

environmental investigation agency

# IMPACT REPORT 2015







## ABOUT EIA

The Environmental Investigation Agency (EIA) is an independent campaigning organisation committed to bringing about change that protects the natural world from environmental crime and abuse.

Our vision is a future where humanity respects, protects and celebrates the natural world for the benefit of all.

The Environmental Investigation Agency (EIA) in the UK is made up of two entities.

EIA (UK) Ltd is a not-for-profit company, limited by guarantee (Company No: 7752350) and is the operational arm of the organisation.

EIA Trust is a UK registered charity with the Charity Commission (No: 1145359) and is legally independent from EIA (UK) Ltd. It seeks to support the charitable work of EIA UK Ltd and is governed by a voluntary board.

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Oceans and Climate main images courtesy of Sue Flood

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### Report design:

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## Introduction from the Executive Director

WHEN I first joined EIA, I had no idea that 20 years later I would still be part of an organisation that has consistently punched above its weight and has been the catalyst for so much change for more than three decades.

Part of the challenge of remaining relevant has been to grow and mature to meet emerging threats and tackle dynamic political landscapes. In order to be effective, EIA needs to be well-resourced, attract accomplished and diverse people, employ the right skills and assess and review ourselves on a regular basis to ensure we are creating the framework for a robust, unwavering and successful institution. So during 2015, following on from an external organisational review, EIA conducted a Theory of Change exercise and embarked on a series of tactical internal work streams designed to ensure we are fit for purpose for the next decade and to ensure we articulate our work in a clear and coherent manner. But while

many things have changed since 1984, the underlying principles for why EIA exists remain the same - to expose environmental crime and abuse by producing rigorous evidence and analysis that leads to meaningful and tangible change.

EIA manages robust campaigns and sets itself ambitious targets, outcomes and tough prerequisites for change. In this first annual report, we highlight the breadth of our work over the course of a year, the approaches, tactics and methods we use and the results of those efforts.

We judge ourselves on the impacts of our work and, for an organisation of fewer than 40 staff, I hope you will agree that we do a good job.

**Mary Rice**  
Executive Director

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## A message from the Directors of EIA

WE are proud to present this impact report showcasing the continuing success of EIA's hard-hitting campaigns to tackle environmental crime and protect threatened species and habitats.

EIA's courageous investigations continue to be a trademark of our work around the world. Our definitive and compelling documentation, including remarkable and often unique images, are an essential part of the complex delivery of EIA's campaigns.

Global threats to our environment are endless but we continue to successfully identify the niches in which each of our campaigns can make a lasting difference in responding to these challenges.

We are enormously proud of the dedicated team we have working with EIA, all of whom make an important contribution to the success of the organisation's work.

Our strategic plans recognise the sum of all the parts. We thank every member of staff, consultant and volunteer, all of whom work with such determination and are a cohesive force for good.

The members of the Trust bring wisdom, expertise and experience to EIA and the

Directors thank them for their contribution to EIA's success and the financial support they provide for work we undertake.

We also recognise the vital contribution of our partners around the world to the achievements of EIA's work. Together we are able to achieve so much more.

Our work would be impossible without our donors. We thank you all for your belief in EIA and your kind and generous financial support - every contribution matters, small or large, and we endeavour to make the best use of your donations so that we can achieve our goals. As with many smaller charities, unrestricted funding is very important and we are greatly appreciative of all individual donations and legacies, the latter a particular indication of trust that EIA will continue its vital work for generations to come.

The future is uncertain. The human footprint on our environment is terrifying. EIA continues the fight to ensure future generations will have the privilege we all have of enjoying the wonders of the natural world.

**Malcolm Gaskin, Ian Grattidge,  
Jennifer Lonsdale, Allan Thornton**

**EIA directors with campaign  
and department heads at 2015's  
Strategy Meeting**





**Around the world, precious forests, especially in tropical regions, are being devastated by illegal logging and unregulated clearance for plantations. The consequences of deforestation for wildlife, communities and the global climate are severe and EIA stands at the forefront of efforts to tackle it.**

Since the late 1990s, EIA has focused on the unique forests of South-East Asia, especially Indonesia where its investigations prompted the Government to launch an unprecedented clampdown in 2005, marking a decisive turning point in the country's struggle against rampant timber theft. EIA's NGO partners in Indonesia played a central role in developing a timber legality system in the country and now have a formal role as independent monitors. EIA has subsequently conducted detailed field investigations into illegal logging in the Mekong region, mainly Laos, Vietnam and Myanmar and exposed China's role as the biggest importer of illegally logged timber in the world.

The campaign has also achieved notable successes in tackling the main consumer markets for illegally logged timber. It has played a central role in securing regulatory reform to prohibit imports of illegal timber into the USA and European Union, as well as supporting Voluntary Partnership Agreement negotiations between Indonesia and the EU to trade only wood products verified as legal. In Indonesia, EIA's work has evolved to tackle widespread illegality in the conversion of forests into oil palm plantations, now the major cause of deforestation in the country.

