

environmental investigation agency

Protecting the Environment with Intelligence

2014 ANNUAL REPORT

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Cover photo:
Peruvian Amazon, photo credit EIA

This report focuses on the activities of EIA's Washington, D.C. office with reference to the combined global impact achieved with EIA's London office.

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OUR MISSION

Working in London since 1984 and in Washington, D.C. since 1989, the Environmental Investigation Agency identifies and campaigns for solutions to the world's most pressing environmental problems. Our campaigns to protect endangered wildlife, forests, and the global climate operate at the intersection between global trade and the accelerating loss of natural resources and species. EIA takes advantage of its independence and mobility to produce game-changing primary evidence and analysis of these problems and to build lasting alliances, institutions, and policies to address those challenges.

EIA is a different kind of environmental organization:

- Our methods are unique; we utilize undercover investigations, intelligence reports, and campaigning expertise to achieve far-reaching environmental protection.
- We work to protect threatened species and the global climate with intelligence from our investigations—for the benefit of both wildlife and people.

As a non-profit organization with IRS 501(c)(3) designation, EIA relies on financial support from individual donors and charitable foundations. Donations to EIA are U.S. tax deductible to the full extent of applicable law.



A MESSAGE
FROM THE PRESIDENT AND THE EXECUTIVE DIRECTOR

EIA is a Small Organization Making a Global Impact

Thanks to a unique combination of undercover investigations, rigorous research, and international advocacy, our success rate far outweighs our size. Our campaigns address today's most pressing environmental problems—species exploitation, natural forest loss, and climate change. They have in common an increasingly unavoidable perspective: the threat posed to our natural environment by ever-accelerating demands for natural resources from the global economy.

Consumer demand, the power of multinational corporations, and illegal trade in environmental products are colliding to exacerbate global environmental challenges that threaten the diversity of life on Earth.

Our investigations around the world equip us with unique insight into precisely how international trade—especially illegal trade—impacts the world's declining natural resource base, threatening the future of both people and wildlife.

For a quarter of a century, on six continents, we have exposed, campaigned against, and proposed solutions for illegal and unsustainable trade in natural resources and industrial global warming gases that also deplete the ozone layer.

We search for solutions that work, and we follow through until we achieve systemic change. From the 1989 global elephant ivory trade ban to the 2008 Lacey Act amendment to stop illegal logging imports to the United States, to a potential amendment of the Montreal Protocol to address climate change, EIA has been honored to be a leader of landmark conservation efforts.

We'd like to thank all the supporters and partners that have made this possible and that have led to a particularly successful 2014.

Allan Thornton
President

Alexander von Bismarck
Executive Director



TIMELINE

History of Lasting Solutions

1989

EIA's groundbreaking investigations into the illegal ivory trade, flowing from Africa through the Middle East to supply markets in Asia, provide key evidence that help secure an international elephant ivory trade ban.



1990

EIA is the only organization to investigate Japan's mass killing of Dall's porpoise, bringing attention to a little-known wildlife atrocity.

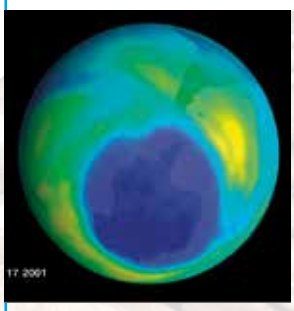


1993

Taiwan is certified by the U.S. government as diminishing the effectiveness of CITES for its trade in rhino horn and tiger bone; trade sanctions are enacted against Taiwan in 1994.

1997

EIA documents massive illegal trade in CFC gases and works with the Parties of the Montreal Protocol to introduce an inventory system to better track production and consumption of ozone depleting substances.



2001

Groundbreaking regional agreement in Southeast Asia to improve forest law enforcement.

2003

53 illegal mines in India are closed for encroaching on and destroying tiger habitat following an EIA report.



2005

EIA evidence prompts the largest government operation against illegal logging in the Papua province, Indonesia.



2008

EIA mobilizes the Lacey Coalition; the Lacey Act, the world's first domestic ban on the import of illegally sourced timber and wood products, is passed by the U.S. Congress.



2013

EIA investigative report finds the largest U.S. retailer of hardwood flooring, Lumber Liquidators, of importing illegally harvested wood from the Russian Far East—also home to the world's last 500 Siberian tigers. This leads to Department of Justice raids on the company's headquarters.

