

Survival



The global movement for tribal  
and Indigenous peoples' rights

Survival International Annual Report 2022

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**We are continuing  
our struggle, and  
Survival is fighting  
with us**

**Porai Picanerai**, Ayoreo-Totobiegosode man, Paraguay

# Survival International Charitable Trust

## TRUSTEES' ANNUAL REPORT AND FINANCIAL STATEMENTS

for the year ended 31 December 2022

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# **TRUSTEES' ANNUAL REPORT**

for the year ended 31 December 2022

## **REFERENCE AND ADMINISTRATIVE DETAILS**

### **Full name of the charity and registered address**

Survival International Charitable Trust  
6 Charterhouse Buildings  
London  
EC1M 7ET

### **Also known as**

Survival International, Survival

### **Status of the Charity**

The organization is a charitable company limited by guarantee, incorporated on 31 May 1972 and registered as a charity on 30 November 1969.

**Charity registration number – 267444 (England and Wales)**

**Company registration number – 1056317**

### **Trustees**

The members of the Council, who are also Trustees under charity law, who served during the year and up to the date of this report, were as follows:

S Branford  
J Castellino  
H Chandès  
M Davis (Honorary Treasurer)  
C Dixon  
G de Give  
D de Horna Cicka  
T Fraine  
R Hanbury-Tenison (Honorary President)  
T Hugh-Jones  
J Sainsbury  
J Walker  
J Wilson  
J Wood (Honorary Chair)

### **Chief Executive**

Caroline Pearce

### **Bankers**

The Bank of Scotland plc.  
33 Old Broad Street  
London

EC2 1HZ

**Auditors**

Saffery Champness LLP  
71 Queen Victoria Street  
London  
EC4V 4BE

**OBJECTIVES AND ACTIVITIES**

**OBJECTS AND PURPOSES**

Survival International is the global movement for Indigenous and tribal peoples' rights. We help tribal peoples defend their lives, protect their lands and determine their own futures. Our principal objects and purposes are:

- to promote good race relations for the public benefit between Indigenous and non-Indigenous peoples by endeavouring to eliminate discrimination on the grounds of race, nationality, or ethnic, or national origins.
- to relieve poverty, malnutrition and ill health among Indigenous peoples.
- to promote for the public benefit the human rights of Indigenous peoples (as set out in the Universal Declaration of Human Rights and subsequent United Nations conventions and declarations including ILO Conventions 107 and 169).
- to promote education and research into the history, institutions, and ways of life of Indigenous peoples and to publish and disseminate the results of that research.
- to promote and support such other charitable purposes for public benefit pertaining to Indigenous peoples as the directors shall think fit.

**ACTIVITIES**

In order to achieve these objectives, Survival:

- works in partnership with Indigenous and tribal peoples, offering them a platform to address the world;
- carries out research into tribal areas, particularly where the survival of tribal peoples is threatened or where violations of their human rights are taking place;
- uses this information to educate the public about tribal cultures, and to publicize the problems which tribal peoples face;
- makes representations to governments, companies and other institutions and individuals whose activities may affect tribal peoples, and seeks to influence them into acting in tribal peoples' interests;
- seeks to eliminate all discrimination and prejudice against tribal peoples, and promotes legislation which protects their rights;
- supports the activities of representative Indigenous organizations and other organizations with similar aims;
- supports appropriate projects in tribal communities.

## **PUBLIC BENEFIT**

The Trustees of Survival International confirm that they have complied with the duty in section 4 of the Charities Act 2011 to have due regard to the Charity Commission guidelines on public benefit and the need to provide an explanation of the achievements during the year under review.

All our activities focused on defending the lives and protecting the lands of Indigenous and tribal peoples benefit both specific peoples and the public in general. Tribal peoples number more than 150 million individuals worldwide and add hugely to the diversity of humankind. We also believe that campaigning to put tribal peoples – the best guardians of the natural world – at the forefront of the environmental movement benefits all humanity.

## **ACHIEVEMENTS AND PERFORMANCE**

### **GENERAL**

2022 was a highly successful year for Survival, with several major campaign successes, including for uncontacted tribes in Brazil, and for tribal peoples worldwide. See “Key Campaigns” for more information. Survival International is also growing in terms of personnel, with new staff being hired in the London Headquarters as well as at its other offices.