To achieve progress, EIA works in conjunction with a network of NGO and community allies in key countries such as Indonesia and Myanmar, who are on the frontline of the struggle to protect the world's dwindling forests.

EIA's Forests Campaign seeks to curb illegal logging by closing major markets to imports of illegally sourced timber products, strengthen forest governance and reduce forest conversion for plantations.



## Tackling forest crimes through governance reform

## forests

## 2015 Highlight:

## Forcing reform of “sustainable palm oil” safeguards

LAUNCHED in November 2015 on the eve of the 12th annual meeting of the Roundtable on Sustainable Palm Oil (RSPO) in Kuala Lumpur, EIA's *Who Watches the Watchmen?* report spurred rapid change.

The RSPO is an industry body formed in 2004 with the aim of reassuring consumers that any palm oil bearing its certificate of approval is free from links with primary forest destruction, damage to endangered species' habitats or abuses of the rights of indigenous communities.

Palm oil is one of the world's fastest-growing consumer commodities, a vegetable oil found in thousands of products ranging from cosmetics to processed foodstuffs such as chocolates, cereals, soups, dairy products and crisps.

It is also one of the most controversial commodities, widely linked in Indonesia and Malaysia to deforestation, human rights abuses and the destruction of prime endangered wildlife habitat, especially that of orangutans.

To ensure its seal of approval has meaning in the marketplace, the RSPO relies entirely on auditors to monitor the activities of palm oil growers in its scheme.

But the painstaking field research conducted by EIA revealed that these auditing firms in many cases failed to identify and challenge unsustainable practices to the extent that not only were alarmingly substandard assessments found but that auditors had, in some cases, directly colluded with plantation companies to hide violations of the RSPO Standard.

Within three days of the report's release, RSPO members responded directly to its findings by supporting a resolution at the annual meeting to improve the quality, oversight and credibility of auditors.



## Other Actions:

\* EIA's report *Organised Chaos* revealed the vast scale of smuggling of precious timber such as rosewood and teak from Myanmar's forests into neighbouring China. Worth hundreds of millions of dollars annually, it is one of the single largest bilateral overland flows of illegal wood in the world. EIA conducted extensive undercover investigations into the trade in China and Myanmar, exposing both key actors and systemic corruption. The report was launched separately in Beijing and Yangon, generating significant international coverage. Shortly after the report launch, authorities in China announced the suspension of timber trade across its land border with Myanmar.

\* A briefing in English, Burmese, Chinese, Thai and Vietnamese was produced and directed at the Convention on International Trade in Endangered Species (CITES) 11th ASEAN Experts Group (CITES AEG)

and 10th meeting of the ASEAN Wildlife Enforcement Network (ASEAN-WEN) in Brunei in May, calling for urgent action to end the illegal, violent trade in endangered Siamese rosewood.

\* EIA and its Indonesian partner Jaringan Pemantau Independen Kehutanan Kalimantan Tengah lodged a formal complaint with the RSPO in June over the threat to an area of Indonesian rainforest three times the size of Manhattan from a palm oil company, PT Sawit Sumbermas Sarana, run by one of the country's most notorious former timber crooks, Abdul Rasyid - named in 2000 by the Indonesian Government as one of the country's top 18 illegal logging bosses.







**Fewer than 4,000 wild tigers remain in the world. Populations have collapsed due to poaching for their skins and body parts, and to loss of their habitats. India is home to about 2,200 tigers, more than half the world's population. Survival of wild tigers is further threatened by the growth of tiger farms in Asia which are linked to illegal trade in parts and stimulate demand for wild tigers.**

The Tigers Campaign was launched in 1996 with a hard-hitting report documenting threats to India's tigers and calling on the country's Government to demonstrate the political will needed to save the iconic species. EIA followed up with a number of investigations into the availability of tiger parts in the main consuming markets, such as China and Japan.

In 2004, EIA released its first report into the trans-Himalayan trade in the skins of tigers and other Asian big cats conducted by organised transnational criminal networks emerging between India, Nepal, Tibet and China. Further exposés, in partnership with the Wildlife Protection Society of India (WPSI), led to a drop in demand for tiger skins used in ceremonial costumes in Tibet.

With tiger farming a growing concern as facilities throughout China, Thailand, Vietnam and Laos focus on breeding tigers for commercial trade in their parts and products, the campaign has also worked to expose the scale of tigers in captivity and the role such facilities play in feeding clandestine illegal markets and driving the poaching of tigers in the wild.

**EIA's Tigers Campaign aims to ensure tigers thrive in the wild by ending all trade and tiger farming and by stopping the destruction and fragmentation of habitat in India.**



## Zero demand for zero poaching

## tigers

## 2015 Highlight:

## Ensuring tiger trade and 'farming' is firmly on the international agenda

DESPITE a 2007 decision by CITES that "tigers should not be bred for trade in their parts and derivatives", tiger farming has escalated in South-East Asia and China.

