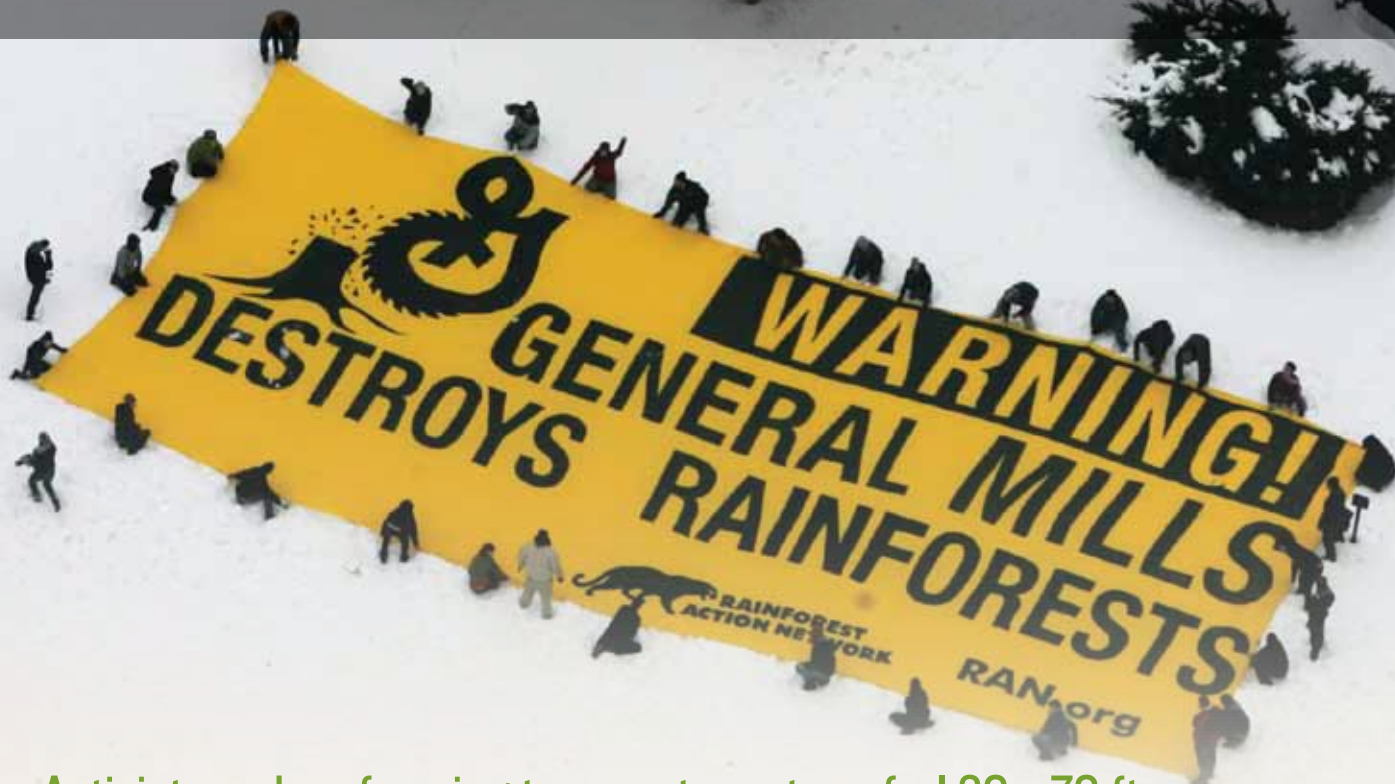


RAN UNFURLS BANNER LINKING GENERAL MILLS TO RAINFOREST DESTRUCTION



Activists endure freezing temperatures to unfurl 30 x 70 ft. banner at food maker's headquarters.

PHOTO: MERCURY MILLER / RAN

Minneapolis-based General Mills came under fire for its use of unsustainable palm oil, a food commodity strongly linked to rainforest destruction in Southeast Asia. On the morning of January 19, 42 activists from Walker Church and other concerned community organizations joined RAN by unfurling a banner reading "Warning: General Mills Destroys Rainforests" on the main lawn outside of the company's headquarters.