2014

China announces it will eliminate 280 million metric tons of CO_2-equivalent emissions of HFC-23. This monumental announcement comes in direct response to EIA's 2013 report, The Two Billion Tonne Climate Bomb, which exposed Chinese factories of venting HFC-23 despite funding from the UN Clean Development Mechanism to capture and destroy these gases.

2014

EIA is instrumental in promoting a new call for a nearly complete U.S. domestic ban on ivory trade in line with President Obama's Executive Order on Combating Wildlife Trafficking.



2009 & 2011

The U.S. government raids the premises of Gibson Guitars, leading to a lawsuit against the guitar maker for trafficking illegally obtained wood. Later, Gibson settles with the Federal government, acknowledging violation of the Lacey Act.



2014

EIA investigations instigate two of the largest seizures of illegal Madagascar rosewood in history. Sri Lankan custom officials seize 420 tons of rosewood with estimated value of $7.6 million USD and Kenyan officials seize 500 tons, worth approximately $12.8 million USD.

2006

EIA report calls on Japanese food markets to cease all whale meat sales and distribution. To date, 3,500 Japanese supermarkets, as well as internet retailers Amazon and Google's Japanese shopping sites have ended the sale of whale and dolphin products.

1997, 2003, 2011 photos courtesy of Creative Commons users and NASA

EIA's Edge

EIA works at the leading edge of the world's most pressing environmental problems: forest loss, wildlife species extinction, and global climate change.

For a quarter century, we have pioneered the use of undercover investigations to expose environmental crime around the world. In parallel, we have developed a global intelligence and advocacy network at the highest levels of government, civil society, and industry. We use this capacity, together with our campaigning and policy analysis expertise to spur changes in market demand, government policy, and enforcement related to illegal trade in environmental products and other threats to the natural world.

In collaboration with our London partner-office, EIA has directly brought about changes in countries and trade blocs ranging from Indonesia and China to the United States and European Union. Those changes have saved the lives of millions of rare and endangered wildlife, curbed illegal trade in timber, and limited emission of super greenhouse gases that also deplete Earth's fragile protective ozone layer.

Our approach encompasses producers, consumers, and everyone in between. Our undercover investigations shape our strategies and provide visual and factual evidence for policymakers and enforcement agencies. Our campaign teams leverage the information we gather on highly organized, large-scale eco-criminal operations with policymakers, the media, and the public to bring about systemic change.

From remote villages in Latin America and Africa to the negotiating platforms of the Montreal Protocol and UNFCCC, we seek to connect with and empower civil society, facilitate dialogue amongst global leaders, and promote frameworks that protect natural resources, wildlife, and the people that depend on them.







EIA'S METHOD: TRACKING THE TRADE, PROMOTING SOLUTIONS, AND OUR CAMPAIGNS

Global trade and its impact on climate, species, and natural resources provide the over-arching framework for EIA's three interlinked core campaigns. We work to protect endangered species, many of which require forest habitat which is being decimated by illegal logging and associated global timber trade. Deforestation is also exacerbating climate change by releasing carbon stored in forests into the atmosphere. Climate change, in turn, threatens the habitats upon which both marine and terrestrial species depend.

Forests for the World: focuses on exposing large-scale illegal deforestation and associated international trade, amplifying the voices of impacted local peoples, and shifting demand toward sustainable timber and wood products.

Wildlife in Crisis: focuses on the illegal and unsustainable killing of, and trade in, threatened wildlife including elephants, rhinos, tigers, and cetaceans (whales, dolphins, and porpoises).

HFCs, Super Greenhouse Gases: focuses on phasing out potent gases known as hydrofluorocarbons that are warming the global climate at an alarming rate.

The following pages give a detailed account of campaign activities during 2014.