### **KEY CAMPAIGNS**

#### **Uncontacted Tribes**

*Uncontacted tribes are the most vulnerable peoples on the planet. They are people who avoid all contact with outsiders. They are not backward and primitive relics of a remote past – they are our contemporaries and a vitally important part of humankind’s diversity. Where their rights are respected, they continue to thrive.*

#### Uncontacted tribes of Brazil

Survival’s main focus for uncontacted tribes in Brazil was lobbying FUNAI (Brazil’s National Indigenous Affairs agency) to renew the Land Protection Orders on the territories of uncontacted tribes still awaiting demarcation. Contrary to general expectations, the pressure resulted in the renewal of most Orders, including a renewal lasting three years for the Ituna Itatá Land Protection Order – significantly longer than the expected 6 months, and a big success given the fierce opposition by powerful politicians in Brazil. However, one Land Protection Order (Jacareuba Katawixi) was not renewed, and another territory (Mamoriá Grande) requiring a Land Protection Order remains completely unprotected. Meanwhile, deforestation continues to soar in some of these territories and those of other uncontacted tribes, and the fires season is now under way, with record levels of burning in some areas.

The tragic death of the last survivor of a tribe in the Tanaru Indigenous territory – known as the “Man of the Hole” – made international headlines. Dozens of journalists approached Survival, and we were quoted in hundreds of media outlets. Our messaging aimed to emphasize the fact that he was a symbol of both the

genocide and the resistance of uncontacted tribes, and to encourage more people to join the fight so that other peoples don't suffer the same fate.

Survival continued to support the Amazon Guardians defending the land of their uncontacted Awá relatives, with international media attention – including surrounding the potentially historic jury trial of the killers of Paulo Paulino Guajajara – and with direct support for their land protection work.

### Uncontacted tribes of Peru

In Peru, the start of 2022 was marked by severe government instability, with several presidential impeachment attempts and changes in ministers, and new management teams in the main Indigenous organisations Survival works with. This made lobbying difficult, so Survival focused on coordinating and strategizing with the new teams, supporting them in their regional campaigns, and building relationships by working in person with key team members from Peruvian organizations. Survival joined and amplified Indigenous organization ORPIO's complaints of logging concessions overlapping with uncontacted tribes' reserves, and supported their efforts to bring together communities, Indigenous organizations and the public sector for the protection of the Yavari-Tapiche Corridor in the Amazon Uncontacted Frontier.

Indigenous organizations and their allies have, for decades, been pushing for the creation of several uncontacted tribes' reserves, gathering and presenting evidence of their presence and commissioning technical studies. After years of delay, there was a breakthrough in 2022 when two new reserves were finally created: the Yavari-Tapiche and Kakataibo reserves.

However, the oil and gas lobby reacted quickly and forcefully. In April 2022, the regional government of Loreto, with support from the Department of Development in Loreto and various players in the oil and gas sector, released a statement demanding the abolition of the "PIACI Law" – the Peruvian law for the protection of uncontacted tribes. This law, although not perfect, is vital for the survival of uncontacted tribes in Peru, as it provides for the creation and protection of Indigenous reserves for uncontacted peoples. The law also has other very important provisions regarding uncontacted tribes' rights to health, self-determination and collective land rights.

This was just the beginning of a dangerous public campaign against the creation of Indigenous reserves for uncontacted tribes, which chases similar objectives to those of the Anglo-French oil company Perenco, against whom we have been campaigning.

Survival has campaigned against Perenco in this region of Peru in the past. In June 2022, Perenco filed a lawsuit against the Ministry of Culture demanding that the creation of the Napo-Tigre Indigenous Reserve be overturned. Like the regional government, it alleges that uncontacted people do not exist in the Napo-Tigre region. In July 2022, following a long campaign led by Indigenous organizations and supported by Survival and other allies, the official Commission in charge of creating

the reserves finally and unequivocally recognized the existence of uncontacted peoples in the Napo-Tigre area. This vital step towards their protection took almost 20 years.

Perenco's lawsuit and the regional government's campaign against the PIACI law are both aimed at undermining the process of creating the reserve before it is completed. They would once again endanger hard-won rights and the survival of the uncontacted tribes, the most vulnerable peoples on the planet.

In August 2022, Survival wrote to Perenco's offices in Paris and London and put out a press release about the issue to draw attention to it. The company did not respond. Survival has continued to lobby the Peruvian government to progress with the regular studies and procedures needed to create the reserves.

#### Uncontacted tribes of Paraguay

Survival continued to work with the Ayoreo-Totobiegosode people to protect their uncontacted relatives, the only uncontacted tribe in South America living outside the Amazon rainforest. The focus was on submitting a land claim case to the Inter-American Commission on Human Rights (IACHR), and also a complaint under the OECD Guidelines on Multinational Enterprises about the import of leather from cattle reared on illegally deforested land belonging to the uncontacted Ayoreo.

Survival submitted a report to the IACHR detailing the condition of the Ayoreo's land and providing evidence of human rights abuses following Survival's visit. If the Commission rules against the land claim, the Ayoreo-Totobiegosode will no longer benefit from the injunctions currently in effect. This would have a devastating impact on their fight to reclaim their land for their families and uncontacted relatives.