The action kicks off the latest phase of RAN's Rainforest Agribusiness Campaign aimed at customers of agribusiness giant Cargill, the most powerful agribusiness and commodity trading

group in the world, and the largest privately-owned corporation in the U.S. More than 100 General Mills products, including such trusted brands as Pillsbury, Betty Crocker, Stovetop Hamburger Helper and Toaster Strudel contain palm oil or palm oil derivatives directly purchased from Cargill, in direct violation of General Mills' stated social and environmental commitments.

RAN is asking General Mills to publicly commit to sourcing only palm oil produced in a socially and environmentally responsible manner. Learn more at TheProblemWithPalmOil.org.

RUNNING FOR HUMAN RIGHTS IN ECUADOR →→→ page 4

CANADA'S LARGEST BANK ON THE RUN →→→ page 7



PHOTO: JON MCINTOSH / RAN



BEYOND COPENHAGEN

This past December, a few key members of RAN had the opportunity to attend the United Nations Climate Change Conference, or COP15, with the hopes of influencing politicians from around the world to make the right decisions on climate policy.

While COP15 ended with the wildly disappointing, non-binding 'Copenhagen Accord,' most agree that Copenhagen signaled the start of a strong and unified Climate Justice Movement that ensured that the story of the communities most vulnerable to climate change were heard by key decision makers. The level of collaboration among allies was indeed exceptional and RAN played a key role in coordinating actions inside and outside of the infamous Bella Center. Inside, RAN

created strong alliances with political and business leaders primed to make powerful decisions on vital climate policy while outside, RAN organized and led mass protests, educated youth, and helped bring international media attention to major environmental issues from the Canadian tar sands to Indonesian rainforest destruction.

Stay tuned as Rainforest Action Network prepares for the next meeting of the UN Framework Convention on Climate Change this coming December in Mexico. In the meantime, RAN will continue to directly confront the sources of climate change, from the hollers of Appalachia to the tar sands of Alberta, and from the rainforests of Indonesia to corporate board rooms across North America.



PHOTOS: BEN POWLESS ; JACQUES DESCLOITRES, MODIS RAPID RESPONSE; AMY DEWAN / PROJECT SURVIVAL MEDIA

The PANTHER

A PUBLICATION OF RAINFOREST ACTION NETWORK

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©2009 Rainforest Action Network | 221 Pine Street, #500
San Francisco, CA 94104, USA | 415-398-4404 | RAN.org

ISSN 1081-5120 >> Winter 2010 #185.

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FROM THE CANOPY

By Michael Brune, RAN Executive Director

PHOTOS: DANIEL BRENNWALD; ERIC SLOMANSON / ZUMA PRESS

Dear friends,

This year marks the beginning of RAN's 25th year. Since our founding in 1985, we have launched bold campaigns aimed at convincing some of the world's most powerful corporations to do the right thing. With the odds repeatedly stacked against us, we have won some of the most important environmental victories of our time.

Flashback to August 1998. I was hired by RAN to run the campaign to encourage Home Depot to stop selling old growth wood. This was a new strategy for RAN at the time: in addition to pressuring logging companies directly, we'd test the use of marketplace pressure to reform a stubborn industry. It was my first job as a campaigner and a great opportunity to have a potentially powerful impact on a globally important issue.

Home Depot was the largest retailer of wood products in the world; we wanted them on our side. So we used every carrot and stick at our disposal. We took out ads in *The New York Times*, and engaged with the Dave Matthews Band and REM to help out. We hung giant banners from Home Depot headquarters and stores across the country. We worked with institutional shareholders and sympathetic employees. Every other week, Home Depot had to defend its unwillingness to change its practices.

It worked! In August 1999 Home Depot announced that it would phase out all sales of wood from endangered forests. *Time Magazine* called it the top environmental story of 1999, and it helped to protect more than 5 million acres in British Columbia's Great Bear Rainforest.