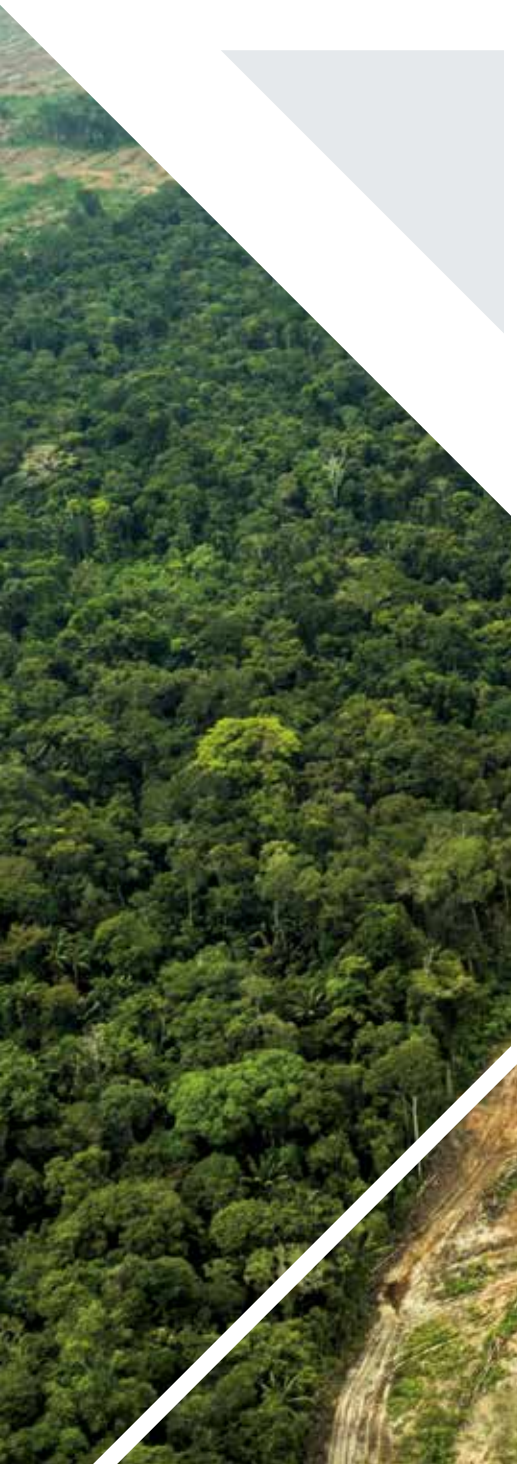
Forests for the World

THE ILLEGAL TIMBER TRADE CRISIS

EIA's forest campaign works to protect the world's remaining natural forests and the people, wildlife, and global climate that depend on them. This can only be achieved by breaking the chain of supply and demand that is fueling the multi-billion dollar global trade in illegally cut timber.

From Cameroon to Russia, and Madagascar to the Peruvian Amazon, illegal logging is acknowledged as a major environmental, social, and economic problem. Black market timber accounts for an estimated 20-50 percent of all timber on global markets, according to INTERPOL'S Green Carbon-Black Trade report. In many tropical and temperate forested countries, as much as 50-80 percent of timber harvests are illegal.

The consequences of continued illegal deforestation for both people and the planet are profound:



- The World Bank estimated in 2009 that illegal logging and associated timber trade costs developing nations close to $10 billion per year in lost assets and revenues.
- Shrinking forest habitats are endangering many forest-dwelling species including orangutans, rhinos, tigers, and lemurs.
- Deforestation releases carbon and accounts for almost 20 percent of annual global greenhouse gas emissions.
- Illegal logging provokes human rights violations and social conflicts in many poor countries.

EIA'S FOREST PROGRAM

EIA's approach is to expose forest crime and to promote strong new demand-side government measures and corporate oversight to end international trade in illegally sourced wood products.

Our methods are comprehensive. We work both in major timber-producing regions such as Russia and Latin America, as well as in major wood-consuming markets like the United States, European Union, Japan, and China. We work at every level of governance—with forest communities and local non-governmental organizations in countries such as Peru and Cameroon, with national agencies in both producer and consumer countries, and with international platforms such as the G20, the Convention on the International Trade in Endangered Species (CITES), and the United Nations Framework Convention on Climate Change (UNFCCC).



2014 HIGHLIGHTS

APRIL Having produced a series of reports exposing illegal rosewood smuggling from Madagascar and Belize, EIA's investigative work triggers seizure by Sri Lankan customs officials of 420 tons of rosewood, sourced illegally from Madagascar, with an estimated value of $7.6 million USD.

MAY EIA's work triggers a second Madagascar rosewood seizure; approximately 500 tons of rosewood, valued at $12.8 million USD, are confiscated by Kenyan Port officials.

During and after the rosewood seizures, EIA lobbied successfully for stronger CITES measures to address this trade. Hong Kong, a major transit hub for illegally sourced rosewood, updated its implementing legislation to follow CITES measures.