Survival maintained pressure on the Commission and drew up plans to increase public lobbying of the Paraguayan government into 2023, given that it is the government who will be required to implement the Commission's ruling. (The government is ultimately the only body with the power to ensure that the Ayoreo-Totobiegosode can live on their lands with no outside interference.)

Survival's advocacy department and Survival Italy collaborated on presenting a complaint to the Italian OECD National Contact Point on 13 December 2022 about the Italian firm Pasubio for importing leather from tanneries in Paraguay which are linked to the illegal deforestation of land belonging to the uncontacted Ayoreo. This step was publicized via a press release and social media channels. We are also holding discussions with Gruppo Mastrotto on the same issue, who have been open to negotiation.

## **“Stop Brazil’s Genocide”**

In 2022 Survival continued to push our Stop Brazil’s Genocide campaign vigorously, exposing and lobbying against the widespread theft of Indigenous land and the many genocidal proposals being pushed by the Bolsonaro government. With elections happening toward the end of the year, 2022 was a particularly tense and violent time in Brazil.

Alongside the pre-election political uncertainty and upheaval, there was a considerable increase in the number of attacks against Indigenous people. Survival worked hard to bring several cases to international attention, and lobbied the authorities to bring the perpetrators to justice. These cases include the murder of Amazon Guardian Janildo Guajajara, and that of Vitor Fernandes Guarani during the Guapo’y Massacre – a police attack on a Guarani community following a reoccupation of part of their ancestral land.

Additionally, the killings in the Amazon of Bruno Pereira, an expert in uncontacted tribes, and British journalist Dom Phillips – both friends of Survival – carried the clear message that invaders would be ruthless in their violence against those supporting the Indigenous movement.

Soon after Bruno and Dom went missing, Survival lobbied both the UK and Brazilian governments to conduct proper searches; called out false information being spread by politicians from both countries; and did many interviews in the international media. In the UK, Survival staff members have since represented the organization at a public talk in memory of Bruno and Dom, and have been called on by friends and relatives of Dom to collaborate on events they are organizing to boost support for uncontacted tribes.

Other aspects of the Stop Brazil’s Genocide campaign in 2022 included the “Time Limit Trick” and a pro-mining bill, both of which would be disastrous for uncontacted tribes and Indigenous peoples more widely. Survival continued to generate widespread international media attention for these threats and all others highlighted here. There was particularly good coverage in the Brazilian media – crucial for building pressure on government targets and boosting public support for our campaigns.

Survival worked with the Yanomami and other organizations in Brazil to keep public attention on the fact that over 20,000 illegal gold miners – backed by organized criminal gangs – are still operating on the Brazil side of the Yanomami territory, and also to maintain pressure on the government to evict them.

In May, Survival hosted Mauricio Yanomami in Madrid, Paris, Berlin and London, and in September, Olimpio Guajajara – an Amazon Guardian – visited Survival in London, Berlin and Paris. Both visits had the objectives of raising public support for the Yanomami and Guajajara/Awá peoples, as well as highlighting the Uncontacted Tribes campaign and Survival’s work with them. It was also used as an extremely valuable opportunity to gain political support from key figures outside Brazil, and to raise funds.



When the President of FUNAI, Marcelo Xavier, a notoriously anti-Indigenous former police officer, visited Madrid to participate in a conference on Indigenous peoples, Survival made the most of the opportunity: Survival staff and supporters participated in a protest against his appearance.

Together with other organizations, Survival made two submissions to the UN Universal Periodic Review on Brazil that took place in November. One submission was on "The uncontacted Indigenous Peoples in Brazil"; the other was entitled "Violations perpetrated against the Kayapo, Yanomami and Munduruku Peoples."

Finally, in April, an investigation revealed that Brazilian military agents set up a fake social media account to attack Survival and other organizations working for Indigenous rights. This was in many ways a concrete indication that the work Survival was doing was getting attention and making an impact.

### **Decolonize Conservation**

*We need real solutions to address climate change and biodiversity breakdown. However, many false solutions and colonial approaches to conservation that destroy Indigenous and tribal peoples, especially in Africa and Asia, are being put forward to cover up the real cause of climate change – overconsumption, driven by the Global North. Indigenous and other local people in the Global South who play little or no part in the environment's destruction will be the most affected by climate change – and kicking them off their land to create Protected Areas or similar won't help: Indigenous peoples are the best guardians of the natural world and an essential part of the human diversity that is a key to protecting biodiversity. Survival is working alongside Indigenous and tribal peoples to stop human rights abuses being committed against them in the name of conservation.*

### 30x30 and COP15

Throughout 2022, Survival continued to campaign against the plan to turn 30% of the planet into Protected Areas by 2030 (known as 30x30). The first in-person negotiations on the Post 2020 Global Biodiversity Framework took place in Geneva in March 2022. Before the meeting, thousands of Survival supporters sent emails to key targets to tell them not to support the 30x30 plan.

