

# SHARK ALLIES



2021/2022

# OUR APPROACH TO SHARK CONSERVATION

## Focus On Outcomes

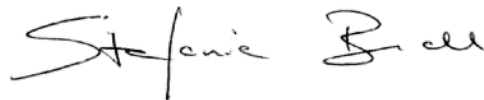
Sharks may not be everyone's favorite animal, but anyone that cares about healthy oceans and the future of our planet, must take an interest in keeping, and restoring marine biodiversity. Whether you like them or hate them, sharks are a keystone species in nearly every ocean ecosystem around the world.

**Simply put: We need the ocean; the ocean needs sharks; therefore, WE NEED SHARKS**

The decimation of shark populations around the world is one of the biggest challenges we face in ocean conservation. Yet, the task is almost exclusively left to the non-profit world. We must increase our efforts to protect sharks, because the coming years will be the crucial tipping point that will decide whether we can turn around the global destruction of these important animal species. While the majority of shark conservation organizations focus on two specialized fields a) tracking/tagging and research of sharks, and b) media production, the missing link is the advocacy element. Increasing knowledge and raising awareness is very important, but without campaigns that push for substantial change, the impact of even the best media and research will be limited. The core questions we ask ourselves in all of our work is:

**"Does this actually save sharks? And if so, how?"**

The following pages describe some of our accomplishments from the past year and the campaigns we continue to build out. Our goal for 2022 is to grow our team and to increase our impact. Together we can Respect, Protect and Take Action in 2022!



Stefanie Brendl  
Executive Director/President



# Shark Fin Campaigns

## 2010 TO NOW: A Landmark Bill leads to a String of Successes

Shark Allies founder, Stefanie Brendl, was the lead advocate that worked side by side with State Senator Clayton Hee to successfully pass the first Fin Trade Prohibition law in 2010. It created a new benchmark for shark conservation legislation. Existing laws to ban the act of finning weren't working and the trade of fins was booming. Going after the possession, sale and trade of shark fins was a game changer. Many other states quickly followed. 11 years and many difficult campaigns later, 14 US States and territories have implemented this law. Stefanie and Shark Allies continued to work in collaboration with other conservation groups on many of these bills, and in 2020, Shark Allies finally cracked the toughest State - Florida, which was a big obstacle for eventual success at the federal level. **The US Shark Fin Elimination Act is poised to succeed this year, after finally passing votes in the House and Senate.** This will conclude a long journey that began with a handful of people in a small island in the Pacific, taking on a challenge no one believed had a chance to succeed. Not only will we soon have a US National ban on the sale of trade of shark fins, efforts have spread across borders, leading to successful bans in Canada and the UK and the beginning stages of an EU level campaign. ([More Information on shark fin campaigns](#))

**HAWAII → Guam - CNMI - RMI - California - ...(13 US States/3 Territories) → CANADA → UK**  
**FLORIDA → US Shark Fin Sales Elimination Act → EU Campaign**



Jan 2020 Stefanie joined a European coalition of groups to kick off the EU petition, which, after two years has successfully reached enough votes to bring the shark fin issue to the European Parliament. Shark Allies collaborates with many partner organizations around the world to promote fin campaigns on multiple levels, Learn more: <https://sharkallies.org/coalitions>



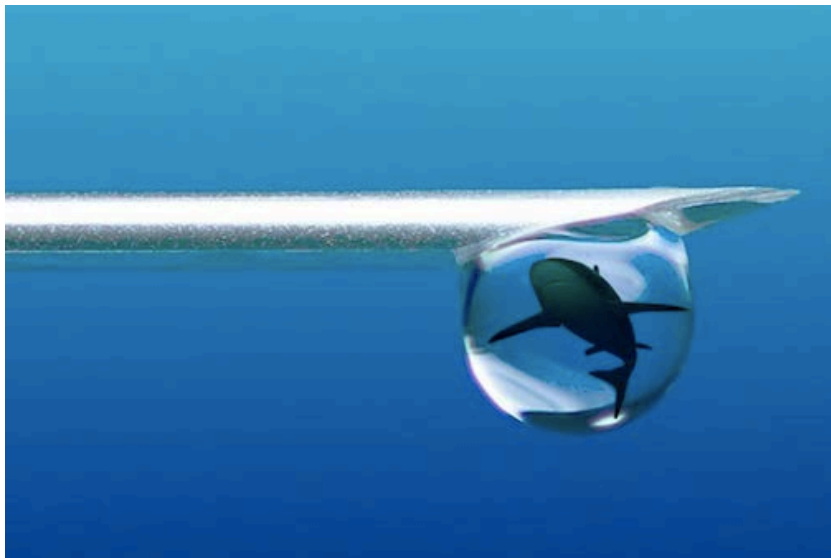
# Sharks in Vaccines Campaign

From October 2020 to November 2021 the Vaccine campaign received attention from international news and media outlets, with a total of more than 180 stories, interviews and articles published.