JUNE A report is released highlighting Japan's imports of illegally sourced Russian pine. Japan, the world's fourth-largest consumer of wood products, still lacks a prohibition on illegal timber imports, and Chatham House estimates that 12 percent of all imports are illegal in origin.

OCTOBER One year following EIA's monumental report, *Liquidating the Forests: Hardwood Flooring, Organized Crime, and the World's Last Siberian Tigers*, which documented Lumber Liquidators of having purchased large quantities of solid oak illegally sourced from key Siberian tiger habitat in the Russian Far East, the company publicly denies these practices to Canadian TV channel Global News. The company has been under U.S. Federal investigation since September 2013, when its headquarters were searched by the U.S. Fish and Wildlife Service and Department of Justice. The company's stock value has lost nearly $2 billion since 2013, and the company faces multiple class action lawsuits.

EIA continues to work with a strategic coalition to oppose illegal logging, coordinating with groups based in Africa and Latin America to promote similar Lacey Act prohibitions on imports of illegal timber.

EIA's undercover investigations have revealed destructive and pervasive illegal logging and timber trade in countries such as Madagascar, Honduras, Peru, and Russia. Our frontline evidence combined with trade data analysis have illustrated how U.S., European, Chinese, and Japanese consumer demand drives the illegal logging epidemic. Our investigations have led us through supply chains, often to major corporations responsible for fueling the illegal timber trade. Most recently in 2014, our ongoing investigation into Lumber Liquidators—the largest hardwood flooring retailer in the United States—found the company had lied to consumers about its wood products' origin.

2014 HISTORIC SUCCESS

In 2014, our forest campaign scored historic success. Most notably, our leading field investigations and public education efforts resulted in two of the largest illegal rosewood seizures in history, as well as the exposure of Lumber Liquidators' continued illegal practices.







Wildlife in Crisis

SPECIES LOSS AND GLOBAL ILLEGAL WILDLIFE TRADE

The world's rich tapestry of species is unraveling at an unprecedented pace. Scientists estimate that up to 50,000 animals and plants become extinct every year. Human activity—including habitat destruction, trade in wildlife and wildlife products, pollution, and climate change—is to blame.

EIA's wildlife work was born out of efforts to protect endangered species from a major threat: illegal and unsustainable trade in animals and their parts. Today, as global trade accelerates, this threat is more looming and our work is more vital than ever. The illegal wildlife trade is estimated to be worth around $10 billion USD a year.

EIA uses its distinctive combination of undercover investigative techniques, policy analysis, and advocacy efforts to document and expose, then instigation solutions to illegal wildlife trading activity. In the U.S. office, our wildlife campaign currently focuses on elephants, rhinos, and cetaceans (whales, dolphins, and porpoises).

ELEPHANT AND RHINO CAMPAIGNS

EIA's groundbreaking investigation into the elephant poaching crisis of the 1980s paved the way for the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES) 1989 ban on international ivory trade. The ban stopped the African elephant's slide toward extinction and is considered one of the environmental movement's greatest successes.

However, domestic ivory trade still exists in major consumer nations like China and Japan among others. The demand for ivory has again skyrocketed, which has consequently led to unchecked illegal poaching. Up to 50,000 African elephants are slaughtered each year to feed the global demand for ivory. Today, the scale of poaching is catastrophic and EIA is working tirelessly to end all trade in ivory and establish protections for elephants.

2014 HIGHLIGHTS

FEBRUARY Supports the U.S. ban on commercial trade in elephant ivory which was announced in the National Strategy for Combating Wildlife Trafficking. EIA remains a key player in influencing the United States to emerge as a global leader and implement a domestic ivory ban.

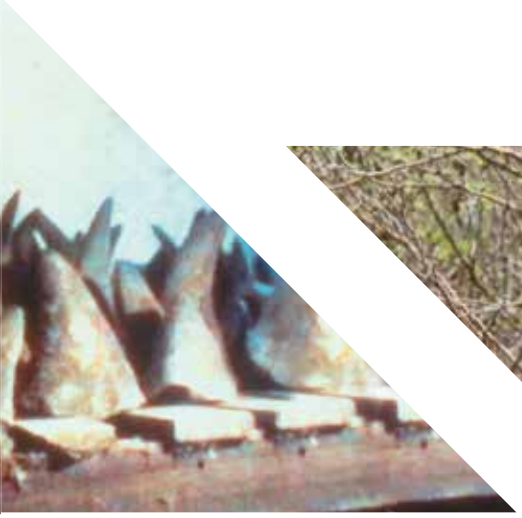
MARCH A report is released on Japanese online retailer Rakuten, exposing over 28,000 ads offering ivory products for sale, more than any other retailer in the world, as well as hundreds of whale and dolphin products.

