

2022/23



YEAR END REPORT



BULL SHARK VALUATION

Florida: Atlantic and Gulf of Mexico



ENDANGERED WILDLIFE OÜ

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2022/23 A decade of work comes to fruition

The past two years have been very productive for Shark Allies. While much of the work done in shark advocacy is not always immediately measurable, the big developments are the indicator of how much has been achieved. We are proud of the part we played in reaching these milestones together with the many other grassroots organizations and advocates that dedicated their energies to move progress forward, one inch, one state, and one species at a time. Shark Allies has worked for over a decade to raise awareness of the dire need to protect sharks, and it is great to see that governments are finally listening. Shark advocacy has been the underdog of conservation, but it does seem as if we are picking up momentum like never before.

Valuing biodiversity and changing the trajectory of climate change and wilderness degradation has become a priority in national and international conventions. It is our challenge to make the protection of sharks part of this emerging recognition. We can keep the momentum by powering up the campaigns that have been built over many years. In 2023 the “Sharks in California”, and “Stop Finning EU” campaigns rose to the top of our task list and will continue to be a priority in 2024. The scope of these efforts is ambitious, but filled with potential to truly make a difference for sharks. **With every step we take we must keep the long view in mind, that we must fundamentally change how we protect and manage sharks.**

The following pages show a cross section of some of the more significant outcomes and activities.

A heart felt THANK YOU to everyone that has supported us over the past years.
Let's make 2024 the year that pushes shark conservation to new levels.



Stefanie Brendl
Executive Director/President



2022/23 HIGHLIGHTS AND A LOOK AHEAD

CAMPAIGNS

- **The US Shark Fin Elimination Act** **pg. 4**
Shark Allies has been a leader in state legislation efforts that paved the way to the national fin trade ban now in effect.
- **Stop the EU Fin Trade** **pg. 5**
The biggest Shark Fin legislation effort to date. Attempting to move the needle in the European Union.
- **California Gillnet Fishery** **pg. 6**
Working with a Coalition of organization to change an industry that has unacceptable bycatch rates.
- **Shark Valuation Reports** **pg.7**
Our series of financial valuations of shark species is demonstrating the true value of sharks to economies.
- **Sharks in Entertainment Report** **pg. 8**
Our comprehensive report on the value of sharks to the entertainment industry is shining a light on industries that are major stakeholders in shark conservation.
- **Squalene Campaign** **pg. 9**
Our team and volunteers have been tackling the squalene issue in creative ways, engaging the public and brands directly and paving the way for industry changes.

RAISING AWARENESS

This important task is of the highest priority and we tackle it continuously, every day, for every campaign, on as many platforms as possible.

- Shark Allies on Shark Week** **pg. 10**
- Articles and News Features** **pg. 11**
- Live Events California Sharks** **pg. 12**
- Live Events, Shark Product** **pg. 13**
- Engaging Hollywood** **pg. 14**
- Awareness via Social Media** **pg. 15**

BUILDING COMMUNITY

Shark Allies has established a solid base of public support. We continue to reach out to different sectors of society because shark advocacy must gain broader support.

- Business Community** **pg. 16**
- Public / Shark Cafe** **pg. 17**
- Brand Collaborations** **pg. 18**

SHARK ALLIES 2024 AND BEYOND **pg. 19**

We have big plans for the year ahead. Continuing the efforts to make the trade of shark fins illegal; addressing shark bycatch in the California set gill net fishery; developing “next-level” shark protection plans; expand the series of valuation reports; expand into media production; build out the entertainment industry campaign; continue public outreach and events.

THE UNITED STATES SHARK FIN ELIMINATION ACT

WHAT SEEMED IMPOSSIBLE ONLY A DECADE AGO FINALLY BECAME A REALITY

December 2022, the US congress passed the **US Shark Fin Elimination Act** as part of the National Defense Authorization Act (H.R. 7776), making it illegal, with a few exemptions, to trade, transport, or sell shark fins.

For Shark Allies, this is a milestone that has been many years in the making. In 2010, we led the campaign for the first fin ban authored by a State Senator Clayton Hee in Hawaii. Together we succeeded in passing legislation that became the inspiration and template for a wave of similar bills. We immediately continued with fin campaigns in Guam, the Northern Mariana Island, the Republic of the Marshall Islands, and the state of California. All passed legislation in record time. In the following years, 13 States joined the ranks and in 2020 we focused all of our attention on the one State blocking the National Shark Fin Elimination Act - Florida. After a two-year battle, we succeeded.

National legislation was reintroduced and with the help of a new administration, the US fin ban finally became a reality. Many organizations across the world have contributed to this success. Advocates persevered in pushing against seemingly insurmountable obstacles and opposition over the years. Thousands of people engaged with their representatives. Celebrities lent their voices. Filmmakers used their photos and videos to show the public what this is all about. Through this wave of legislative measures, we have been able to educate the public and raise awareness, year after year. This is the true power of grassroots organizations.

We are proud to have been a vital component of a movement that is changing shark conservation.