Before Oct 2020, the sharks-in-vaccine issue was completely unknown. The few institutions that were aware of it considered it an untouchable topic during the Covid19 pandemic. The moment Shark Allies published the first article at the end of September 2020 represents the mark on the timeline when this topic became a talking point in the conservation world. The interest in this topic was surprisingly strong, fueled by the ongoing pandemic and the growing awareness that Covid19 was here to stay.

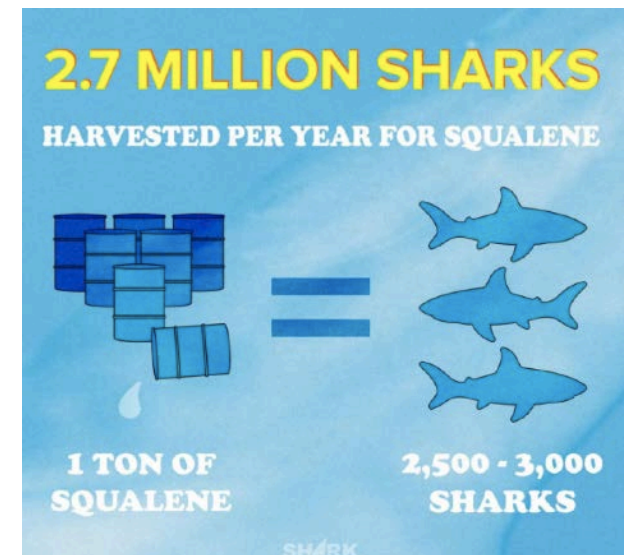
Now, one year later, sharks and vaccines has become a normal discussion point and many groups are looking for solutions. We are proud to say that we are the origin point for all action that has followed.

**The constant media attention has also brought new attention to the use of shark squalene in cosmetics.** Find out more about the Vaccine campaign here. <https://sharkallies.org/learn-about-shark-products>



**Our priorities for this campaign are:**

- 1) **Continue to educate the public:** Changing minds and habits
- 2) **Elevate the topic:** making it matter and keeping it relevant in the NGO community
- 3) **Create outcomes:** work with suppliers, producers and brands to switch to alternatives
- 4) **Build community and support:** More help, more action, more momentum





Scalloped hammerheads swim off the Galápagos Islands. The fish is critically endangered due to demand for their fins and liver oil.

PHOTOGRAPH BY MICHELE WESTMORELAND, NATURE PICTURE LIBRARY

## VICE World News

ANIMALS | CORONAVIRUS COVERAGE

### Why a COVID-19 vaccine could further imperil deep-sea sharks

Shark liver oil can make vaccines more effective, but increased demand could harm critically endangered species. Pfizer and Moderna's promising vaccine candidates do not contain the substance.

# marie claire

# OneGreenPlanet

ANIMAL

## The Independent

# EuroWeekly

The people's paper News

# Daily Mail

## COVID-19 Vaccine Development Threatens Shark Populations

By: Discovery

# CANADIAN Geographic

# TMZ

# india.com

# c&en

CHEMICAL & ENGINEERING NEWS

# POLITICO

# Discovery

# UNILAD

# THE SCIENCE TIMES

# Squalene Campaign

Over the past year we have researched ingredient lists and developed standards that would allow us to identify Shark Free and Shark Safe products. We have engaged small companies to help us test the process and to be the first product lines to receive the shark Free/shark safe label, with the goal of expanding this program in 2022.

<https://sharkallies.org/shark-free-label>



- Stream2Sea (skincare products)
- Tritera (Skincare with a conscience)
- Vitalibis (CBD Wellness brand)
- Dog food supplements and treats

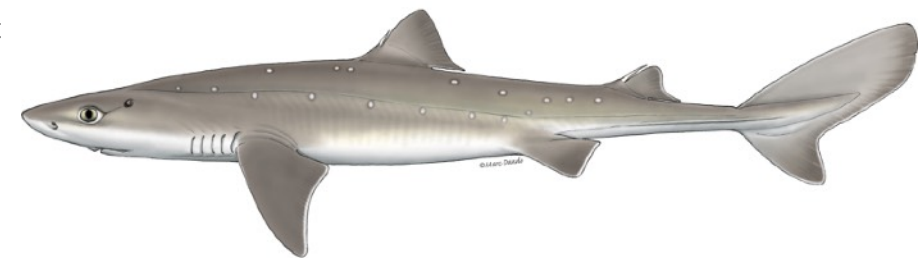
This campaign goes hand in hand with our awareness and outreach program focused on shark products such as shark meat, teeth, jaws and other exotic souvenir items. More information: <https://sharkallies.org/reducing-shark-products>



## Alternative Squalene - Addressing a Fundamental Flaw

The name SQUALENE is directly derived from the name of a genus of shark - SQUALUS. But all plants and animals produce squalene as a biochemical intermediate, and bio-engineered squalene made from yeast or bacteria is quickly becoming the alternative of choice.