In the years since, RAN has had an incredible run of success. Following Home Depot's announcement, eight out of the top ten wood retailers made similar commitments. We used a similar strategy to convince the world's largest banks to stop financing bulldozers in the Amazon and many other projects that could have destroyed rainforests around the world. Citi was the first to adopt a strong forest protection policy, followed by Bank of America, JP Morgan Chase, Goldman Sachs and others. We helped push Boise Cascade out of U.S. roadless areas, Weyerhaeuser out of Grassy Narrows and other boreal forests in Canada, and even helped Ford Motor Company realize that plug-in hybrids and electric vehicles could help the company and the planet.

These victories have shaped RAN over the last quarter century as one of the most effective environmental action groups in the country. They have also helped shape my vision of what the environmental community

is capable of achieving even as we face an unprecedented series of environmental challenges.

After nearly 12 years working at RAN, with seven as a proud Executive Director, I have recently accepted the position to become the next Executive Director of the Sierra Club. I am both excited about the new opportunities the Sierra Club presents, and certain that I will deeply miss working with RAN's unique community of activists and supporters. With strong leaders at every level of the organization, however, I am more than confident that RAN will carry on its brand of savvy, hard-hitting activism without missing a beat.

In looking ahead, I know that RAN's next 25 years will be even stronger than the last. Our new "We Can Change Chevron" campaign has the potential to transform the practices – and mindset – of one of the world's largest corporations. Our campaigns in the pulp and paper and agribusiness industries hold the potential to slow climate change and protect rainforests in Indonesia. And we're counting on this being the year that we both persuade the Royal Bank of Canada to stop financing the tar sands, and the Obama administration to end mountaintop removal coal mining once and for all.

I'm often asked why I think RAN has been so successful. A talented and dedicated Board of Directors? Check. Generous donors who have helped RAN double in size in recent years? Yes – and thank you! A deep pool of passionate staff and volunteer activists? Absolutely. From banner hangs and corporate negotiations to hard-hitting ads and two thousand person demonstrations in the snow, these artists for social change dream up the smartest and most creative strategies of any group around.

I'm proud to have worked with RAN's staff and volunteers and I hope you'll continue to give them your support.

For a better world,

Michael Brune

Michael Brune
Executive Director





RAN LAUNCHES CAMPAIGN TO CHANGE CHEVRON

PHOTOS: JON MCINTOSH / RAN; LOU DEMATTEIS / REDUX

What if by changing one company, you could change the world?

It is with this conviction that RAN has taken on its largest challenge in an impressive 25-year history: changing Chevron, one of the largest and most destructive corporations on the planet.

The new Change Chevron Campaign unites RAN members, investors, celebrities, employees, and concerned citizens from around the globe to get Chevron to clean up its toxic legacy in Ecuador, and enact an environmental and human rights policy that will protect communities, our planet, and our climate.

Over the course of 26 years of oil drilling in Ecuador’s Amazon rainforest, Chevron (then Texaco) deliberately dumped more than 18 billion gallons of toxic wastewater into the rainforest, leaving local people suffering a wave of cancers, miscarriages and birth defects. The tragedy in Ecuador is so profound, it has been called the “Amazon’s Chernobyl.”

Within the next year, the outcome of a court case sixteen years in the making will be determined by a single Ecuadorean judge. If found guilty, Chevron faces up to \$27 billion in damages so the oil giant is now pulling out every dirty lobbying, PR, and legal trick in the book to avoid responsibility. Rather than showing remorse or taking responsibility for its actions, Chevron has shown an uncommon arrogance, vowing to refuse to pay for a clean-up even if found guilty.


On January 14, the Change Chevron campaign hit the ground running in Houston. A team of human rights advocates entered and ran in the annual Chevron Houston Marathon where they displayed “Change Chevron” banners along the race route, distributed “I’m

Running for Human Rights” stickers to runners at the Marathon Expo, and hosted a free screening of *Crude* – the critically acclaimed documentary about the crisis in Ecuador. The activities were aimed at drawing attention to Chevron’s refusal to take responsibility for one of the largest environmental disasters in human history. Chevron’s arrogance was on full display after they removed a booth RAN activists had paid for at the Marathon Expo to distribute materials and made other attempts to interfere with free-speech activities during the marathon. The moves ultimately led to a public relations embarrassment for Chevron that was covered throughout the country and region including *The Los Angeles Times*, *Business Week* and *Runner’s World*.