(1) **PROHIBITION.**—Except as provided in paragraph (3), no person shall possess, acquire, receive, transport, offer for sale, sell, or purchase a shark fin or a product containing a shark fin.



STOP THE EU FIN TRADE

The *#StopFinningEU* Citizens initiative (ECI) succeeded by reaching the required 1.1 Million signatures from EU citizens by the end of 2022. That triggered a complex series of procedures in January 2023, with a deadline of early June for the EU commission and parliament to make up its mind about whether they deemed that shark fin trade an issue that needed to be addressed. Shark Allies Executive Director, Stefanie Brendl had been supporting the campaign since the kick-off in 2020, and then took over the role of on-site representative for the campaign in Brussels and to be the voice for the more than 100 partner organizations that support this effort.

Through a series of hearings and events, the fishing lobby exerted their substantial pressure on parliamentarians and representatives, but nevertheless, the campaign succeeded. In June the Commission presented their response to the ECI, which was their agreement that the fin trade had not been sufficiently addressed with current laws and that they would proceed with investigations. This concluded the ECI process and the campaign now enters the regular political process. As a next step the Commission is conducting an economic, social and environmental assessment, which they would use as a basis for action or non-action. This could be in the form of legislation, additional language in existing policies, or a refusal to take action.

In Progress for 2024:

While this feels like a David-and-Goliath situation, we will proceed and attempt to find the best possible way forward by forming coalitions and gathering support, and working with the Commission to potentially introduce legislation. Since most of the opposition comes from the Blue Shark Fishery in Spain, we are preparing blue shark valuations for submission to the Commission. To continue this campaign, major funding and support will have to be raised.

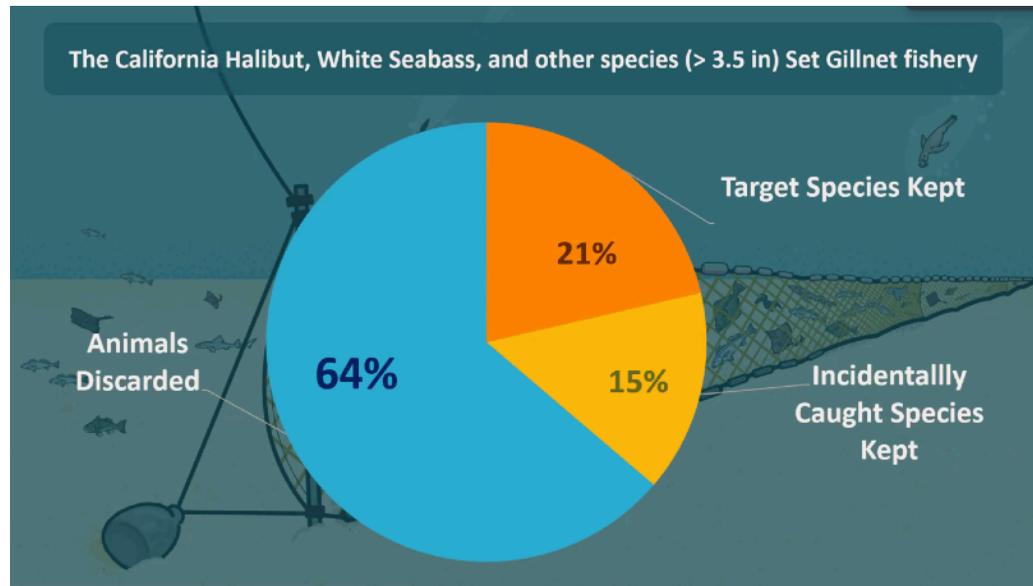
SET GILLNET FISHERY CALIFORNIA

AN INDUSTRY THAT WASTES MORE THAN IT CATCHES

In 2023 we joined a coalition of organizations that seek to put an end to set gillnets in California waters, via a series of meetings with the Marine Resources Council (MRC).

Set gillnets catch over 125 species including fish, sharks, rays, seabirds, sea lions, seals, and dolphins. Just 17 of these species are retained. More often than they are discarded. Species assessment and monitoring for shark bycatch is inadequate. Alternative fishing methods (hook and line) already exists, so we believe that commercial fishing via gillnets, whether they are drift or set gillnets, is a practice that can be replaced with more sustainable methods.

The southern California Bight is a critical nursery area for various shark species. The fishery represents a significant risk to juvenile white sharks and other endangered species. It also kills more California sea lions than all other West Coast fisheries combined.



(chart courtesy Turtle Island Network)

(Stats courtesy of Turtle Island Network and Oceana)

- The Pacific Ocean off of Southern California is considered one of the most productive and diverse in the world, yet **the state continues to allow the last gillnet fishery to operate with 64% bycatch rates.** Of this, nearly 75% of elasmobranchs are tossed overboard.
- **A minimum of 62,000 sharks within the last 15 years are thrown back.**
- 22 of the 27 elasmobranch species caught have no stock assessment and health of the populations is unknown.
- Tope (soupfin) sharks face significant bycatch rates in this fishery. They are classified as critically endangered. A minimum of 1,695 sharks discarded between 2007 and 2021.