There are now an estimated 7,000 tigers in captivity in China, Laos, Vietnam and Thailand, their parts and products entering domestic and international trade, both legally (in China and Laos) and illegally, stimulating demand and fuelling the poaching of wild tigers as well as other Asian big cats as tiger substitutes.

At the 16th Conference of the Parties to CITES in 2013, discussions on tigers and other Asian big cats were squeezed into just 15 minutes – a shocking level of neglect for a species in such peril and in light of overwhelming evidence of a lack of implementation of the 2007 decision.

With China consistently questioning the validity of the 2007 decision, EIA has

persisted with its campaign to highlight the many problems with captive tigers, releasing findings to illustrate the role of facilities masquerading as zoos and self-declared centres for conservation.

EIA is a tenacious advocate for the phase-out of tiger farms, calling for more action via CITES, the Global Tiger Initiative, outreach to key governments and the media. As a result, EIA helped to secure a series of decisions leading to an independent review process and, as a member of a CITES Working Group chaired by China, helped ensure the 2007 decision was not dismissed.

In July 2015, EIA launched the campaign initiative *#whereRthetigers?* involving a dedicated website resources page with maps, graphs and a video detailing tigers in captivity and the impact on wild tigers. It is one of the most comprehensive resources on the scale of tiger farming available.

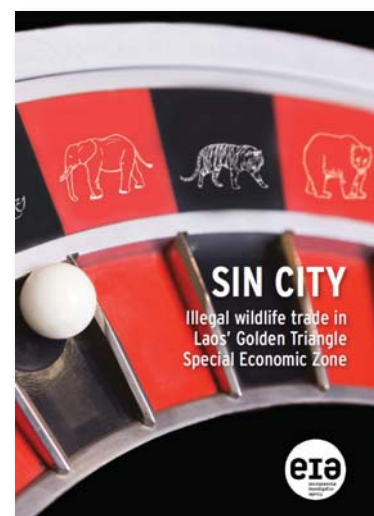


## Other Actions:

\* EIA's Tigers Campaign galvanised international attention on Laos as a safe haven for organised wildlife crime networks with the launch of the report *Sin City*, revealing blatant illegal wildlife trade, including tigers, in the Golden Triangle Special Economic Zone in northern Laos. The zone is operated by a Chinese company and includes a casino complex and a zoo. Investigations by EIA and partner Education for Nature Vietnam revealed illicit trade in a host of wildlife products from the zone to China, as well as plans to develop a tiger bone wine manufacturing facility in the area, derived from captive-bred tigers in the zoo. The report and accompanying film generated international media attention, prompting the Laos Government to conduct a superficial clean-up of the more obvious wildlife products on sale. EIA has subsequently worked through diplomatic channels to maintain pressure on the Laos Government to meet its international obligations against the illegal wildlife trade.

\* For a number of years, the Tigers Campaign has encouraged the professional law enforcement community to set benchmarks or indicators for what it considers to be an effective law enforcement and criminal justice response to wildlife and forest crime. In 2015, the International Consortium on Combating Wildlife Crime finalised a framework of indicators applicable to all wildlife crime enforcement, including tigers.

\* As a long-standing supporter of INTERPOL's Project Predator, EIA participated in the development of the Project's strategy while providing information relevant to future operational planning and further engaged with different agencies, experts and forums, including the UN Crime Congress, the UN Convention Against Corruption the Asia Pacific Group of the Financial Action Task Force and the Foreign and Commonwealth Office.



**Globally, the survival of a range of cetacean species is imperilled. Iceland, Japan and Norway continue to commercially hunt whales, using loopholes in International Whaling Commission (IWC) rules.**

Smaller dolphins and porpoises are under threat from coastal hunting, pollution and bycatch. The deterioration of the world's marine environment, specifically the impacts of climate change, overfishing and pollution, has dire implications for all cetaceans.

EIA was founded in 1984 following an exposé of pilot whale hunting in the Faroe Islands. Since then, it has continued to highlight threats to cetaceans and works through the IWC to secure protection. Investigations by EIA have exposed the killing of Dall's porpoises off the coasts of Japan and Iceland's hunting of minke and fin whales. It has revealed toxic levels of pollutants in whale and dolphin meat on sale in Japan and worked with major retail outlets in the country and online marketplaces to stop selling cetacean products.

The organisation has continued to campaign against both hunting of the great whales and the large-scale slaughter of small cetaceans, pressuring Japan, Iceland and Norway to cease whaling and working to reduce demand and commercial availability of cetacean products. It campaigned successfully for wider environmental threats to cetaceans' habitat to be included in the work of the IWC and recently launched a new initiative to curb marine plastic pollution.

Most recently, it has also focused on the plight of the vaquita, the most critically endangered cetacean species of which approximately only 60 remain.

EIA's Oceans Campaign seeks to protect the world's whales, dolphins and porpoises (cetaceans) from a host of threats, ranging from hunting to climate change impacts and the dangers of marine plastic pollution.



