

**Survival**



For tribes, for nature,  
for all humanity

**Survival International Annual Report 2020**

# **When Survival speaks out it gives us strength**

**JK Thimma** Jenu Kuruba leader, India

**50**  
years

# **Survival International**

## **OBJECTIVES AND ACTIVITIES**

### **OBJECTS AND PURPOSES**

Survival International is the global movement for 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 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 focussed on defending the lives and protecting the lands of 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.

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### **ACHIEVEMENTS AND PERFORMANCE**

#### **Coronavirus**

The coronavirus pandemic has posed a huge threat to the survival of tribal peoples around the world. Survival has worked hard to raise awareness of the risk that Covid-19 represents to tribal peoples globally, from Indonesia to the Amazon. At the beginning of the pandemic, Survival sent letters to all governments in Latin America warning them about the high susceptibility of indigenous peoples to the coronavirus, especially uncontacted and recently-contacted peoples. We boosted our campaigning against the constant invasions of tribal peoples' territories, especially uncontacted lands, and supported indigenous peoples' own initiatives to protect their territories and shield themselves from the disease. We also increased our production of Tribal Voice videos highlighting the issue.

Throughout the year we released a vast quantity of material on social media highlighting the pandemic's devastating impact on tribal peoples. We liaised with a large number of journalists covering this issue, and linked Covid-19's spread through indigenous communities in Brazil to the Bolsonaro government's all-out assault on indigenous rights.

In August we publicized the news that the disease had reached the Great Andamanese in the Andaman Islands, India, which resulted in more than 40 news reports around the world and drew huge international attention to the potential risk to tribal peoples. Following the media attention generated by our communications efforts, India's National Commission for Scheduled Tribes put pressure on the Andaman authorities to ensure the safety of the tribes in the islands.

The advent of Covid-19 has led to new narratives concerning the "risks" supposedly posed by hunted meat (usually labelled "bushmeat" when it applies to the Global South) – some conservation organizations have asserted, despite a lack of evidence, that new diseases that could affect people are more likely to arise through the consumption of such meat. This ties in to a narrative in which "nature" and "people" are separate and should be kept apart – a key principle behind "fortress conservation," which ignores the fact that almost all landscapes have in fact been inhabited and shaped by people for millennia. Calls by some conservationists for a total ban on the consumption of hunted meat pose a threat to tribal peoples' self-sufficiency and livelihoods. Survival challenged this dangerous argument.

#### **A Global Movement**

Much of the world's activities moved online in 2020 in response to the pandemic, and Survival responded in kind. Our work was already global in nature, with supporters in more than 100 countries actively engaged in our campaigns.

Our Factory Schools campaign has resonated with indigenous activists and educators in North America. Survival hosted several events that brought activists and indigenous people from India and North America together on a shared platform, in the fight for indigenous rights.

Equally, the similarities between the attacks on indigenous peoples' rights led by Brazil's President Bolsonaro and India's Prime Minister Modi demonstrated once again that the indigenous struggle is shared by tribes on a global scale. In response, Survival created and supported a network of solidarity between indigenous communities in Brazil and India. Bolsonaro's visit to India in January, where he was Modi's guest of honor at the India Republic Day celebrations, gave Survival an opportunity to facilitate these connections between indigenous communities in both countries. Indigenous people in India and Brazil sent one another messages of solidarity. This included a Tribal Voice video from the Guajajara people of Brazil and a statement from Jacinta Kerketta, a poet from the Oraon Adivasi Community. Kerketta said: "I send my love and salute to the struggle of the tribes of the Amazon rainforest from here. Our languages may be different but our feelings are one, our

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struggle is one. And we are also connected with their struggles. When fascist forces all over the world are coming together on one platform, it is necessary that in different countries, people fighting for their existence should come together on one platform too.”

### Website

Survival’s website has expanded, and now has Hindi and Odia language versions, to increase our support-base in India.

