corry wrote an article criticizing big conservation organizations such as the Worldwide Fund for Nature (WWF) that collaborate with some of the world's worst corporate environmental offenders. Published in US journal TruthOut, the piece attracted a lot of attention in environmental circles.

Corry spoke at the Public Interest Environmental Law Conference at the University of Oregon. His lecture on the dark history of the conservation movement, its roots in eugenics, and current crimes committed in the name of conservation, was broadcast live on YouTube.

#### **Baka**

Survival visited Baka hunter-gatherer communities in Cameroon and gathered evidence of systematic,

longstanding and abuse of the Baka, who are being beaten and tortured for hunting to feed their families, and prevented from accessing their ancestral forest.

Cameroon's Ministry of Forests and Fauna, which employs the wildlife officers guilty of abuse, is funded by WWF, which also provides officers with technical, logistical and material assistance.

We lobbied WWF and the Ministry's other main funders - Zoological Society London, the German Development Ministry and the EU - urging them to take action. Over the course of 2014, we had several discussions with WWF, and lobbied over 20 national offices.

In October, we launched our public criticism of abuse with a short film of Baka testimony and a detailed Q&A to explain our position.

In November, we publicized letters written by Baka to WWF, urging the organization to stop funding their abusers. To highlight the horrors of the violence, we have been disseminating "quote pictures" on Facebook. These have attracted a great deal of commentary.

#### **Indian tribes living in tiger reserves**

Survival field researchers gathered testimony of illegal evictions. We lobbied the

national government, the state commission on human rights and the National Tiger Conservation Authority to prevent evictions from Similipal Tiger Reserve.

Our investigations showed 185 villages face eviction from a tiger corridor proposed by WWF. We lobbied WWF to confirm forced evictions would not take place.

Using the imminent release of two new Jungle Book films, we highlighted evictions from Kanha Tiger Reserve, the setting for Rudyard Kipling's book. An image we distributed on social media was widely shared.

With evictions of Baiga communities from Kanha Tiger Reserve imminent, we asked supporters to write to the Indian government. By July, contacts on the ground reported that many villages of Baiga and Gond tribespeople had been evicted. We lobbied the Indian government, put together a video clip, and the most powerful quotes, and issued a press release exposing these illegal and forced evictions and the dire circumstances the evicted tribes now found themselves in. We called for no more evictions to take place without the genuine consent of the communities, and for those who wished who wished to return to their forest homes to be allowed to do so.

# Wildlife officers are killing us

Baka "Pygmy" Cameroon





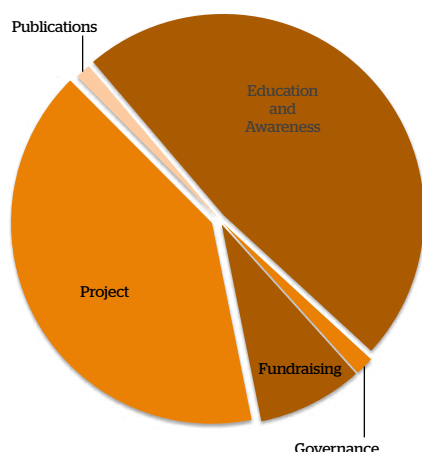
## Finances

**Survival rejects government funding. We won't compromise our independence or our integrity. We're proud of all we achieve on such a limited budget.**

### TRUSTEES' STATEMENT

This summary financial information is extracted from the full unqualified audited group accounts approved by the Trustees on 12 May 2015 and subsequently submitted to the Charity Commission and to Companies House. They may not contain sufficient information to allow a full understanding of the financial affairs of the charity. For further information regarding the full accounts, the Auditors' Report on those accounts and the Trustees' Annual Report should be consulted; copies of these can be obtained from 6 Charterhouse Buildings, London, EC1M 7ET.

Signed on behalf of the Trustees.  
M. Davis, Treasurer, 12 May 2015.



### We depend on you

This report gives an overview of our work and our achievements in 2014. None of it would have been possible without your money, energy and enthusiasm. Thank you.

### SUMMARY FINANCIAL INFORMATION FOR 2014

	2014	£	2013	£
<b>INCOMING RESOURCES</b>				
Donations & Fundraising		892,071		996,329
Legacies		101,942		60,055
Investments & Other Income		52,269		63,727
		<b>1,046,382</b>		<b>1,120,111</b>
<b>RESOURCES EXPENDED</b>				
Project, Publication & Education		922,125		882,979
Fundraising & Publicity		87,060		89,013
Governance		15,369		15,488
		<b>1,024,554</b>		<b>987,480</b>
Net Incoming Resources		21,828		132,631
Investments & Exchange		172,947		-74,326
<b>NET MOVEMENT IN FUNDS</b>		<b>194,775</b>		<b>58,285</b>

### ASSETS & LIABILITIES AT 31 DEC 2014

	2014	£	2013	£
<b>ASSETS</b>				
Tangible Fixed Assets*		806,628		820,563
Investments		1,974,677		1,922,335
Current Assets		952,587		782,837
		<b>3,733,892</b>		<b>3,525,735</b>
<b>LIABILITIES</b>				
Amounts falling due within 1 year		156,863		143,481

### To donate or take action

[survivalinternational.org](http://survivalinternational.org)

### Follow us:



### Contact us

For all enquiries:

USA: T (+1) 415-503-1254

[info.usa@survivalinternational.org](mailto:info.usa@survivalinternational.org)

UK: T (+44) 207 687 8700

[info@survivalinternational.org](mailto:info@survivalinternational.org)