JUNE EIA files a Pelly Petition with Sally Jewell, Secretary of the Interior, to certify Mozambique as undermining the CITES provisions concerning African elephants and rhinos due to Mozambique's major role in the illegal rhino horn and ivory trade. Some 80 percent of the rhinos poached in South Africa are killed by Mozambique citizens and there has been little action by the Mozambique authorities to enact any crackdown on the criminal syndicates involved in the illegal trade. EIA continues to track developments in Mozambique and South Africa and pursue action on a separate Pelly Petition filed on Vietnam's illegal rhino horn trade.

JULY EIA produces a briefing and intervenes at the CITES Standing Committee in Geneva, alerting Parties to the submitted Mozambique Pelly Petition and calling for CITES trade sanctions.

NOVEMBER In collaboration with its UK sister office, EIA releases, *Vanishing Point: Criminality, Corruption and the Devastation of Tanzania's Elephants*, which provides comprehensive evidence of the high-level corruption within the Tanzanian government, the illegal ivory trade and poaching, and documents the role of Chinese syndicates operating within the country to transfer vast amounts of ivory into China.

DECEMBER EIA calls for additional Millennium Challenge Corporation (MCC) aid funding to be withheld from Tanzania in light of the ongoing poaching epidemic and rampant corruption. The MCC Board acknowledges a decline in Tanzania's key indicator measuring efforts to control corruption and requests Tanzania take firm steps to combat corruption.







In the 1990s, EIA was instrumental in bringing the rhino poaching crisis to a halt and has once again joined the battle to address a new poaching crisis today. Rhino populations are being decimated for their horns in an escalating poaching crisis to feed a new demand in Vietnam and China for this faux medical cure and status symbol. In 2014, at least 1,215 rhinos were poached in South Africa, far and above the 13 poached in 2007. EIA is working to hold the nations driving demand and facilitating the trafficking of illegal rhino horn accountable for undermining international conservation efforts, using every legal tool at our disposal to end this deadly trade.

WHALES, DOLPHINS, AND PORPOISES CAMPAIGN

Despite a global commercial whaling ban, whale species remain threatened by whaling and whale meat trade, as well as by pollution and over-hunting. Since its beginning, EIA has campaigned for measures to protect the world's whales, dolphins, and porpoises from hunting and environmental threats. EIA's efforts to protect these species focus on pressuring Iceland to end its cruel hunting of endangered fin whales, persuading retailers in Japan to cease cetacean product sales and eliminate the market supply, and drawing attention to the plight of small cetaceans and environmental threats such as marine debris.

2014 HIGHLIGHTS

MARCH A report is released exposing Japan's largest internet retailer, Rakuten, for selling nearly 800 whale products on its site. Rakuten announces a total ban on all whale and dolphin product ads starting April 1, 2014.

SEPTEMBER Successfully proposes that the issue of *marine debris* be made a permanent item on the agenda of the International Whaling Commission (IWC) Scientific Committee. The U.S. delegation made the proposal to the IWC Plenary session following EIA's suggestion and the proposal was agreed by the IWC by consensus.

SEPTEMBER Releases the report, *Slayed in Iceland: The commercial hunting and international trade in endangered fin whales*, which outlines the devastating situation in Iceland. EIA urges retailers to cease purchasing fish and related products from companies associated with Icelandic whaling and continues to follow Iceland's persistent killing of endangered fin whales and the international trade in their products to Japan.

OCTOBER EIA publishes the first comprehensive report by any organization in years on the status of the beluga whale. The report documents severely depleted populations throughout the Arctic Ocean, due to poorly regulated subsistence hunting, climate change, oil and gas drilling, increased ship traffic, pollution, and live capture for aquariums. The report also calls for a 10-year moratorium on any further shipping increase in the Arctic to allow time to establish rigorous environmental protection measures for belugas and the Arctic marine environment.