In May, we co-hosted a unique online showing of *The Encounter*, an award-winning piece of immersive theatre, on our website. Based on the book *Amazon Dreaming* about an encounter with the Matsés tribe in Peru, and created by Survival’s Ambassador Simon McBurney and theatre company *Complicité*, it drew hundreds of people to our site. We also participated in an online Q and A on Indigenous Cultures: Representation and Mis-Representation prompted by the show.

In 2020, our website was a crucial hub for building awareness of, and support for, our campaigns. Survival’s website has expanded with new webpages to engage our audience. The new Big Green Lie webpage explains this new campaign for a lay audience. Our new webpage about climate change has drawn hundreds of people to Survival online, and helped engage with climate activists about the Big Green Lie campaign. We also published a new background briefing on evangelical missionaries, as Bolsonaro’s government is closely aligned with the evangelical movement in Brazil, and backs their desire to open up uncontacted tribes’ territories and make illegal contact with these highly vulnerable peoples.

### KEY CAMPAIGNS

#### “Uncontacted Tribes”

*There are more than a hundred uncontacted tribes around the world today. They are a vitally important part of humankind’s diversity, but they face catastrophe unless their land is protected. We’re doing everything we can to secure their land for them, and to let them live. Where their land rights are respected, uncontacted tribes thrive.*

*Right now, whole populations are being wiped out by violence from outsiders who steal their land and resources, or by diseases like flu and measles to which they have no resistance. This year, Covid-19 has posed a new lethal threat to their survival.*

*Survival is a world authority on uncontacted tribes and has been successfully campaigning for their lands to be protected since 1969.*

#### Uncontacted tribes of Brazil

At the start of 2020, Ricardo Lopes Dias, an evangelical missionary associated with the fundamentalist New Tribes Mission, was appointed as head of the uncontacted Indians department of Brazil’s Indigenous Affairs Agency (FUNAI). It was described by our researchers as “like putting a fox in charge of the hen house.” After 10 months of campaigning round the clock alongside indigenous organizations in Brazil, Lopes Dias was removed from office – a major success for all uncontacted tribes in Brazil and beyond.

#### [#MinersOutCovidOut – Yanomami campaign in Brazil](#)

In 2020, Covid-19 overwhelmed Brazil. Survival and several Brazilian and international organizations teamed up with the Yanomami and Ye’kwana peoples of northern Brazil on the #MinersOutCovidOut campaign to prevent the genocide of their peoples. The campaign had as its aim the removal of 20,000 illegal miners from the Yanomami territory. The miners not only destroy large areas of forest and pollute rivers with deadly mercury, they also spread deadly diseases such as malaria – and in the

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midst of the Covid-19 pandemic are the most likely explanation for the spread of the virus in this area.

Survival and a group of indigenous and non-indigenous organizations wrote to various UN experts to denounce the critical situation, and Survival participated in a meeting with the UN expert on toxic waste, who highlighted the Yanomami case in his report. We also lobbied the Inter-American Human Rights Commission, which issued Brazil with a request for precautionary measures to halt the mining invasion.

The campaign mobilized more than 430,000 people worldwide to take action, including many celebrities. Spokesperson Mauricio Ye'kwana gave a speech at the UN, whilst in December, Yanomami leader Dario Yanomami handed in the 439,441 signature petition to Congress in Brasilia. The petition hand-in was marked by projecting the campaign message, and paintings of Yanomami spirits, on to the Congress building – a historic first. Survival will continue to lobby for the removal of illegal miners in 2021, alongside the Yanomami and Ye'kwana organization Hutukara.

### Uncontacted tribes of Peru

It has been an especially difficult year for the tribal peoples of Peru because of the huge impact of Covid-19 in their territories, together with political instability and consequent social protests. The number of invaders in indigenous lands increased dramatically over the year; meanwhile, the government continued to grant licenses to extractive corporations, allowing them to operate in tribal territories.

Survival strengthened relations with indigenous organizations in Peru. We collaborated with them to put pressure on the Peruvian state to urgently finalize the creation of five Indigenous Reserves for uncontacted tribes (which have been pending completion for decades), grant them permanent protection, and immediately expel all extractive companies from these territories, which includes stopping all oil and gas extraction. This campaign will continue to build strength in 2021.