Survival worked hard to simplify the messaging around this complex issue, such as designing FAQs and answers for use on social media, and creating accessible 'explainer' videos.

At COP15 in Montreal in December 2022, Survival met with several country negotiators (such as Argentina and Spain) and put out a statement with Amnesty International, Rainforest Foundation UK and Minority Rights Group explaining why the 30% target is so dangerous. During the negotiations, Survival put in place a social media plan using powerful cards to explain what was going in Montreal and the problems of the 30% target, and had an opinion piece published in African Arguments to expose the realities of the 30x30 plan.

A week into the negotiations, Survival also launched a press release titled *What they said: Survival's rogues' gallery of Top 5 worst statements from COP15, one week in*. We put out a further press release with our final statement on the negotiations around 30x30 as a whole. Survival's criticism of the 30% target was included in several news outlets, including Swedish public TV, French national newspaper *Libération*, the print version of Italy's most-read newspaper *La Repubblica*, and the Associated Press.

Survival will continue to monitor the implementation of the Framework, with a new focus on "Blood Carbon" – exposing carbon offsets scams on Indigenous lands previously stolen in the name of conservation.

### Tanzania: Maasai evictions

167,000 Indigenous Maasai pastoralists are set to be evicted from their ancestral lands in the name of conservation to make way for safari tourism and trophy hunting. They are also facing restrictions on where they can graze their livestock, access water, and practice subsistence cultivation – unsurprisingly, these restrictions are leading to starvation. This is happening at the hands of the Tanzanian government – in some cases supported by international organizations like UNESCO and IUCN – in Ngorongoro Conservation Area and Loliondo.

On June 8 2022, dozens of police vehicles and an estimated 700 officers arrived in Loliondo, North Tanzania, near the Serengeti National Park, to demarcate a 1,500km<sup>2</sup> area of Maasai land as a Game Reserve. On June 10, police fired on Maasai people protesting against efforts to evict them: at least 18 men and 13 women were shot. Survival was one of the first organizations to bring international attention to these abuses, simultaneously highlighting the wider picture of fortress conservation; helping the Maasai to raise this issue in international forums; and giving in-depth information to journalists and also the general public through social media activity. Survival helped secure coverage all over the world, including the BBC, *El País* (Spain) and *La Repubblica* (Italy). One of the videos that the Maasai asked Survival to share went viral.

In terms of lobbying and advocacy, Survival and the US-based Oakland Institute wrote a joint letter to UNESCO and the IUCN asking for Ngorongoro to be delisted as a World Heritage Site. Survival and a Maasai leader also met with the EU delegation in Tanzania. As a result of the lobbying work, seven MEPs submitted a written question to the Commission raising the evictions issue and asking what the European Commission is doing to help stop the abuses against the Maasai. Meetings between Survival, a Maasai lawyer, the European Commission and the Tanzanian ambassador in Brussels helped put pressure on the Tanzanian government, and emphasised that their plans to evict the Maasai from their ancestral lands are subject to international scrutiny.

### US law on funding conservation

Following Survival's lobbying of the US Fish and Wildlife Service (USFWS) regarding their funding of conservation projects which fuel abuses against tribal peoples, the US House of Representatives passed the Advancing Human Rights-Centered

International Conservation Act of 2022 by an overwhelming majority: a landmark bill to stop US government funds from financing human rights abuses in the name of conservation.

The bill, though not perfect, is nevertheless a major success for the campaign to decolonize conservation: it establishes a vital precedent that will be difficult for conservation organizations and their funders to ignore.

The new bill establishes two ground-breaking principles:

- It seeks to ensure that the US Fish and Wildlife Service's funding of conservation projects can no longer be used to finance gross human rights abuses.
- In order to receive US government funding, conservation projects must have the free, prior and informed consent of Indigenous people for new or expanded National Parks or other Protected Areas on their lands.

This law is a direct result of Survival's lobbying and advocacy work. However, it still has to pass in the Senate before it becomes law.

#### The Guide to decolonize the language used in conservation

Survival successfully launched a unique "terminology guide" to deconstruct words and phrases – like "wilderness", "bushmeat", "voluntary relocations", and others – that have been used to push a false narrative of the relationship between humans and nature which in turn informs the practice of fortress conservation. The goal of the guide was to explain to people working in communications around conservation, particularly journalists, why some words and concepts can convey a racist and colonial view of conservation, and be harmful to Indigenous peoples. The guide was made available as a PDF and uploaded to the Survival website. Social media and press work, as well as outreach to new audiences, including filmmakers and artists, contributed to the wide reach of the guide. The guide received an enthusiastic response and was featured in The Guardian and other high-profile outlets.