# Oceans

## 2015 Highlight:

### Nowhere to hide – keeping the pressure on Iceland's rogue whaling

THROUGHOUT 2015, the Oceans Campaign worked to keep Iceland's whaling in the international spotlight, exposing the key business links of those involved and conducting a new field investigation.

The first significant action was taken in April when EIA and partners launched the online campaign 'Don't Buy From Icelandic Whalers' to coincide with the 2015 Global Seafood Exposition and Seafood Processing convention in Brussels.

At this key industry event were several exhibitors connected to whaling companies, including Icelandic seafood giant HB Grandi, whose Chairman Kristján Loftsson is also the head of whaling firm Hvalur.

A month later, we highlighted Loftsson's export of 1,700 tonnes of whale meat to Japan, a transaction rendered ever-more difficult as previous campaign actions by EIA and partners have resulted in the closure of key ports en route, forcing him to resort to more costly and time-consuming shipping routes.

Ensuring that whaling's cost to Icelandic tourism remained a focus, in August we publicised an account of tourists whose whale-watching experience left them distressed at the sight of a whaling ship towing its catch of two endangered fin whales back to port. Just a month later, EIA and 11 other organisations launched a petition calling on the UK Government to instigate diplomatic action against whaling nations Japan, Iceland and Norway.

The findings of a new Iceland investigation were released in October, again exposing HB Grandi's links to whaling. HB Grandi CEO Vilhjálmur Vilhjálmsson has repeatedly claimed the company "is not involved in whaling and never has been" – but EIA investigators revealed clear and ongoing links, filming the landing of fin whales by Hvalur and documenting a truck belonging to an HB Grandi-owned company transporting crates of whale meat and blubber to Hvalur's freezer facility.

Under such sustained pressure, it is little surprise Loftsson announced in February 2016 that the summer's fin whale hunt was cancelled, citing "endless obstacles" relating to Japan's regulatory standards.



## Other Actions:

\* In October, EIA launched a new marine plastic pollution campaign with the report *Lost at Sea*, underscoring the urgent need to tackle marine litter and focused on cutting single-use plastics, removing plastics from down-the-drain products and embracing principles to dramatically reduce and better recycle plastic products. In November, EIA and other NGOs successfully lobbied the European Commission to ensure that a headline target for marine litter was included in the draft EU Circular Economy Package, legislation with the potential to significantly reduce the amount of plastic entering European waters.

\* EIA has long been analysing cetacean products on sale in Japan to raise consumer awareness of the high levels of pollutants commonly found in them and to help persuade retailers to terminate their sale. In September, the new report *Dangerous Diet* documented the analysis of 20 cetacean products, all of which contained mercury levels in excess of Japanese Government-recommended safe limits.

\* In November, we launched a new campaign to save the critically endangered vaquita, a small porpoise endemic to Mexico's northern Gulf of California and in imminent danger of extinction due to bycatch in illegal fishing nets set for totoaba fish, the swim bladders of which are highly sought in Hong Kong and southern mainland China.





**All life on Earth depends on the ozone layer to screen harmful ultra-violet radiation. Global action through the Montreal Protocol to phase out ozone-depleting substances such as chlorofluorocarbons (CFCs), mostly used for refrigeration and air-conditioning, have been largely successful but continue to be undermined by illegal trade.**

Replacement chemicals called hydrofluorocarbons (HFCs), while not harmful to the ozone layer, are extremely damaging to the climate and the fastest growing source of greenhouse gas emissions.

Since the mid-1990s, EIA has been the only NGO exposing the illegal trade in ozone-depleting substances. Undercover investigations in Europe and China revealed the scale of this illegal trade and smuggling methods. This information prompted parties to the Montreal Protocol to create a licensing system to limit illegal trade and to fund capacity-building programmes to help enforcement officers detect illegal shipments.

EIA also successfully campaigned for an accelerated phase-out of ozone-depleting hydrochlorofluorocarbons (HCFCs) in 2007. Since switching its attention to the growing threat of HFCs, EIA has been instrumental in securing a European Union regulation to reduce use of these gases. The current campaign priority is to secure an amendment to the Montreal Protocol allowing a phase-down of HFCs globally, the most significant short-term measure available to mitigate climate change.

EIA's Climate Campaign seeks to reduce global greenhouse gas emissions and ozone depletion through legislative measures to address fluorinated gases and to strengthen global efforts to prevent illegal trade in these chemicals.



# climate

## 2015 Highlight:

### Growing global support to tackle HFCs

EIA was the first NGO to call for a global phase-out of HFCs back in 2007 and has worked tirelessly on the issue ever since.

A key challenge has been to put HFCs under the oversight of an international body capable of driving a meaningful phase-down. After six years of sustained campaigning, with EIA positioned as the leading international NGO working on this issue, Parties to the Montreal Protocol - widely acclaimed as the world's most successful environmental agreement ever - unanimously agreed in 2015 to address HFCs.