### Uncontacted tribes of Paraguay

The Ayoreo-Totobiegosode are the only uncontacted tribe in South America living outside the Amazon. In 2020, as well as Covid-19, fires and deforestation also threatened their survival (Paraguay's Chaco has suffered the fastest deforestation rate in the world). Survival's investigators monitored the situation closely.

Survival has campaigned for the Ayoreo's land claim for more than 25 years, and while a part of their land has been protected, the uncontacted Ayoreo-Totobiegosode won't survive unless their remaining forest is recognized and protected. Survival has accompanied and supported the Ayoreo-Totobiegosode in the complex legal process to demarcate the rest of their land, and worked with their legal advisors to begin taking further steps. We also pressured the government to abide by its legal obligations to finish the land titling process.

### Uncontacted tribes of Colombia

Survival has amplified the issues that indigenous peoples are facing in Colombia in 2020. In press interviews and on our social media platforms, we have publicly denounced the anti-indigenous policies of President Duque and the high rate of murders of indigenous people in the country. Our campaigners and consultants have collaborated in livestreams with Colombian tribes, indigenous individuals and non-indigenous activists, to raise awareness and amplify indigenous voices.

### **“Stop Brazil's Genocide”**

Survival fought alongside indigenous peoples throughout the year to combat Bolsonaro's moves to

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open up indigenous territories to agribusiness, mining and other “development.” Without the national and international pressure, many of Bolsonaro’s genocidal proposals would undoubtedly have been passed.

In response to Bolsonaro's genocidal attacks, we worked hard to grow Survival Brazil’s profile both nationally and internationally and to engage our supporters around the world in non-stop actions to combat the onslaught. We brought maximum attention to Bolsonaro’s threats and increased the pressure to stop them.

In February we hosted some of the Amazon’s most prominent indigenous leaders – Davi Kopenawa Yanomami, Raoni Metuktire, Brazil’s first indigenous Congresswoman Joenia Wapichana, Mayra Wapichana, Megaron Txucarramae, Dario Yanomami and Bepro Metuktire. Besides securing media coverage, the group handed in a joint letter to 10 Downing Street. In it they called on the UK government to use its hosting of the UN Climate Conference to “put tribal peoples centre stage and recognise our key role in conserving some of the most biodiverse and threatened regions of the world for the benefit of humanity.” They also denounced President Bolsonaro’s plan to open up indigenous territories to mining. The indigenous leaders and a Survival researcher spoke at an international conference on the Amazon held at the University of Oxford.

### Amazon Fires

As in 2019, Survival fought alongside indigenous peoples against the government inaction and deliberate policy that result in fires destroying vast swathes of Amazon rainforest. Our main focus was to push the story hard, securing media coverage around the world about the threat the fires pose to indigenous peoples, especially uncontacted tribes – the most vulnerable peoples on the planet.

We also ensured that the Tribal Voice was at the forefront, as any discussion of the fires without mentioning the forest’s best guardians – indigenous peoples – is dangerously incomplete. The Tribal Voice videos we gathered helped spread indigenous people’s views around the world. These Tribal Voice videos made up part of our activist pack that we provided for supporters.

Another part of our crucial work during the Amazon fires was our direct support to the Guardians of the Amazon, including help for transport, and communications systems. These are invaluable provisions for their fight to protect their forest and the forest of their uncontacted neighbors.

Throughout the fire season, our researchers liaised with the Inter-American Commission on Human Rights and kept them informed of the threat the fires pose to uncontacted tribes, including the Awá – Earth’s most threatened tribe.

### **Conservation**

*Tribal peoples have been dependent on and managed their environments for millennia. Evidence proves that they are better at looking after their environment than anyone else. They are the best conservationists and guardians of the natural world and as such we are working to ensure they are at the forefront of the environmental movement.*

*But tribal peoples are being illegally evicted from their ancestral homelands in the name of conservation. With eco-fascist narratives on the rise, fueled by the coronavirus pandemic and measures to combat climate change, and with a plan to turn 30% of the Earth’s surface into “protected areas,” the conservation industry poses an ever greater threat to tribal peoples’ survival.*

*Survival International is leading the fight against the abuse of tribal peoples in the name of conservation: for tribes, for nature, for all humanity.*

### Decolonize Conservation

Survival’s Decolonize Conservation campaign is challenging the whole narrative of the conservation industry, changing minds, influencing policy, denouncing human rights abuses, and putting the big conservation organizations under pressure to change as never before.