HFCs: Super Greenhouse Gases

As the international community heads toward a milestone climate change agreement in December 2015, the Parties to the Montreal Protocol prepare for formal negotiations on the most immediate, cost effective, and tangible global measure to address climate change: the phase down of hydrofluorocarbons (HFCs). HFCs are super greenhouse gases with global warming potential hundreds to thousands of times greater than carbon dioxide. HFCs are most commonly used in refrigeration, air conditioning, foam blowing, aerosols, fire protection, and solvents. These gases are manmade and were created to replace ozone depleting substances, such as chlorofluorocarbons, under the Montreal Protocol over two decades ago.

The consumption of HFCs continues to grow exponentially, but by replacing them with climate friendly alternative technologies, we can prevent up to 0.5 degrees Celsius of additional warming by the end of the century. To achieve global support for a phase down of HFCs under the Montreal Protocol, EIA continues to engage with policymakers, delegates, other NGOs, and companies in the United States, China, India, and around the world. This engagement has supported a dialogue around the commercial viability of climate friendly alternative technologies that already exist to replace HFCs and build momentum toward achieving a consensus based phase down.



2014 HIGHLIGHTS

JANUARY EIA successfully petitions the Verified Carbon Standard—the world's leading voluntary greenhouse gas program—to discontinue certification of HFC-23 carbon credits, which were undermining the goals of the Montreal Protocol and the protection of the ozone layer.

FEBRUARY As a direct response to EIA's petition to eliminate high global warming potential HFCs from approved use in the United States, the U.S. Environmental Protection Agency proposes a rule to ban the use of several of these potent HFCs.

MAY China announces it will eliminate 280 million metric tons of CO_2 equivalent emissions of HFCs, primarily HFC-23. The choice of HFC-23 came as a direct response to EIA's 2013 report, the *Two Billion Tonne Climate Bomb: How to Defuse the HFC-23 Problem*, which exposed Chinese factories venting millions of CO_2-e tonnes of HFC-23 annually.

JUNE EIA participates in the July Consumer Goods Forum Summit and urged the CGF Board and members to reaffirm their pledge to begin buying HFC-free refrigeration systems in 2015 and to develop policies to phase out HFCs.

JULY EIA produces a major report, *Putting the Freeze on HFCs*, documenting over 100 case studies of alternative natural refrigerant technologies available in the U.S. and international markets and showing that HFC-free options are commercially available and promote energy efficiency.

JULY Senators Chris Murphy and Susan Collins introduced The Super Pollutants Act of 2014, the first bipartisan piece of domestic legislation aimed at reducing short-lived climate pollutants, including HFCs, with EIA as a listed supporter.

SEPTEMBER With legal and technical support from EIA, Indian lawyer M.C. Mehta filed a petition accepted for review by India's Supreme Court to require the destruction of HFC-23 an industrial by-product, 14,800 times more damaging to the climate than CO_2, in India.

SEPTEMBER HFC emission reductions are the centerpiece of President Obama's speech at the UN Climate Summit in New York City. EIA had worked as a partner in the Climate and Clean Air Coalition to have four new HFC initiatives announced at the Summit.

OCTOBER EIA works closely with a leading NGO in India to build momentum and support for a Montreal Protocol amendment to phase out HFCs. Indian Prime Minister Modi and President Obama issue a joint statement recognizing "the need to use the institutions and expertise of the Montreal Protocol to reduce consumption and production of HFCs."

NOVEMBER EIA publishes a briefing prior to the 26th Meeting of the Parties to the Montreal Protocol urging countries to support accelerated action on the global phase-down of HFCs under the Montreal Protocol.

NOVEMBER Following a petition co-submitted by EIA with NRDC and IGSD, the U.S. EPA announces formal consideration and discussion of a possible rulemaking to regulate leakage of HFCs under Section 608 of the Clean Air Act.

2014 Audited Financials

EIA's financial performance for 2014 was strong with total revenues and support at about $4.6 million. Our overall revenue and support increased 61% over the past 5 years due to sustained increases in our funding base. The primary sources of our revenue came from foundations and individual donors. Our Net Assets increased in 2014 by 6% over the prior year and have more than doubled over the past 5 years. Our programmatic spending efficiency remained consistent with approximately 94% of our operating spending directed to our programs.