#### Tiger Reserves

Survival continues to support the Jenu Kuruba tribe in their resistance against eviction from Nagarhole Tiger Reserve, and the desire of those who have been evicted to be allowed to return. A Survival consultant and Indigenous contacts visited Nagarhole during 2022. As a result of this visit, in consultation with the Jenu Kuruba leaders, a unique meeting was planned to bring together representatives of many tribal communities affected by conservation in India. It is scheduled to be held in Nagarhole in Spring 2023, and will in turn launch an alliance of conservation-affected peoples.

Two Jenu Kuruba men, Kariyappa and Basava, died following attacks by forest guards in the latter months of 2022. In October 2022, Kariyappa died after being beaten and tortured by guards while being questioned about hunting deer. Before he was detained, guards threatened to burn his house down if his family didn't tell them where he was. In December 2022, Basava, who had been shot by forest

guards the year before, died of his injuries. Survival had recorded a Tribal Voice video of him after he was shot, where he explained that he was attacked because he had defended his sister after she was harassed by the guards.

Meanwhile, in December 2022, seven Jenu Kuruba held a protest at an event in Bangalore which was being supported by WWF. They had signs written in English and the local language saying, “WCS, WWF and Lift, stop forcefully evicting Adivasis/Tribal people in the name of colonial conservation” and “Jenu Kuruba people fighting against colonial conservation and WCS in solidarity with people of Kaziranga fighting against WWF’s conservation model.” WWF had a stall at the event, but after the Jenu Kuruba arrived the staff packed up the stall and left. JK Thimma, a Jenu Kuruba shaman and leader, compared the moment to when a tiger arrives in the jungle and all the rabbits run away!

### Kahuzi Biega

In December, Survival met with the Advisor to the Minister for Africa and Development Issues in France’s Ministry for Europe and Foreign Affairs. This came about after many requests to discuss the French development agency (AFD)’s financial support of Kahuzi Biega National Park in the DRC. The pressure built by Survival and its supporters had already led the Ministry to suspend the project last July, so the meeting was a key opportunity to keep up the pressure. It was evident that the Ministry had no sense of what is happening on the ground, nor about what the AFD is actually funding.

Following an announcement in December 2022 that the UN in the DRC will also start funding Kahuzi Biega park, Survival wrote a letter to the country director highlighting the gross human rights abuses happening there, although the concerns were not heeded. Survival will continue monitoring what is happening in the park, working closely with Minority Rights Group and others.

### **Adivasis Against Coal**

*Survival International stands with Adivasis in India who are fighting against mining corporations and others trying to steal their lands. It’s not just their lands, homes and livelihoods that could be destroyed: the sacred spaces that form the heart of their belief systems would also be obliterated. Adivasi religions are based on the worship of nature, but they’re denigrated and ridiculed by much of the urban elite. The loss of these forests would mean an existential crisis for the Adivasi tribes.*

In 2022, final permissions were granted by the state government in Chhattisgarh, India, for further coal mining in the sacred Hasdeo Forest, home to 18,000 Adivasi people. This would entail the expansion of the existing PEKB mine, and the opening of the new Parsa mine. A few weeks later, however, the Congress Party-run state government of Chhattisgarh announced that all three of the upcoming mines in Hasdeo were to be put on “indefinite hold”.

This was a positive development, although concerns do remain. The statement has no legal backing, so the community remains in constant fear that this ‘hold’ could be released at any time and their land destroyed. Survival supported the demand of

the Adivasis in Hasdeo that the Chhattisgarh government must permanently cancel the clearance for these mines and pledge that no mining will be allowed without the Free, Prior and Informed Consent of the Indigenous land owners.

The community remain determined, united and proactive in the fight against the destruction of their land. For example, Adivasi women stood guard to physically protect trees scheduled to be felled for mining works, and the community have a strict rota to keep a permanent vigil over them.

To stand with them, Survival organised an international day of protest against mining in the Hasdeo forest. Protests were held in Mexico, Brazil, US, UK, Germany, Italy, Canada and Australia. Two Adivasi activists joined the protest in London. The protests got good press coverage in India, including in the Times of India, and some of the images were shown on Indian TV. The protest was also covered in a number of Spanish-language papers. Images and videos of the protests were widely shared on social media in India, helping to build momentum in support of the cause.

In July, Survival released a short film highlighting Indigenous resistance to coal mining in Hasdeo, with a voiceover by musician Anoushka Shankar. Contacts on the ground were very pleased with it, and if the “indefinite hold” on the mines does come to be lifted, it will be a very valuable tool in the campaign against the mines. The film was also shown at the Tate Modern in London.