At the November meeting of the Montreal Protocol, it was agreed to seek an amendment in 2016 allowing it to oversee HFCs. An ambitious agreement to phase down production and consumption of HFCs could avoid more than 100 billion tonnes of CO<sub>2</sub>-equivalent HFC emissions by 2050 and up to half a degree of warming by 2100. This marks an important milestone in EIA's six-year endeavour to secure global action, involving a huge amount of effort

to produce detailed documents making the case for action and attendance at numerous conferences and meetings.

On January 1, 2015 the EU F-Gas Regulation came into force. EIA was closely involved in negotiations for this landmark legislation and faced stiff opposition from vested interests in the fluorinated chemical industry but ultimately achieved a commitment to an ambitious HFC phase-down of 79 per cent by 2030.

Now the law is on the books and EIA is committed to the challenge of ensuring swift, effective implementation and enforcement. To help ensure effective implementation, EIA produced a comprehensive *EU F-Gas Regulation Handbook* in multiple European languages to inform end-users of their obligations.



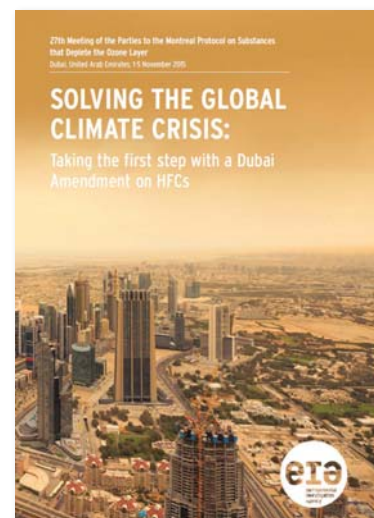
## Other Actions:

\* In April, EIA and Indian NGO Centre for Science and Environment hosted a workshop of international experts to discuss the financial mechanism of the Montreal Protocol with a view to maximising the climate benefits of the HCFC phase-out and any future regime to address HFCs. EIA is advocating changes to the funding mechanism to help developing countries 'leapfrog' HFCs as they phase out ODS and to maximise the climate impact of funding for technology transfer through a focus on energy efficiency.


\* EIA attended the 21st Conference of the Parties to the UN Framework Convention on Climate Change (UNFCCC) in December, where 195 countries agreed to limit warming this century to well below 2°C and to drive efforts to limit the temperature increase even further to 1.5°C to prevent the worst

impacts of climate change. EIA campaigners have attended UNFCCC meetings for many years to push for ambitious action, not just on CO<sub>2</sub> but also on short-lived climate forcers including HFCs.

\* EIA produced four policy briefings during 2015 for delegates to major international conferences, at which potential actions to curb the growth of HFCs were discussed. These briefings have been an important tool in building support for a HFC phase-down.







**Elephant populations are under extreme threat due to a dramatic surge in poaching and ivory smuggling to supply the main markets in Asia, especially China.**

In the three-year period from 2010 to 2012, more than 100,000 African elephants were poached. The increasing incidence of large-scale ivory seizures demonstrates the growing involvement of international criminal syndicates in the illicit ivory trade. Current elephant poaching levels in Africa are exceeding birth rates, threatening the future survival of the species.

EIA has been campaigning to protect elephants from poaching and ivory trading since the late 1980s. Its ground-breaking exposé of ivory trafficking syndicates spanning Tanzania, the Middle East and Asia helped build the momentum to secure a global ivory trade ban under the auspices of CITES in 1989.

Since that time, EIA has campaigned to uphold the ban in the face of fierce pressure from southern African nations and the consumer markets of Japan and China. Despite these efforts, the ban has been undermined by two 'experimental' sales of legal ivory agreed by CITES; EIA believes these sales played an instrumental role in increased elephant poaching by stimulating consumer demand and providing a cover for illegal ivory trade.

With its unparalleled experience, EIA has built a wealth of knowledge on the international ivory trade, including the identity of major traffickers, smuggling routes and methods. It has used this information to campaign successfully against further relaxation of the ivory trade ban and has provided intelligence to enforcement agencies.

EIA's Elephants Campaign seeks to safeguard the long-term security of wild elephant populations and their habitats in Africa and Asia, principally through the permanent closure of all ivory markets.



# elephants

## 2015 Highlight:

### Vanishing Point spurs Tanzania to address elephant poaching crisis

IN late 2014, EIA's landmark *Vanishing Point* report revealed how Chinese-led criminal gangs were conspiring with corrupt Tanzanian officials to traffic huge volumes of ivory. It identified the main criminal networks behind industrial-scale poaching, causing Tanzania to lose half of its elephant population in just five years.

Dating back to 2006, the report was the culmination of exhaustive research and a series of undercover investigations in Tanzania and China which generated huge international attention, prompting blanket denials from government officials in both countries, but the real impacts of *Vanishing Point* would not become apparent until 2015.

In June 2015, the Tanzanian Government finally admitted its elephant population had experienced a catastrophic 60 per cent collapse in just five years due to poaching – a key claim in the report which it initially sought to bury by suppressing elephant census figures and claiming the tens of thousands of missing animals were largely a result of migration, not poaching.