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A major achievement for the campaign came in September, when the US government halted more than \$12 million of funding to WWF, the Wildlife Conservation Society (WCS) and other conservation NGOs due to human rights abuses linked to their work. Furthermore, the US authorities decided to halt future funding for relocations of tribal peoples from their land in the name of conservation.

Our supporter action was crucial to this success. The official memo relating to the decision refers to several letters and reports received from Survival; it adds that the Department received "thousands of emails" from Survival supporters pressing for financial aid to be withdrawn from conservation projects where abuses were happening.

Earlier in the year, the EU suspended its funding for the Messok Dja project in the Republic of Congo, whilst the UNDP scrapped its own support for the project following Survival's campaign. The entire project has been shown to be a gross abuse of the Baka people's rights, and was defined by observers as a "[human rights disaster](#)." These successes – achieved in large part through the efforts of Survival's supporters, who sent thousands of emails over two years to the project's funders – were covered by major media outlets, with The Guardian newspaper publishing an article about the UNDP report that revealed terrible human rights abuses by park rangers funded by WWF. Many other leading newspapers, such as [Le Monde](#), also covered the story.

WWF finally published the report of an "independent panel" it set up to investigate the many abuses uncovered by the [Buzzfeed series of exposés](#). The report confirmed much of what Survival has been saying for many years, notably that senior WWF staff were aware of serious human rights abuses but continued to fund and support guards who were committing these violations.

For the first time in history, members of the European Parliament invited indigenous and tribal people to speak at an online event about conservation. Survival was instrumental in setting up this event and ensuring that the voices of tribal people were heard by MEPs in the European Parliament. We published a [press release to draw attention](#) to it and invite people to register. One of our consultants, Dr. Mordecai Ogada, was interviewed on the BBC World Service Newsday programme before the conference. On social media we shared the livestream on our Facebook page, and tweeted frequently throughout the day, calling attention to [indigenous](#) and [local](#) contributions.

Survival also pushed to have the Jenu Kuruba's voices heard by the US government. Opposing attempts to remove them from their ancestral land, the Jenu Kuruba – a tribe in Karnataka, India, renowned for their honey-collecting – wrote to the US government urging them to stop funding a conservation project that could lead to their eviction. The letter was sent to US government officials and WCS more than twenty times without response, and because it was publicized on social media, thousands of Survival supporters wrote urging the government to listen to the Jenu Kuruba.

A crucial part of our work around conservation in India is against illegal tribal evictions. In 2020, we created and distributed podcasts to inform tribal people living in tiger reserves about their rights, under Indian law, to stay in their forests, even in tiger reserves. We also shared stories of hope from those who have successfully fought for these rights. We continue to support communities to get their forest rights recognized, as this is their best defence against evictions, whilst recognizing their right to protect and manage their own forests.

### Big Green Lie

Survival launched a new campaign, the [#BigGreenLie](#), to stop plans to turn 30% of the world's surface into protected areas, a proposal being pushed by all the big conservation organizations and many world leaders. If passed, this would lead to severe human rights violations, cause irreversible harm for some of the world's most vulnerable people, including tribal peoples, and do nothing to prevent loss of forests and other habitats. Our campaigners met with Members of Parliament and Congressmen and women from Germany, France, the EU and USA to discuss the proposal and explain its profound flaws. Our lobbying activities were instrumental in getting governments to question the implications of the 30% proposal.

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With our new urgent action and a Big Green Lie Activist Kit being shared on social media, we have already gathered over a thousand signatures in support of our campaign, and more than 200 organizations and experts have signed our [official statement](#) against the 30% proposal. Because of our campaign, other organizations that had originally been in favour of the proposal have now expressed their concerns, saying that indigenous peoples must have their land rights recognized first if the 30% land protection plan is to go ahead.