During the week beginning January 25, Chevron went on the offensive again after RAN launched a series of ads in *The New York Times* and *Washington Post* challenging new CEO John Watson to save lives by cleaning up the 18 billion gallons of oil pollution in the Ecuadorean rainforest. Chevron immediately deployed the bullying tactics of their legal team in order to pressure both papers and Getty Images to have the ads temporarily pulled, claiming they lacked merit. In a major victory for free speech rights, RAN was able to substantiate both ads and get them back in circulation, much to Chevron’s chagrin. RAN activists also delivered personal copies of *The New York Times* newspaper ads directly to John Watson’s neighbors and employees near the company’s headquarters in San Ramon, CA.

There is little doubt that Chevron has already begun taking RAN seriously, but we need to build an even more powerful movement to change Chevron in the coming weeks and months. So far more than 300,000 people have signed a petition urging Chevron’s new CEO John Watson to clean up Ecuador. You can add your voice by signing the petition at www.ChangeChevron.org.







Take Action! Tell Chevron to clean up its toxic mess in Ecuador.

Write To:

John Watson, CEO
Chevron
6001 Bollinger Canyon Road
San Ramon, CA 94583



Energy shouldn't cost lives



You can help support this campaign!
Make a donation today at RAN.org/give.



GOING RAINFOREST-FREE IS FASHIONABLE

PHOTOS: ERIK WAKKER ; SUBLIME MAGAZINE

When you think of fashion, you probably don’t think of paper. It’s no surprise that most fashion companies weren’t thinking about paper either.

In fact, when we did some research into the fashion industry last summer, we found over 100 companies that were thoughtlessly using paper sourced from Indonesia’s rainforests in their copy paper, stationery and luxury paper shopping bags. Most of these companies just hadn’t thought about where their paper came from. Many, like H&M, were shocked to find out when we sent them letters.

Since those initial contacts, the fashion industry has blown us away with their sincere desire to stop using rainforest paper and start championing rainforests instead of destroying them. More than 20 leading fashion companies, including H&M, Gucci Group, and Tiffany & Co. have publicly committed to helping save Indonesia’s rainforests. Many of these are taking the next step, developing paper policies that reduce their paper use, maximize recycled sources and completely ban paper from endangered forests – using Forest Stewardship Council certification as a minimum bar for their purchasing guidelines, but exceeding certification standards by leaps and bounds.

Even better, PAK 2000, the source of much of this paper and Asia Pulp and Paper’s face in the North American luxury market, is now


working to create their own responsible paper policy as a result of our campaign. The company, once almost entirely owned by Asia Pulp and Paper, is also working to financially separate itself from the Indonesian paper giant – one of the worst forest destroyers in the world.

Does all this make a difference? For the forest, it certainly does. Every industry that says no to products for rainforests is a major consumer vote in favor of saving one of the most important tropical forests on Earth. Commodities like pulp and paper, palm oil, soybeans and biofuels are now the major drivers of deforestation, as rainforest nations seek to expand production of exports. Communities–who rely on forests for their food and livelihoods–are replaced by corporations and endangered species like the orangutan or the Sumatran tiger are pushed further towards the ultimate edge.

At RAN, we believe that we have to deal with consumer demand if we are ever to stop deforestation. As companies cancel contracts with bad actors like Sinar Mas and look for sustainable alternatives, we fuel the creation of a world based on conservation not on destruction.

Our work isn’t done, but the fashion industry has given it a big boost. We feel good about the champions that we’ve created, and look forward to continuing our campaign to make fashion free of rainforest paper.





You can help support this campaign!
Make a donation today at RAN.org/give.