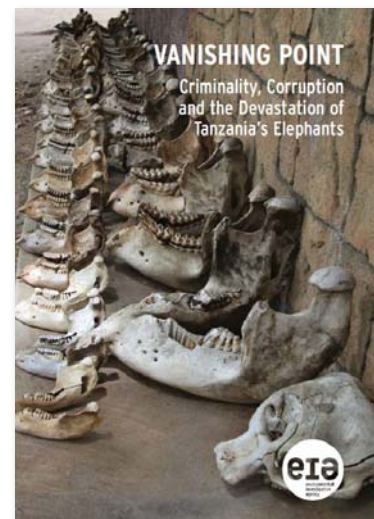
The Government's negative response continued; sales of *The East African* newspaper in Tanzania, which had widely

covered *Vanishing Point*, were banned and Parliament made it a criminal offence to publish data not first endorsed by its National Bureau of Statistics.

Yet the attention turned on Tanzania's elephant crisis by *Vanishing Point* has led to efforts to reverse the tide. A specialist enforcement unit set up to tackle serious crimes has made significant headway against some of its biggest ivory syndicates, targeting those at the upper end of the trafficking chains rather than dispensable poachers. In October 2015, it arrested a Chinese national accused of involvement in ivory trafficking for a decade and dubbed the "ivory queen".

The strong anti-corruption stance of new President John Magafuli, who came to power in November 2015, has also deterred politicians and Government officials from further collusion with traffickers.

During 2015 there were no large scale ivory seizures linked to Tanzania for the first time in five years. Pressure needs to be maintained to ensure action against ivory syndicates continues and remaining elephant populations are safeguarded.



## Other Actions:

\* In early 2015, EIA began work on a major project to produce a comprehensive training film on combating the illegal ivory trade, targeted at enforcement professionals. It interviews officers involved in tackling elephant poaching and ivory smuggling while documenting issues such as crime scene management, patrolling methods, use of sniffer dogs in ports and risk analysis of cargo shipments.

\* EIA was also invited to present its information to ministers attending a major conference on the Illegal Wildlife Trade, in Kasane, Botswana. We have been monitoring the implementation of commitments made by countries at the initial London Conference in 2014.

\* In late 2015, EIA participated in a meeting of the Asia-Pacific Group on money-laundering, at which wildlife crime was on the agenda for the first time, giving a presentation on illicit financial flows connected with ivory trafficking from East Africa to Asia.

\* EIA participated on a panel at the launch of the report *Poaching, Ivory Trafficking and Terrorism: Myths and Realities in East Africa* at the Royal United Services Institute for Defence and Security Studies (RUSI) to discuss the main facilitators and beneficiaries of the ivory trade in East Africa, organised crime and corruption.





**Capturing evidence of criminality on camera is just one aspect of our work; the in-house film unit also has a successful track record of creating informative mini-documentaries, high-impact short campaign films on specific issues and educational projects made specifically for enforcement professionals around the world.**

The skills necessary for EIA's style of campaigning and documentation have been widely shared by our filmmakers in international training sessions for individuals and organisations in countries such as Indonesia, Tanzania and Myanmar.

Maintaining and developing useful relationships with the media, whether on traditional platforms such as television and newspapers or online, remains a day-to-day responsibility of the Press & Communications Officer, as does packaging the findings of EIA's investigations and specialist briefings into incisive press releases.

The past five years have also seen EIA dramatically expand its reach via various social media platforms.

EIA's use of persuasive visuals and effective media outreach have been a cornerstone of its campaigning since the very beginning.







## Films - scene it, done that!

Released in September to support the ground-breaking report *Organised Chaos: The illicit overland timber trade between Myanmar and China*, the accompanying film received massive exposure, especially in Myanmar, and swiftly went on to achieve more than half a million views to become EIA's most watched in-house film ever.

Other significant film projects which captured large audiences during the year included the mini-documentary accompanying the release of the *Sin City* report in February and an exclusive interview with author Neil Gaiman, who gave the Douglas Adams Memorial Lecture in aid of EIA and Save the Rhino.

Finally, the already widely seen 2014 plastic bags film *Break the Habit*, starring EIA film-maker Sandy Watt, *above*, had a new lease of life when it was highlighted by Upworthy and subsequently scooped a further 400,000 views.

## EIA news - direct from EIA!

The Communications team first trialled the use of EIA News Updates in 2014 as an additional, complementary strategy for releasing information, posting initially to our website before sharing via social media platforms and, in some cases, with our media list.

This strategy was fully rolled out during 2015, resulting in a total of 29 News Updates, several of which were picked up by both the mainstream and specialist media.

The first significant output of the year was a News Update in January on the poaching and trafficking of helmeted hornbills - an often over-looked victim of the illegal wildlife trade which, since our story was picked up internationally, is now frequently cited in coverage of the issue.