### **Bushmen of the Central Kalahari Game Reserve, Botswana**

*Since the 1980s, Survival has been working with the Bushmen of the Central Kalahari Game Reserve (CKGR) to secure their land rights and ensure they are respected. Although in 2006 the Bushmen won the right in court to go back to their lands, the government has done everything it can to make this impossible.*

In 2022, Survival decided to put more focus on the situation of the Bushmen, as government persecution of them appeared to be intensifying. One of Survival’s long-standing Bushman contacts informed Survival researchers that his uncle, Pitseng Gaoberekwe, one of the applicants in the 2006 High Court Case, died in December 2022 in a hospital in the capital after a long illness. He was from Metsiamenong, one of the communities inside the CKGR, where he had always lived. The authorities persuaded him to move to the resettlement camp of New Xade in 2014, when he was diagnosed with cancer, to be close to the hospital.

Following his death, Pitseng’s family appealed to the authorities for permission to take his body back to the CKGR for burial, but Ghanzi District Council denied their request. The Bushmen appealed against this ruling, but this was also unsuccessful.

At the end of August, police detained around 20 children aged 5-17 years old, who were travelling from the reserve to Ghanzi, the nearest town, on a school bus. The police claimed to have discovered game meat on board. The children were reportedly detained all day without being given food and water, nor were their parents informed.

At the request of Bushman contacts, Survival publicized Pitseng's case, and the detention of the children. It seems likely that the government is harassing the CKGR Bushmen in an attempt to force them out of the reserve.

## **TRIBAL VOICE**

*Survival's Tribal Voice project invites Indigenous people around the world to record videos on the issues that matter to them. Survival then releases these videos globally, subtitled in several languages.*

Survival released 20 Tribal Voice videos in 2022, on a range of tribal issues around the world. Via Tribal Voice, several Awá and Guajajara people exposed the logging and violence in the Arariboia territory in Brazil, which threatens the uncontacted tribes living there and the Amazon Guardians working to protect them. Others told of their resistance against mining – both in India and Brazil.

A notable highlight for the Tribal Voice project in 2022 was when Cecilia Vicuña, the world-renowned Chilean artist and poet, invited Survival to feature Tribal Voice videos in her exhibition at the Tate Modern in London. As part of the events associated with her installation, Survival gave a talk on the Tribal Voice project and Survival's work in the Tate Lates programme.

Survival also released a particularly special Tribal Voice video, featuring Karapiru Awá. Karapiru lived on the run, alone, for ten years after his family were massacred, only to find the son who he believed was dead was in fact alive and well. The story captures much of what Survival highlights in its work – the violence against Indigenous people; the right of those who want to remain uncontacted; and above all, their spirit of resistance and survival.

## **MEDIA**

### **Press**

In 2022, Survival secured more media coverage than in the previous two years – we had over 200 press mentions and interviews around the world. Our press releases have consistently been picked up by leading news outlets including The Guardian, the BBC, the Independent, the Washington Post, Reuters and others. There has been a conscious effort to grow the Survival press lists, and by the end of the year, 2,916 journalists were subscribed to Survival's English-language press email list, an increase of 109 year on year.

Survival's press release alerting the world to the death of the man known as "the Man of the Hole," in August prompted a huge wave of media coverage, including in the BBC, The Guardian, Washington Post, NPR, The New York Times, and others. The key message was that the genocide of his people was now complete, and that if other uncontacted tribes' lands aren't protected, further cases of genocide could happen.

One of the highlights for 2022 was securing an interview with Amazon Guardian Olimpio Guajajara on Channel 4 News. The Guardian and the BBC also interviewed Olimpio, spreading his message to millions of people while he was in London.

## **Social Media**

Survival has been continuing to focus on building the movement for Indigenous and tribal peoples' rights online via social media, and in 2022 launched channels on TikTok and Telegram, whilst remaining active on Twitter, YouTube, Instagram and Facebook.

YouTube and Instagram are Survival's fastest-growing platforms. Year on year we've increased our follower numbers by over 11,000 on YouTube, 9,000 on Instagram, and 3,300 on Twitter. We've gained 5,000 followers on TikTok in the few months since launch, and have 90 subscribers on Telegram. Facebook followers continue to decrease, as organic posting is not favored by the Facebook algorithm. **Because of this**, Survival has started using some paid advertising to ensure that certain posts and messages gain further reach and visibility. For example, the #SaveHasdeo campaign video, voiced by Anoushka Shankar, reached over 100,000 people, and thousands more across other platforms.

We worked on careful curation of our YouTube account in particular, ensuring that only relevant videos are visible on the platform, that descriptions and other wording are consistently on-brand, and that the community area is regularly updated.