Conscientious shoppers are still confused when they try to buy shark free cosmetics that list Squalene as an ingredient, even if it clearly says "plant-derived" on the ingredient list. The fact is that Squalene is a direct link to SHARK. It is time for a revision of our terminology and labeling. In 2022 Shark Allies will kick off a brand-new campaign to rebrand alternative squalene, working with leading brands in the industry and addressing the new requirements with national and international authorities.



# Sharks Alive Campaign

Currently, sharks are seen as a commodity, valued only as a fishery product. Whenever the discussion comes to limiting shark fishing, the economic impact of fisheries is the overwhelming argument that stops true protection of sharks. In policy decisions, dollars matter. Animal cruelty, species survival, and the health of ecosystems should be the priority, but the reality looks different. Protecting sharks must clearly be the best decision from an economic point of view to convince decision makers that may be less environmentally inclined.

## We must determine and effectively present the true value of sharks

Sharks are worth more alive than dead. We have known this for decades. But we have failed to substantively prove that point. Instead, we fall back on a few published papers that show the tourism value of sharks in two exotic locations, Palau and the Bahamas. It is time prove where the real dollars are made.

Sharks bring in millions year after year to major industries such as dive and Eco tourism, and the entertainment industry. No other animal has been featured in blockbuster movies and documentaries more than sharks. They also bring substantial income to social media influencers, artists, and researchers, and represent a social impact to the community that loves to dive with, write about and photograph sharks. But none of those industries come even close to the value sharks bring to the ecosystem, by keeping the ocean healthy and fish populations thriving. (More info here: <https://sharkallies.org/valuing-sharks-alive>)



## SHARK VALUATION SERIES:

In 2022 Shark Allies will begin generating a series of valuation reports with the help of finance and biodiversity experts. Our goal is to determine the value of specific shark populations in key regions where they play a key role in economies, and where industries might be clashing over the use of resources. With better data on the value of sharks, the argument to protect them will be strengthened.

## MPAs & Migratory Species

To achieve recovery of shark populations we must protect areas in the ocean. This includes important migratory corridors and estuaries where many shark species are born.

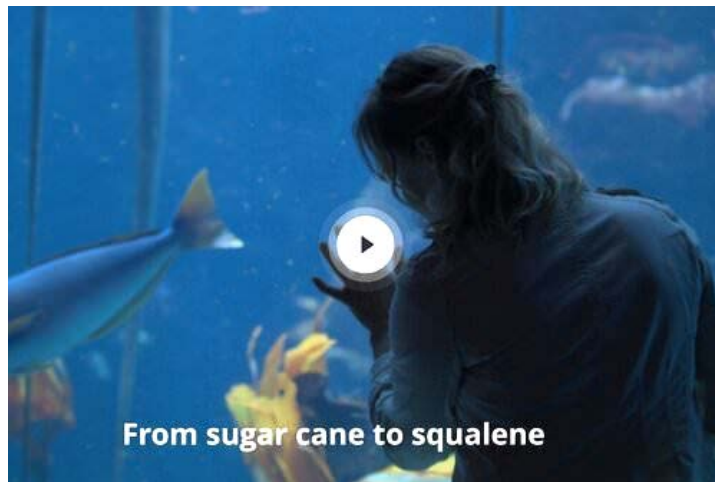
The Eastern Tropical Pacific Ocean is considered to be a region that holds an extremely high abundance of fish and exceptional biodiversity, including migratory species such as sharks, giant manta, tuna, whales, dolphins, and sea turtles.

Shark Allies will assist scientific advocacy groups in the region with expanding the network of receiver stations that are the best tool in tracking migratory species, and the basis for establishing protection. Read more about this campaign:

<https://sharkallies.org/eastern-pacific-sharks-and-rays>



## Documentaries & Film



The fascination for sharks has one great benefit, they are a captivating subject for film and television. We feel a great responsibility to contribute to realistic, positive and enlightening pieces, no matter whether that may be fiction, documentaries or news. Every year, we give our time to productions that are unbiased and that report about what matters. Furthermore, we also strive to bring new voices and diversity to the productions.