Statement of Financial Position

As of December 31, 2014

ASSETS	
Cash & Cash Equivalents	$1,841,055
Investments	$333,180
Grants & Other Receivables	$144,923
Prepaid Expenses & Other Assets	$32,195
Net Fixed Assets	$14,541
Total Assets	**$2,365,894**

LIABILITIES	
Accounts Payable	$138,840
Grants Payable	$147,752
Total Liabilities	**$286,592**

NET ASSETS	
Temporarily Restricted	$1,496,219
Unrestricted - Undesignated	$379,587
Unrestricted - Board Designated	$203,496
Total Net Assets	**$2,079,302**

TOTAL LIABILITIES & NET ASSETS	$2,365,894

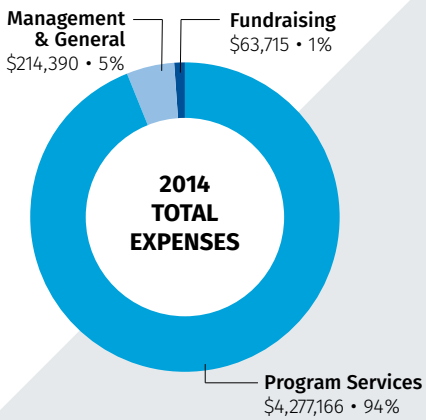
Statement of Activities and Change in New Assets

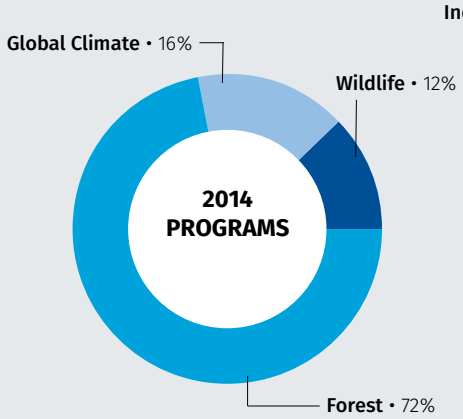
For the year ended December 31, 2014

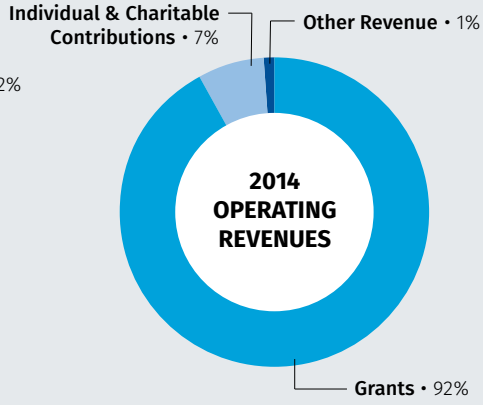
REVENUE	
Contributions & Grants	$4,638,251
Investment Income	$7,757
In-Kind Contributions	$26,706
Total Revenue	**$4,672,714**

EXPENSES	
Program Services	
Global Climate Campaign	$696,225
Cetaceans Campaign	$228,706
Elephants Campaign	$289,347
Forest Campaign	$3,062,888
Total Program Services	**$4,277,166**
Management & General	$214,390
Fundraising	$63,715
Total Expenses	**$4,555,271**

NET ASSETS	
Change in Net Assets	$117,443
Net Assets - Beginning of the Year	$1,961,859
NET ASSETS AT END OF YEAR	**$2,079,302**