## Social media - spreading the word to new audiences

Work continued throughout 2015 to further build EIA's presence and visibility on the social media platforms of Facebook, Google+ and Twitter, with the broad goals of increasing the number of our supporters/followers to encourage them to participate in focused campaign actions, to introduce them to our website and to spread awareness of EIA and its work.

**f Facebook:** the number of people liking EIA's Facebook page grew steadily during the year, from 42,426 on January 1st to 65,724 by New Year's Eve, an increase of approximately 55 per cent. Our 'reach', the number of people who have seen our content beyond those directly interacting with it, has grown steadily from hundreds in 2011 to often hit 150,000-250,000 in 2015.

**t Twitter:** the number of people following our Twitter account @EIAinvestigator rose from 7,853 to 10,440 during 2015, an increase of about 33 per cent.

**g Google+:** although Google+ broadly experiences fewer users and significantly less interaction than Facebook, it has the advantage that posts to G+ appear in Google searches. EIA began 2015 with 274 followers and 1,194,248 individual views of content since launching in December 2013; by the close of the year, we had 984 followers (a rise of 259 per cent) and 15,476,662 views of content (a rise of 1,196 per cent).





## Environmental Investigation Agency Audited Financial Statement for the year ending December 31, 2015 (EIA Trust and EIA UK).

### Income

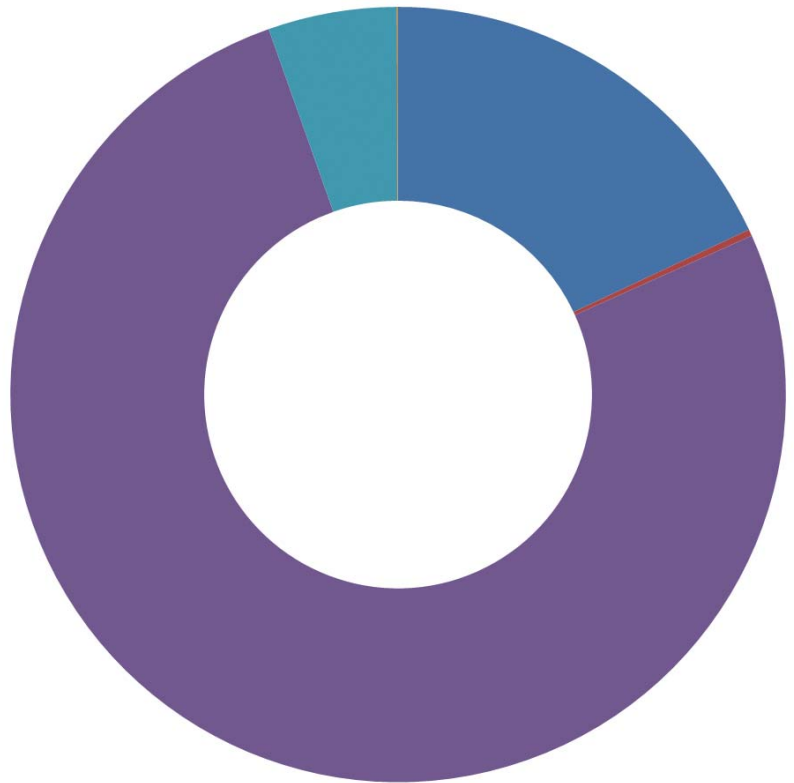
	TRUST	UK	COMBINED
Donations and Legacies	557,258	17,341	574,599
Trading activities	7,033	1,653	8,686
Investment income	58	-	58
Project Grants	450,056	1,984,437	2,434,493
Membership	-	171,356	171,356
Other income	-	1,474	1,474
Sub-total	1,014,405	2,176,261	3,190,666
Grants from EIA Trust	-	678,681	-
Total Income	1,014,405	2,854,942	3,190,666