PHOTO: DAVID GILBERT / RAN

MOUNTAINTOP REMOVAL—ONE OF THE WORST ENVIRONMENTAL CRIMES OF THE YEAR



PHOTO: PAUL CORBIT BROWN / OHVEC.ORG

The Washington Post recently reported that mountaintop removal (MTR) is becoming one of the most “in-your-face environmental fights in America today.” We would like to think we had something to do with that.

Last year at this time we set out to make mountaintop removal coal mining a cause célèbre, an issue stigmatized as a political pariah from Washington to California. While we are not there yet, the last four months have heralded a new, very much “in-your-face” era in the fight to end mountaintop removal.

West Virginia Senator Robert Byrd, a formerly staunch proponent of MTR coal mining, summed it up well in a late 2009 op-ed when he said: “It is a reality that the practice of mountaintop removal mining has a diminishing constituency in Washington...Most members of Congress, like most Americans, oppose the practice, and we may not yet fully understand the effects of mountaintop removal mining on the health of our citizens.”

When a coal state senator publicly asked the coal industry to embrace the future and consider it without mountaintop removal, we knew we were doing something right.

But that wasn’t the only sign from the last couple of months indicating that the writing is on the wall for the devastating coal mining practice. A dozen leading scientists joined the call against MTR in a January 2010 report in the journal *Science*. Based on current peer-reviewed studies and water quality data, they concluded that mountaintop removal mining has serious environmental impacts that mitigation practices cannot successfully address. But they didn’t just assess the science; in an unprecedented move the piece also made a policy recommendation that the permitting of MTR projects should be halted.

As the piece states: “the science is so overwhelming that the only conclusion one can reach is that mountaintop mining needs to be stopped.”

With the continued pressure of public campaigns like RAN’s, the increase in national attention and scientific consensus advocating against the practice, it is clear that the EPA—the agency that can take the lead in banning MTR—is feeling tremendous heat.

And we intend to keep it coming. With elections on the horizon and a very aggressive coal lobby in Washington, it is ever more important that we ride this incredible wave of attention and create the political space for the EPA to do the right thing on mountaintop removal. RAN is preparing to take our campaign up a notch and we need all the help we can get.

Every day across Appalachia, the coal industry blows the tops off the mountains, clear-cutting entire forests, wiping out the natural habitats of countless animals and poisoning pristine rivers. As Stephen Colbert, host of Comedy Central’s satirical *The Colbert Report* recently put it: “You start with some boring, tree covered mountain and you turn it into an exciting, lifeless moon base.”

For a mere seven percent of the nation’s coal, the tradeoff doesn’t quite add up.

In the coming weeks, we will be launching a “Mountaintop Removal Pledge of Action” to catalyze a wave of momentum that can help stop mountaintop removal in 2010. At this key moment in the campaign, we need everyone to escalate their efforts and actions to stop mountaintop removal this year. We are more sure than ever that the time is now.

Will you join us? Visit MountainPledge.org.



Take Action! Call EPA Administrator Lisa Jackson and ask her to stop issuing mountaintop removal permits! (202) 564-4700



Make a donation today at RAN.org/give.

RAN HAS CANADA’S LARGEST BANK ON THE RUN OVER TAR SANDS FUNDING



PHOTOS: KELSEY CHAPMAN, BEN POWLESS

On January 27, the Royal Bank of Canada (RBC) was recognized as the year’s “Most Environmentally Irresponsible Company” due to their financing of the Alberta tar sands. RAN’s Freedom from Oil campaign director Brant Olson traveled to Davos, Switzerland to accept the Public Eye Global Award on behalf of RBC in a ceremony held concurrently to the World Economic Forum.

The Public Eye Awards are presented to the year’s nastiest corporate players by Swiss-based NGOs Berne Declaration and Greenpeace, and have served as a critical counterpoint to the annual meeting of the World Economic Forum since 2000.

RBC is the leading financier of companies extracting oil from the Alberta tar sands. Since 2007, RBC has backed \$16.9 billion in credit to companies operating in the tar sands, and earned more than \$84 million in underwriting fees. As a result, RBC has enabled the production of the world’s dirtiest oil. Oil extraction from the tar sands generates three times the CO2 emissions as conventionally extracted oil, which will soon make Canada the biggest contributor to global warming.