### Climate change

We produced a [new webpage](#) on climate change to expose how false solutions to climate change such as carbon offsetting are harming tribal peoples. As well as engaging with climate activists and pushing them to decolonize the climate change movement, our Director Stephen Corry wrote various articles on the subject. We also took part in an online discussion with Extinction Rebellion.

### **Factory Schools**

*Survival believes that tribal and indigenous peoples' education must be under their control. It must be rooted in the people's own land, language and culture giving children both a sound education and – vitally – pride in themselves and their people.*

*However, around two million tribal children today are being taught to feel ashamed of who they are and where they come from in Factory Schools. At these schools, many tribal children are forced to change religion and are subject to appalling racism from those in charge. Devastatingly, they often suffer physical, emotional and sexual abuse. Factory Schools are part of a deliberate, far-reaching policy by governments to force tribal people into the mainstream society by erasing indigenous identity and stealing tribal lands.*

*Similar schools existed for decades in Australia, the U.S. and Canada. The suffering they inflicted has carried down through generations and causes ongoing trauma today to survivors and their descendants. Survival International is exposing the existence and impacts of Factory Schools and campaigning for an end to the policies behind them.*

Survival supported the successful demand from Adivasis, activists and academics for the International Union of Anthropological and Ethnological Sciences to change the venue of the 2023 World Congress of Anthropology, which was originally to be held at the world's largest Factory School – the Kalinga Institute of Social Sciences (KISS) in Odisha, India. This put a spotlight on Adivasi schooling issues, leading to several important media articles.

Survival worked to bring tribal and indigenous people together in solidarity against Factory Schools. We organized several Instagram and Facebook live events to give a platform to activists across the world to discuss the right to self-determination and tribal education within their own communities. We also brought speakers from North America, with lived experience of similar schooling and who are now educating their people in Indigenous-led schools, together with tribal people currently resisting Factory Schooling. These events brought crucial attention to the continued existence of these schools and their impacts on children, families and tribal peoples.

Survival staff were invited to speak at the Oxford University Education Department annual conference, where we were able to highlight the issue of Factory Schools and Indigenous education.

Our Factory Schools materials are now being used for teaching at universities in the UK, as well as in indigenous language classes in India. The campaign has inspired the creation of a Stop Factory Schools Network in India, and we have provided materials and advice to communities establishing their own community learning centres in India.



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### MayflowersKill

On July 4th, in partnership with tribal members in what is now the US, Survival International launched the social media campaign [#MayflowersKill](#). (2020 marked the 400<sup>th</sup> anniversary of the landing of the Mayflower on US soil).

Throughout the year, #MayflowersKill shared voices of Indigenous Peoples speaking out about the history and legacy of colonialism, to counter colonial narratives and to fight the ongoing genocide of Indigenous Peoples and uncontacted tribes today.

The campaign engaged Indigenous Peoples of North America from more than 25 tribes. Survival gathered over 100 testimonies, and curated multi-media content and educational material to amplify these voices widely across social media. The campaign engaged thousands of Survival followers on social media and over 1,500 people helped counter colonial narratives by sharing Indigenous voices from #MayflowersKill on their personal social media accounts.

In September, using these testimonies, the campaign launched an [interactive map](#) displaying perspectives from Indigenous Peoples across the Americas on the meaning of “Mayflower,” which has already been used in classrooms in the US and Spain. Later in September, the UK’s Independent newspaper interviewed Survival and published an article featuring #MayflowersKill.

Survival worked in partnership with No New Worlds’ art collective (Still/Moving), in Plymouth, UK. In the lead up to what many know as Thanksgiving, otherwise known as the National Day of Mourning, our collaboration showcased and amplified the voices of 30 Indigenous people talking about the Mayflower’s history, and how colonialism impacts them.

On November 26th, Survival spoke at the annual National Day of Mourning commemoration in Plymouth, MA, about the ongoing threat colonization poses for Indigenous and Tribal Peoples today.

With significant press and radio coverage, participation in educational panels, videos, and articles published on our Medium account, the campaign has successfully contributed to raising awareness about the harm colonial narratives and practices have caused and continue to pose, especially for uncontacted tribes.