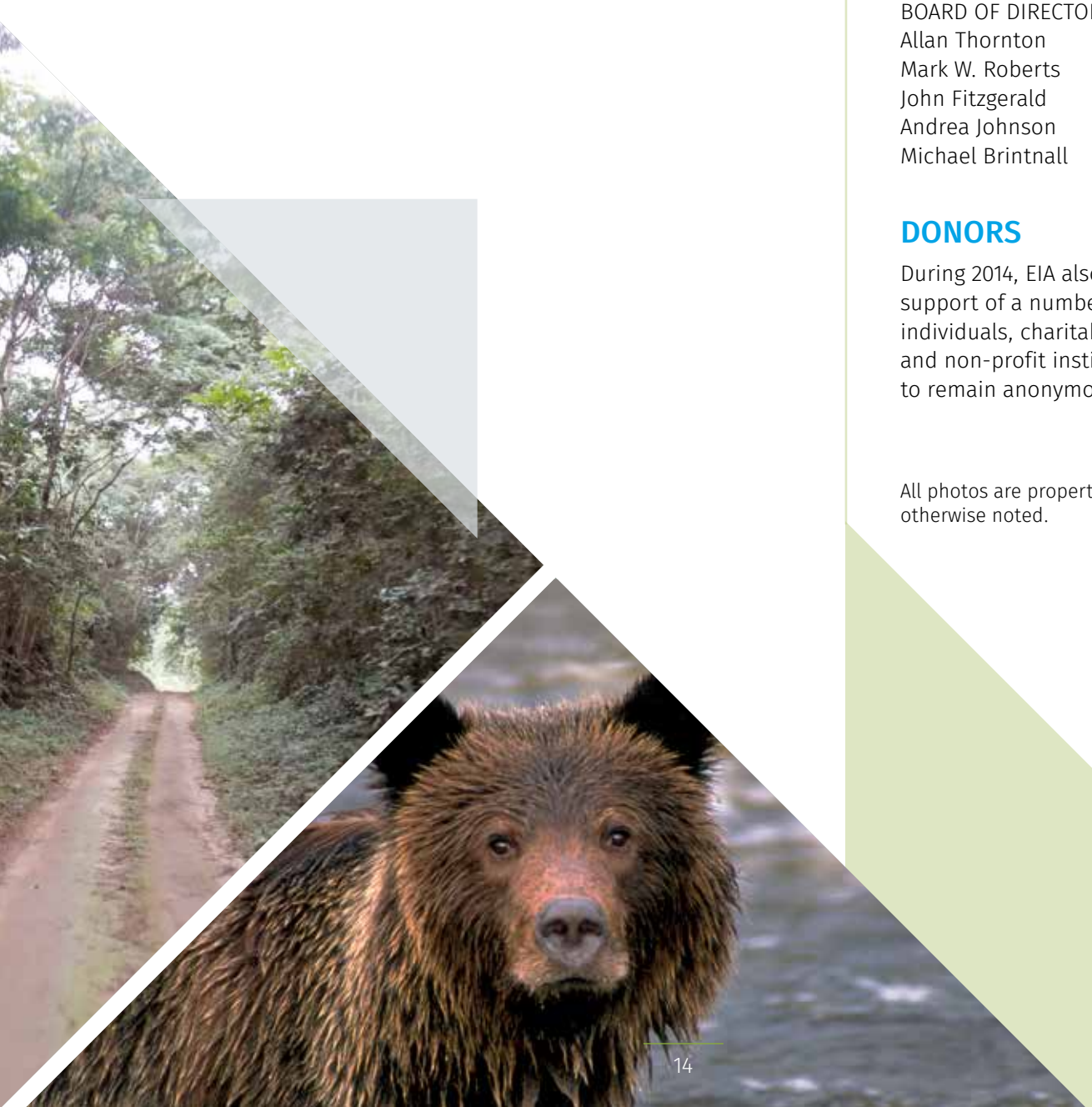




SUPPORTING SERVICES

Growth and Development

EIA provided timely reports and other updates to its funders throughout the year. These included formal written narrative and financial reports, as well as other written updates on progress made in the organization's environmental campaigns and important organizational developments. EIA also provided copies of its new printed publications, campaign videos, and copies of press articles covering EIA's work to its funders.



PEOPLE AND DONORS

EIA, Inc. is a 501(c)(3) non-profit organization based in Washington, D.C. Our small but dedicated staff works tirelessly to protect our natural world and its inhabitants.

CHIEF ADMINISTRATIVE PERSONNEL

PRESIDENT
Allan Thornton

EXECUTIVE DIRECTOR
Alexander von Bismarck

FINANCE AND ADMINISTRATION DIRECTOR
Ghaya Hassairi

BOARD OF DIRECTORS
Allan Thornton
Mark W. Roberts
John Fitzgerald
Andrea Johnson
Michael Brintnall

DONORS

During 2014, EIA also received the support of a number of generous individuals, charitable foundations, and non-profit institutions that wish to remain anonymous.

All photos are property of EIA unless otherwise noted.



“ Working undercover to expose international crime, EIA has brought about changes in international laws and government policies, thus saving the lives of millions of endangered animals and putting a stop to the devastating effects wrought by environmental criminals.”

- United Nations Environment Program citation on electing EIA to its Global 500 Roll of Honor

“EIA is unique and invaluable in baring the truth about ugly business...No other organization goes where EIA goes, finds the proof that EIA finds, and uses that proof as effectively.”

– Caroline D. Gabel, President and CEO, The Shared Earth Foundation

environmental investigation agency

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