Twitter is a useful tool for communicating news and for keeping followers up to date; however, Elon Musk's takeover in October has had tangible effects on the success of Survival's work on the platform. People have fled the platform in droves, costing Survival hundreds of followers. However, the follower numbers are growing again, bringing Survival's numbers back up to 59.9k followers, having dropped from 59.9k to 59.5k after the Musk takeover. Twitter engagement rate was consistently above 2.5% in the first half of the year; by the end of the year the average engagement rate increased to consistently above 3.5%.

2022 saw reels (short vertical videos) boom, and Survival posted increasingly in this format. Our reels about the "Man of the Hole" and the Amazon Guardians gained thousands of views and brought new people to the movement. Other highlights include the Instagram live events with [Big Wind](#) and [Chief Ben Barnes](#), which strengthened relations between Survival and Indigenous people and organizations in the USA.

## **EDUCATION**

Survival has continued to work hard to broaden its range of written and audio-visual resources. With our materials, educators of all age groups can feel empowered to bring the issue of tribal and Indigenous peoples' rights to their lessons and can effectively amplify tribal and Indigenous voices in the classroom. We have received excellent feedback from educators using our materials: one school was so inspired by what it had learned about Survival's work that they organised a fundraising event in which primary school children put on a play for their parents to highlight

problems facing tribal peoples, and organised stalls to sell items which the children had made. The event raised nearly £500 for Survival.

Importantly, the Education team is getting nearer to reaching Survival's goal of having a dedicated Education area on our website, which is on track to be launched in 2023. This will be a significant step forward, allowing Survival to showcase the plethora of new educational resources available and to more effectively promote Survival's work with tribal peoples to educational institutions across the UK and beyond.

Survival's educational resources have also been used effectively beyond the traditional classroom. They have seen good engagement on social media, with one video being viewed over 15,000 times across platforms. Furthermore, in 2022, we have established that educational resources can successfully feature in campaign-related outreach events - for example, a new video originally intended for classroom use allowed us to bring tribal and Indigenous voices from across the world to an Amazon Guardians event in London. Similarly, a binaural sound resource (to be listened to with headphones) designed for teachers to show their pupils provided new and exciting content for supporters worldwide during Uncontacted Tribes Week.

## **WEBSITE**

The main projects for Survival's web team in 2022 included migrating hosting for the website, which roughly halved Survival's hosting costs as well as improving the development pipeline. There was also a strong focus on database migration, moving to a different database that is better integrated with the new hosting platform (MySQL -> PostgreSQL).

There were also major strides in the upgrades of Survival's programming language (Ruby) and our website framework (Rails). Both are now only one version away from the latest releases.

Survival moved to Engaging Networks to host, manage and track the performance of its action pages, as well as to improve email marketing strategies. With the integration to Engaging Networks completed, there is now more clarity in how campaign actions are performing and how goals are being met.

There has also been a lot of effort put into updating the content management system (CMS) so that it looks more consistent across all sections, to make it easier for staff to use. The Google sign-in method was also implemented for ease of use, to streamline work and improve security. The User Interface has been improved, and many outstanding bugs have been fixed in various CMS functions.



## **SUPPORTERS**

### **COMMUNITY FUNDRAISING**

In May 2022, Survival hosted Run for Survival, the international virtual race, once again. The London office managed the involvement of 88 participants.

In October, seven Survival supporters took on the London Marathon, and together they raised over £10,000.

In addition to fundraising events run by Survival, supporters have been getting in touch individually and organising their own fundraising events. For example, two supporters participated in a 72-hour dance-a-thon, and another supporter ran the Chiltern 50km race, to raise awareness and funds for Survival.

### **OUTREACH EVENTS**

At the beginning of September, Survival organised a public event during Olimpio Guajajara's visit to the UK, at Second Home in east London. The event was sold out: over 100 tickets were sold, with proceeds going to the Amazon Guardians.

On the back of the Second Home talk, Survival was invited to speak at a Tate Lates event as part of an installation by artist Cecilia Vicuña called "The Quipu of Encounters: Rituals and Assemblies."

Survival gave a very successful talk at a "For Dom, Bruno & the Amazon" event in Lancaster, organised by friends and relatives of Dom Philips. Survival also had input into the exhibition panels displayed at the event, which featured stories about Dom and Bruno's lives, Survival's work and the humanitarian crisis in the Amazon.

### **SURVIVAL'S SHOP ([www.survivalinternational.org/shop](http://www.survivalinternational.org/shop))**

The online shop continues to be the single largest annual fundraiser, and largest source of new supporters.

All images continue to be donated by artists and photographers, meaning more funds can be spent on fighting for tribal peoples' rights.

### **PLANS FOR FUTURE PERIODS**

The Trustees will continue to forward the objectives of the charity, using the complementary methods of education and awareness, field projects, and research and publicity.