### TRIBAL VOICE

*Survival’s Tribal Voice project invites indigenous peoples around the world to record videos speaking about what matters to them. Survival then releases these videos globally, subtitled in several languages.*

Survival released 22 Tribal Voice videos in 2020. A number of tribal people used the platform to expose evictions and abuses in the name of conservation – in India, Nepal and Myanmar. Others told of new forms of invasions and of legislative genocide in Brazil. In particular, the voices of indigenous young women stood out, with several of their Tribal Voice videos going viral on social media.

Tribal Voice videos have been an invaluable resource for spreading the word on indigenous issues and on Survival’s campaigns. In 2020, many organizations and individuals with large followings shared Tribal Voice videos, with Survival’s message alongside. On top of this, several journalists approached Survival for further information on the issues that they had learned about in the videos.

In November, we released a special Tribal Voice video of Paulo Paulino Guajajara, the Amazon Guardian killed by loggers, to commemorate the first anniversary of his death. This had been filmed in 2017 but never previously made public. The video brought a chilling reminder of the real threats that tribal peoples face and drove home the importance of the fight for indigenous rights.

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## MEDIA

### Press

In 2020, Survival secured a huge amount of media coverage, including hundreds of mentions of Survival and our work in the press, and dozens of TV and radio interviews around the world.

The impact of coronavirus on tribal peoples generated a great deal of media interest. Some of our most covered stories of 2020, which were widely reported on at an international level, included the Covid-19 threat to the Great Andamanese and Sentinelese tribes in the Andaman Islands, and also the spread of infection amongst the Arara, who became the most infected tribe in the Brazilian Amazon. News outlets that covered these stories included the BBC, IT News, The Huffington Post and ABC.

An Amazon Guardian, Zezico Guajajara, and Rieli Franciscato, coordinator of the FUNAI (Brazil's Indigenous Affairs Agency) team protecting uncontacted Indians' land in Rondonia, were both killed whilst defending indigenous people's rights. Both stories were picked up by outlets such as the BBC, CNN and The Times.

Our media coverage in support of the Yanomami people's MinersOutCovidOut campaign – a petition and social media campaign promoted by various Brazilian organizations – contributed in large part to the very high number of signatures. We ensured the petition hand-in was covered by key international outlets, such as France 24 and The Guardian.

On November 1<sup>st</sup>, the world remembered Paulo Paulino Guajajara, the Amazon Guardian shot dead by loggers in 2019. Survival ensured that his voice lived on by securing coverage of his story on the anniversary of his killing in, amongst others, [NBC](#), [Thomson Reuters](#), and [The Independent](#).

Our campaign to decolonize conservation has been covered around the world. In February a major UNDP investigation into human rights abuses associated with WWF's flagship project in the Congo was covered by many outlets including The Guardian. Among a steady stream of stories and coverage throughout the year, BBC London Radio reported on Nepali indigenous organizations' criticism of London Zoo, and Down to Earth in India ran an article on the US government's decision to halt more than \$12 million of funding to WWF, WCS and other conservation bodies. Our new #BigGreenLie campaign was covered by major international outlets such as El País in Spain and TAZ in Germany.

Our successful campaign to persuade the International Union of Anthropological and Ethnological Studies (IUAES) to scrap plans to hold the 2023 World Anthropology Congress at the world's biggest factory school, the Kalinga Institute of Social Sciences, was covered in Lifegate, and was mentioned in a major exposé of Factory Schools that we secured in the leading US indigenous outlet Indian Country Today.

### Social Media

During the coronavirus pandemic, social media has been a critical means of maintaining communication and promoting campaigns, with supporters and journalists alike.

Survival's Instagram channel has been our fastest growing platform in 2020, with follower numbers growing by 172% since 2019. Our supporter base and engagement has increased on this platform as our output has become more engaging, and we have worked effectively with influencers and other voices of authority to help bring our key messages to the forefront of online conversations.