### **BBC Storyworks**

February 2021, our executive Director, Stefanie Brendl, was invited to take part in a BBC Storyworks special about shark squalene.

<https://sharkallies.org/news/from-sugar-cane-to-squalene-bbc-storyworks>

**BBC reported that the shark video was the No. 1 most-viewed video on their site for several months.**



## Shark Allies on Shark Week 2021

Kinga Philipps, one of our founding board members, became the first female host of her own Shark Week special in 2021. Kinga has extensive experience as host for shows on the Travel Channel, Nat Geo, BBC, and the History channel. Kinga has secured several more shows that will be featured in the coming years, so we hope that Shark Allies will have a sure foothold within Shark Week related conservation messaging.



### Tiger Queen

<https://www.discovery.com/shark-week/behind-the-scenes-with-shark-week-s-tiger-queen>  
official Trailer <https://www.youtube.com/watch?v=M-uOteGkbTk>

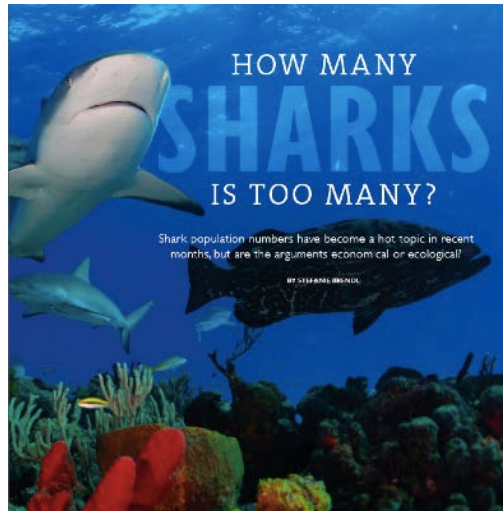


## Coalitions & Partner Campaigns

There is strength in numbers. Shark Allies supports, collaborates and promotes many of the great campaigns other organizations have initiated. Detailed information on all the campaigns can be found here: <https://sharkallies.org/coalitions>



## Articles & News Features



**Sharks vs Humans** (by Stefanie Brendl)  
About the tricky relationship between sharks and humans  
[https://issuu.com/allylandes/docs/eda\\_december\\_issue\\_2020\\_issuu/s/11402073](https://issuu.com/allylandes/docs/eda_december_issue_2020_issuu/s/11402073)

**Shark Conservation series – Guy Harvey Magazine**  
(by Stefanie Brendl)  
<https://guyharveyoutpost.com/our-story/our-friends/guy-harvey-magazine/>



**Miami - WPLG Local 10 Don't trash our treasure**  
Shark Special about the overfishing of sharks in Florida waters.  
[https://www.youtube.com/watch?v=\\_yuDvp3G9vw](https://www.youtube.com/watch?v=_yuDvp3G9vw)



**EXTINCTION SOUP** THE BLOODY BATTLE ON SHARK FINS  
BY STEFANIE BRENDL



**The Bloody Battle on Shark Fins**  
(by Stefanie Brendl)  
About the ongoing decimation of shark via the global shark

## Building Community around Sharks



Earlier this year we premiered a second website [THE SHARK CAFE](#). The intention with this new site is to represent a different side of sharks. While shark conservation can be dark and depressing, we want to capture the spirit of what it means to love sharks and the ocean. To have a place where we can share positive stories, lifestyle products and sustainable choices.

**100% of all profits go towards Shark Conservation.**

It is our hope that we can develop this into a new funding source for sharks while giving the shark community a fun place to meet and share stories.



# Shark Fin Campaigns

## 5th Annual Shark Awareness Event

San Diego, California

Every year Even Keel Tattoo and Shark Allies collaborate for this unique event. It features some of the regions most popular tattoo artists putting their talents to good use to raise money for shark conservation. A super fun event that gives locals a chance to learn more about sharks while getting a tattoo from world famous artists.



## Live Drone Observations

Shark Allies had the pleasure of teaming up with Carlos from @TheMalibuArtist and Surfrider Foundation's Los Angeles chapter for several interesting events this year.

### Sharks and whales of California LIVE event

<https://sharkallies.org/events/great-white-sharks-live-drone-fundraiser-with-the-malibu-artist>

### Grey whales and ashcans

A collaboration with Surfrider Foundation's - "Hold Onto Your Butts" campaign, which focuses on installing Ashcans for cigarette butts along SoCal beaches and parks.

## Presentations & Educational Weeks

Throughout all of 2021 we presented week long educational series on social media about a range of shark conservation topics, featuring collaborative projects with partner NGOs and advocacy groups, interviews with researchers and experts, and Q & A sessions. More info on IG, FB. Twitter @SharkAllies