The threats against tribal peoples, especially in Brazil, India and the Congo Basin are acute and growing. We will continue to allocate significant resources towards preventing the annihilation of uncontacted tribes (the most vulnerable peoples on the planet), stopping the abuse of tribal peoples in the name of "conservation," preventing the illegal destruction of tribal peoples lands and livelihoods by

extractive industries, and opposing the theft of tribal peoples' lands and denial of their rights to self-determination.

We continue to invest in new systems and platforms to better reach and engage with supporters, and to track the impact of our work. They will help us work more efficiently and effectively. We also continue to adapt our ways of working to adjust to the realities of working through (and, eventually after) the Covid pandemic, and to build better ways of working between the various Survival International offices internationally.

## **STRUCTURE, GOVERNANCE AND MANAGEMENT**

### **STRUCTURE**

Survival International is an unincorporated worldwide movement which has as its objective helping Indigenous and tribal peoples defend their lives, protect their lands and determine their own futures.

The movement consists of an International Secretariat in London and six country offices in France, Germany, Italy, the Netherlands, Spain and the USA. All offices outside the UK are governed under charitable law in their respective countries and their use of the Survival name and logo is ultimately subject to the authority of the Council. Each office publishes its accounts separately.

### **GOVERNANCE AND MANAGEMENT**

Survival is registered under the name Survival International Charitable Trust as a limited company (no. 1056317), and a charity (no. 267444) governed by a memorandum and articles of association.

Survival International Trading Ltd is registered as a limited company (no. 2844785). It has a memorandum and articles of association. Its object is to sell appropriate goods at a profit, which is given to the charity, and to promote the charity in other ways.

Survival and all its components are governed by the Council. Council members are the Trustees of the charity. Members are chosen for their expertise and experience in relevant fields and their support for Survival's objectives. They are elected for three-year terms by existing Council members. Induction training is provided for new Council members, who are updated on legislation and Trustee responsibility as necessary. The Council meets at least three times each year.

The Council is responsible for monitoring the charity's activities, overseeing governance, and ensuring the charity meets its aims and objectives.

The Council employs the Chief Executive to implement policy, raise and manage funds, and supervise the office and employees of Survival. The current Chief Executive is Caroline Pearce.

The pay of all Survival personnel (including key management personnel) is established annually by the Treasurer and Chairman in consultation with the Chief Executive and another senior staff member. Comparable NGO salaries are taken into account.

## **FUNDRAISING**

Fundraising is largely carried out by appeals for financial support from existing supporters, through email or letters, at a frequency of around four times a year. We receive less than ten complaints per year that the frequency is excessive. Those who request not to be contacted are immediately removed from our mailing lists. No pressure is exercised. Much of our income is from unsolicited giving including legacies.

# FINANCIAL STATEMENTS

for the year ended 31 December 2022

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. By relying on donations from the general public, we also keep our fundraising costs extremely low. In 2022 for every £1 donated, we spent only 5.9p to raise the next £1<sup>1</sup>.

## TRUSTEES' STATEMENT

This summary financial information is extracted from the full unqualified audited group accounts approved by the Trustees on 10 May 2023 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 Survival International, 6 Charterhouse Buildings, London, EC1M 7ET.

Signed on behalf of the Trustees. M. Davis, Treasurer, 10 May 2023.

## SUMMARY FINANCIAL INFORMATION FOR 2022

	2022	2021
	£	£
<strong>INCOMING RESOURCES</strong>		
Donations & Fundraising	<strong>998,746</strong>	1,142,044
Legacies	<strong>121,750</strong>	90,461
Investments & Other Income	<strong>54,865</strong>	50,151
	<strong>1,175,361</strong>	<strong>1,282,656</strong>
<strong>RESOURCES EXPENDED</strong>		
Project, Publication and Education	<strong>1,263,763</strong>	1,204,043
Fundraising and Publicity	<strong>122,475</strong>	123,028
Governance	<strong>24,422</strong>	18,682
	<strong>1,410,660</strong>	<strong>1,345,753</strong>
Net Incoming Resources	<strong>-235,299</strong>	-63,097
Investments & Exchange	<strong>-407,787</strong>	-156,681
<strong>NET MOVEMENT IN FUNDS</strong>	<strong>-643,086</strong>	<strong>-219,778</strong>

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<sup>1</sup> Figure relates specifically to Survival International UK office's fundraising activities.

## ASSETS & LIABILITIES AT 31 DEC 2021

	<b>2022</b>	<b>2021</b>
	<b>£</b>	<b>£</b>
<b>ASSETS</b>		
Intangible Fixed Assets	26,037	104,145
Tangible Fixed Assets	<b>745,150</b>	749,627
Investments	<b>1,790,541</b>	2,232,812
Current Assets	<b>2,477,762</b>	2,616,558
	<b>5,039,490</b>	<b>5,703,142</b>
<b>LIABILITIES</b>		
Amounts falling due within one year	<b>73,284</b>	86,819