In 2020, several of our posts went viral on Twitter, one example being the MinersOutCovidOut video, The Shaman's Message, which was shared by the likes of Greta Thunberg and Sir Quentin Blake and achieved over 2 million views. It brought in thousands more signatures to the petition over the campaign's final few days.

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Facebook and Instagram have given us the opportunity to bring our events online, where we have streamed live talks about Factory Schools, our Conservation campaign, and about MayflowersKill. With our online events, Survival was able to forge closer relationships with fellow activists as well as connect with our supporters. Our livestreams, especially the talk on conservation, partnering with Extinction Rebellion Youth, and with Dr Mordecai Ogada as an invited speaker, sparked many conversations around the flaws of the mainstream conservation model.

During the pandemic, as before, Survival mobilized its supporters online. One example was our targeting of the New Tribes Mission's social media pages: we asked supporters to comment on their pages against their work evangelizing uncontacted tribes. Our action resulted in over 100 comments, in English, Portuguese, French, German and Italian against the missionary organization. The New Tribes Mission were forced to make their Instagram page private, and to turn off comments for their Facebook page. The action also led many supporters, including some indigenous individuals, to contact Survival to inquire about the action and our other campaigns.

### **EDUCATION**

Survival's main focus this year has been to create new content for our younger audience. We now have a great variety of engaging audio-visual resources for the 5-11 year age group, including tribal voice videos, time-lapse videos highlighting tribal knowledge, animated videos (thanks to a collaboration with animation students from Falmouth University) and binaural sound resources, allowing for a more immersive classroom experience. It is hoped this work will help maximise Survival's reach, providing educators everywhere with the resources they need to effectively bring the issue of tribal peoples' rights to the classroom.

Primary teacher feedback: "[The resources] inspired a lot of discussion and questions and provided the opportunity to discuss what is currently happening for the Yanomami at the moment... Really useful resources which I plan to use with other classes in the future."

#### **Survival firsts: virtual workshops**

During the pandemic, educational outreach events and workshops successfully went online:

Primary teacher feedback: "The session was so good, the children loved asking their questions and thank you for such informative answers! The idea of having an expert was so great for the children and we will be looking at ways to hopefully raise some money for Survival."

Event organizer feedback: "Thank you very much for sharing with our young adults your message about respecting and learning from indigenous cultures. It was brilliant!"

### **SUPPORTERS**

Survival is a global movement which draws its campaigning strength from our many thousands of supporters. We depend on them. From donating to our appeals, running fundraising campaigns and buying from our catalogue to sending lobbying emails, spreading the word on social media and attending protests, their money, energy and enthusiasm is what enables us to fight one of the most urgent and horrific humanitarian crises of our time. Here are just some examples of the ways in which our supporters helped out in 2020:

#### **Community fundraising**

We had a 50% increase in UK community fundraising compared to 2019, thanks to our supporters' dedication to the cause, and to our hard-working supporter communications team.

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2020's Spring paper appeal brought in over £32,000 from supporters; a further £16,300 was raised from 140 Facebook fundraisers by our followers.

Some supporters took part in the Virtual London Marathon: our runners Laura, Kemelo, Annabelle and Enia raised over £4,400 in less than a week.

We would like to make a special mention of supporter Tony Riddle, who set a 3 Peaks Challenge World Record by running the distance between the mountains barefoot. Even though he fractured his toe half-way through his run, he still finished the course and raised over £8,000 for Survival.

### Raising awareness

Kings College London Amnesty, XR Youth, Adivasi Lives Matter and other allies have raised awareness for Survival International by hosting events for supporters, inviting our researchers or consultants to give talks, or by helping fundraise for our cause. This has garnered stronger relationships and fostered a wider network in the fight for indigenous rights.

### Donating through business

In 2020, we grew our business support base, with several businesses pledging to donate to Survival. A few examples:

Emma Aitchison, a jewellery designer, donated over £1,933 in just the final quarter of 2020; electrician Tom Nicholson generously donated a total of £800 in two separate donations; and Shakti Ellenwood (jewellery designer) donated £810.