### Expenditure

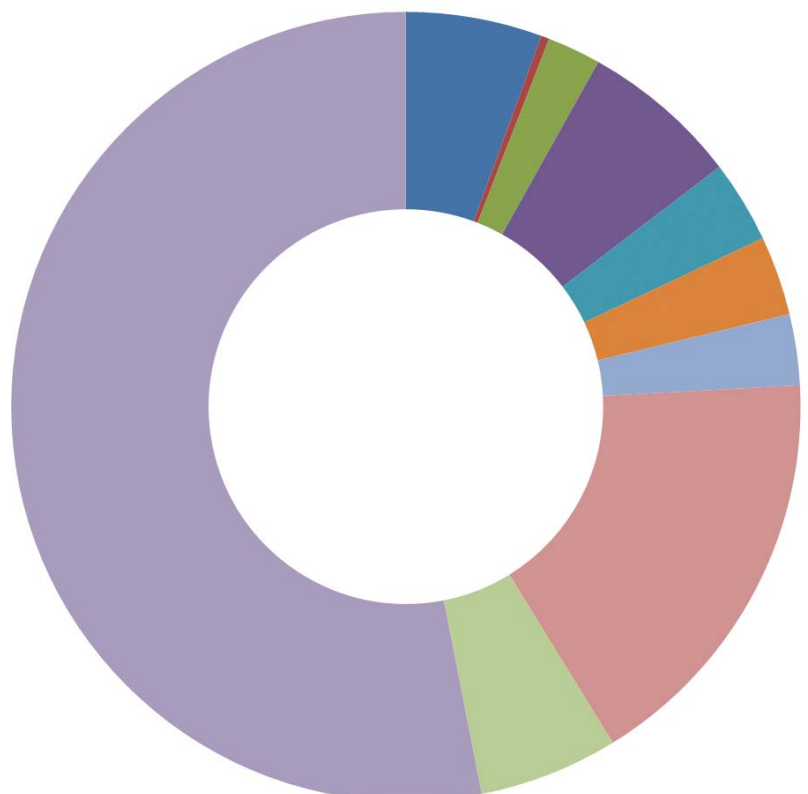
	TRUST	UK	COMBINED
Fundraising	11,013	129,304	140,317
Governance	2,269	6,026	8,295
Administration	789	54,380	55,169
Campaigns:			
Tigers	100	163,376	163,476
Illegal Wildlife Trade		84,660	84,660
Elephants	100	81,721	81,821
Oceans	314	72,561	72,875
Climate		429,300	429,300
Organisational Development		143,383	143,383
Forests		1,333,998	1,333,998
Sub-total	14,585	2,498,709	2,513,294
Grants to EIA UK	678,681	-	-
Total Expenditure	693,266	2,498,709	2,513,294
Surplus	321,139	356,233	677,372



## Income



## Expenditure





**Many thanks to the organisations and individuals who gave financial support to EIA UK and EIA Trust during 2015, including:**

Adessium Foundation

Anthony Rae Foundation

Children's Investment Fund Foundation (CIFF)

David Shepherd Wildlife Foundation

Funding received from the European Union

EJF Philanthropies

Funding received from UK Aid through the Department for International Development (DFID)

Japan Animal Welfare Society

Save Wild Tigers

Shetland Tiger Fund

The Ecology Trust

The Ernest Kleinwort Charitable Trust

The Norwegian Agency for Development Cooperation (NORAD)

The Paul G. Allen Family Foundation

The Rufford Foundation

The Waterloo Foundation

Tiger Awareness

U.S. National Oceanic and Atmospheric Administration's (NOAA) National Marine Fisheries Service

Wildlife Protection Society of India (UK)

## Neil Gaiman at the Douglas Adams Memorial Lecture

Last year's 13th annual Douglas Adams Memorial Lecture was delivered to a packed audience at London's Royal Geographical Society by celebrated author and screenwriter Neil Gaiman.

Entitled *On Immortality and Douglas*, Gaiman spoke of the timeless nature of stories in general, and in particular where Adams' stellar work fits into this theme.

Douglas Adams was a fixture of Neil Gaiman's adult life, from the moment he interviewed him as a fresh-faced journalist. While enthralling as ever, it was touching to see how much Douglas meant to him. Just prior to giving the lecture - and despite the clock ticking ever-closer to the moment when he had to step out in front of an audience of about 700 - the author generously granted EIA an impromptu interview in which he shared his thoughts about the natural world and the threats it faces.

This series of annual lectures raises money for two organisations that were particularly close to Douglas' heart, EIA and Save the Rhino, which we thank once again for all its hard work in putting together this most enjoyable event.





## Special Projects

Throughout the year, 2015 saw a renewed focus on individual giving. We started working with Inspired Fundraising on an audit and refreshed strategy for our regular and major giving programmes, continuing to work with them into 2016.

### Save Wild Tigers Gala Dinner

The 2015 Save Wild Tigers Gala Dinner took place on October 9 at the prestigious Savoy Hotel, London.

The evening was a huge success, with Magic FM's award-winning Angie Greaves as MC and performances included the world famous London Community Gospel Choir and Queen of Soul, Beverley Knight. VIP guests were also able to bid on artwork during the evening's live and silent auctions.



In the run up to the gala dinner, the Club at Café Royal in London presented 'Be Inspired' - an exclusive tiger-inspired art exhibition curated by celebrated British artist Christian Furr. The exhibition remained open between September 22 and October 1 and visitors were able to bid on various artworks.

Funds raised through the exhibition and gala dinner went towards tiger conservation projects run by EIA and the Born Free Foundation. Monies raised for EIA came to £14,500.

## Fundraising Superstars

A special thanks to the following people who went the extra mile (literally!) for EIA in 2015.

- London Marathon (April 26) - **Franziska Dieterle**
- Super Hero Run (May 17) - **Yue Cao, Kolin Chan and Sophie Kay**
- Royal Parks Foundation Half Marathon (October 11) - **Sophie Kay and Sarah House**
- **Nico Zurcher** - completed the Gobi March for EIA in May/June
- **Geoff Rankin** - completed the Lands' End to John O'Groats cycle in September







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