Taking the top prize at The Public Eye Awards is the latest blow to RBC, and signals increasing international resentment aimed at Canada over the tar sands’ role in global climate change. For the past two years, RAN has helped launch a grassroots movement linking RBC to the tar sands, and it has firmly taken root around the globe.

In November, RAN campaigner Eriel Deranger joined a delegation of Indigenous Canadian women on a 10-day European tour where they confronted the Royal Bank of Scotland (RBS) at their London headquarters to demand they stop financing the tar sands. A few weeks later, RAN joined allies in Copenhagen to coordinate a global day of action against the tar sands and to confront Canadian Prime Minister Stephen Harper during the climate negotiations. At the

same time, we sent letters to 68 global banks that have signed on to the Equator Principles to request information about how they are addressing the damage caused by tar sands development.

Back in Canada, the clean up RBC campaign momentum is escalating at an amazing rate with consistent pressure and grassroots actions in the bank’s hometown of Toronto. These actions have helped spur tremendous public attention, including a recent profile of our campaign in *MacLean’s*—the *Time Magazine* of Canada.

As a result of the campaign’s consistent pressure and the groundswell of opposition to the tar sands around the globe, RBC recently convened a high-level meeting with more than a dozen international banks for a “day of learning” about the reputational risks associated with the tar sands. It is very clear that momentum on the ground is turning into movement with the bank.

As we enter this crucial next phase of the campaign, we urge you to join us by writing to RBC’s CEO Gordon Nixon and to stay involved. With your support, we will end financing of the tar sands.



Take Action! Write to RBC CEO Gordon Nixon and tell him to stop financing the tar sands.

Gordon Nixon
CEO, Royal Bank of Canada
200 Bay St.
Royal Bank Plaza
Toronto, ON
M5J 2-J5, Canada

Or go to www.RAN.org/tarsands to send an email.



Make a donation today at RAN.org/give.





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REMEMBERING A RAINFOREST HERO

GLENN ROSS SWITKES (1951-2009)

Glenn Switkes, a great defender of rainforests and rivers, recently passed away from cancer. Since 1994, Glenn has worked with International Rivers, helping Indigenous communities resist dams along the Xingu River in the Brazilian Amazon, but he also spent many years at RAN working on oil issues throughout the Amazon. I spent a lot of time with Glenn in the early days when we were both getting our Masters Degrees. We worked together on two films, including the award-winning documentary

Four Corners: A National Sacrifice Area? which revealed the impacts of mining on the Native Americans and desert landscapes of the southwestern United States. Glenn was a champion of a man with talent, courage, and a big heart. I along with many will miss him. His companionship was one of the great treats in my life.

Randall Hayes

Founder of Rainforest Action Network



Dear RAN,

Today, I emptied out the donkey-shaped piggybank that I have been working hard to fill up with coins since I was around 6 years old. As my 16th birthday is approaching, I have decided to donate the contents of this piggy bank to a charity that I feel is important to the world. Learning about your cause from your website has inspired me, and I am planning to take action in my high school and community to help your cause and perhaps assist in saving the world because I strongly believe that only through protecting the environment can we address other surrounding issues such as human rights, government legitimacy, education, scientific exploration, etc. I am excited that I have \$42.53 from a donkey project, childhood piggy bank, and not be much more, but I am happy that it will help a little, and it is just a beginning as I plan to keep helping your cause and others like it throughout my life.

Thank you for the inspiration and everything that you do.

Love,

Savannah Kumar

EVERY LITTLE BIT HELPS

RAN's groundbreaking work would not be possible without the commitment of our supporters. We're grateful for all of your support and we are constantly inspired by your stories.

Take this letter we received recently from 16-year old Savannah Kumar. Savannah has been adding coins to her donkey-shaped piggybank since she was six years old, and when it came time to crack it open, she decided to donate its entire contents to RAN. Thank you, Savannah - you're an inspiration to us all!

Make a donation today at www.RAN/give.