### Survival's Ambassadors

Survival's Ambassadors, including Gillian Anderson, Jerome Flynn and Julian Lennon, continue to support and promote the organization's campaigns across their social media, while Kurt Jackson donated artwork for one of our Christmas cards.

### Photography competition

Survival's photography competition continues to create a buzz. For the 2021 calendar, half of the winning images were by indigenous photographers. The winning image was by Yoeme, A:shiwi, and Rarámuri photographer Tomás Karmelo Amaya, depicting matriarchs from various backgrounds and tribal affiliations gathering in a tipi for a women's meeting. The photo (pictured) was taken at the resistance camp against the Dakota Access Pipeline in North Dakota, on the ancestral homelands of the Očeti Šakówiŋ.



The calendar itself was extremely successful this year and was sold out before the end of 2020.

### Supporting our online shop

Although the office shop had to remain shut due to the pandemic, Survival's supporters were keen to make the most of the online shop. At Christmas we saw record sales, with a 400% increase in sales compared to last year. The shop continues to be our largest annual fundraiser, and also our biggest recruiter of new supporters & donors.

A more detailed account of the work undertaken worldwide by Survival International can be found at [www.survivalinternational.org](http://www.survivalinternational.org).

## **Survival International**

### **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, Colombia and India 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,” and opposing the theft of tribal peoples’ lands and denial of their rights to self determination.

We are investing in new systems as part of ongoing efforts to update and streamline existing supporter-related work and better track the results of our campaigns. They will help us work more efficiently and effectively. The project was completed in May 2020.

In 2021 grants of £100,000 was made to each the offices of Survival Brasil, France, Germany, Italy, Spain and USA to further the Charities long term objectives and to create a sustainable growth for these offices. Therefore, a deficit has been budgeted for 2021.

In March 2021 a new CEO has taken up the role and is working with staff to review systems and future plans including how to develop a plan for post-covid working practices.

## **Survival International**

### **STRUCTURE, GOVERNANCE AND MANAGEMENT**

#### **STRUCTURE**

Survival International is an unincorporated worldwide movement which has as its objective helping 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. Survival's Italian office is a branch of the British charity. All other offices 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. With the exception of Italy, whose accounts are consolidated with those of the charity, and whose results are included in the consolidated financial statements, each office publishes its accounts separately. In 2021 Italy will have its own stand alone constitution of which the details are still being finalised.

#### **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 (appointed 16 March 2021). Stephen Corry resigned on 15 March 2020.

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.

## Survival International

### 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. By relying on donations from the general public, we also keep our fundraising costs extremely low. In 2020 for every £1 donated, we spent only 3.0p to raise the next £1.

#### Trustees' Statement

This summary financial information is extracted from the full unqualified audited group accounts approved by the Trustees on 11 May 2021 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, 11 May 2021.

### SUMMARY FINANCIAL INFORMATION FOR 2020

	<b>2020</b>	<b>2019</b>
	<b>£</b>	<b>£</b>
<b>INCOMING RESOURCES</b>		
Donations & Fundraising	1,124,778	1,222,606
Legacies	370,379	462,306
Investments & Other Income	50,183	53,596
	<b>1,545,340</b>	<b>1,738,508</b>
<b>RESOURCES EXPENDED</b>		
Project, Publication and Education	1,299,259	1,200,706
PROJECT		128,561
Fundraising and Publicity	126,740	128,561
Governance	18,566	15,303
	<b>1,444,565</b>	<b>1,344,570</b>
Net Incoming Resources	100,775	393,938
Investments & Exchange	125,796	25,436
<b>NET MOVEMENT IN FUNDS</b>	<b>226,571</b>	<b>419,374</b>

### ASSETS & LIABILITIES AT 31 DEC 2020

	<b>2020</b>	<b>2019</b>
	<b>£</b>	<b>£</b>
<b>ASSETS</b>		
Intangible Fixed Assets	182,253	192,217
Tangible Fixed Assets	767,485	772,342
Investments	2,362,625	2,290,873
Current Assets	3,547,030	3,479,619
	<b>6,859,393</b>	<b>6,735,051</b>
<b>LIABILITIES</b>		
Amounts falling due within one year	137,585	239,814