In Progress for 2024:

Moving forward, Shark Allies will continue to work alongside the Coalition to push measures forward with the MRC and develop additional actions, such as possible introduction of legislation. We are also planning to generate a Valuation of several shark species that are relevant to CA and to this topic, as well as a series of events and media to raise the public awareness of this issue.

SHARK SPECIES VALUATION REPORTS

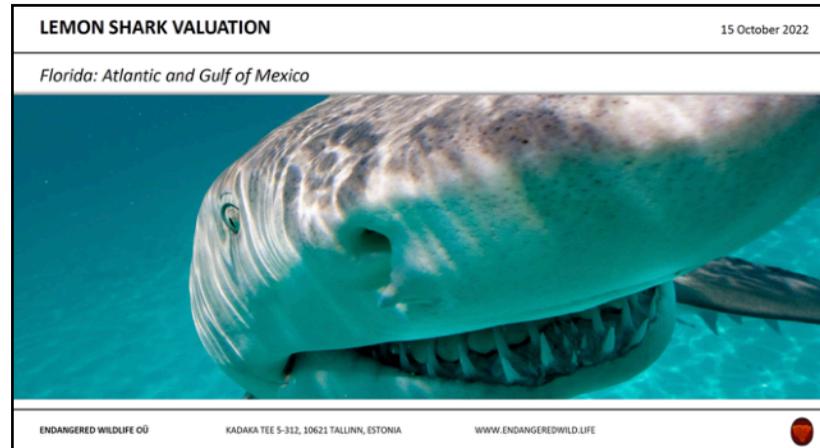
DOCUMENTING THE TRUE VALUE OF SHARKS

In the last two years, Shark Allies entered into a partnership with Endangered Wildlife OÜ, a multi award-winning ESG software and consulting company that contributes towards solving the climate crisis by calculating credible and reliable financial values of biodiversity to integrate biodiversity into the reporting and decision-making processes.

Together we have generated a series of shark species valuations that show the tremendous value live sharks contribute to our economy over the next 30 years. This is an important component in showing the damage done by the overfishing of sharks for shark products, and further proof that these markets are not only hurting our biodiversity, but are financially irresponsible, as they destroy the income potential of many other industries. A detailed explanation of all reports can be found here <https://sharkallies.org/valuation-reports>

In Progress for 2024:

We are in the final stages of producing two reports on blue sharks in the Atlantic, determining the specific values of populations in the Azores and Northern Spain. The goal of these valuation reports is to serve as supporting argumentation for the impact assessment that the European Commission is currently conducting. (see EU Fin Campaign page)



These reports are calculated based on a set of values that does not yet include carbon sequestration. Once data is available we will produce updated versions of each report.

Guadalupe Great Whites	123 million
South Africa Whites	241.7 million
Bahamas Tiger sharks	33.1 million
Bahamas Great Hammerheads	29.4 million
FLORIDA Hammerhead sharks	943 million
Tiger sharks	3.097 billion
Lemon Sharks	742 million
Sandbar sharks	393 million
Bull sharks	2.950 billion

THE VALUE OF SHARKS IN ENTERTAINMENT

A BILLION DOLLAR INDUSTRY CAN BECOME A POWERFUL ALLY

Sharks have been making big bucks for the media and entertainment industries for many decades. It is likely that they are the biggest “earners” of all wild animals. Yet, the industry is largely uninvolved as stakeholders and investors in shark conservation. Shark Allies is working to change that. To begin building this campaign we started with an extensive look at the numbers, published in a Valuation report.

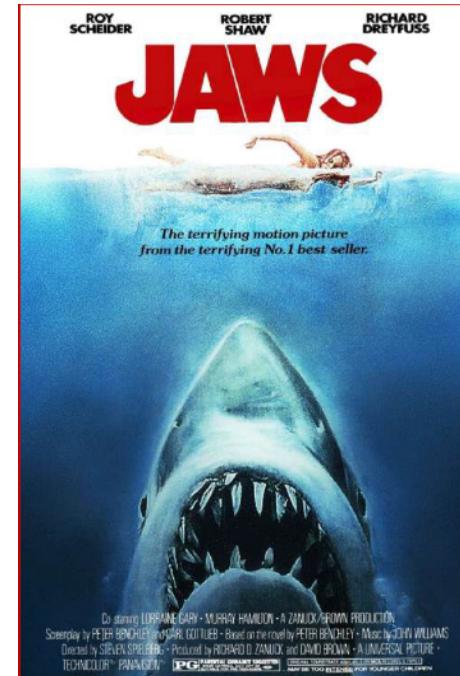
Our summary on some of the Entertainment industries biggest earnings based on the image of sharks:

Earnings for 14 highlighted movies:	c.a. USD \$2.9 billion
Shark Week annual revenue estimate:	c.a. USS \$60 million
Jaws (1975-87) box office income:	c.a. USD 800 million
The Meg (2018) box office income:	c.a. USD 527 million
Sharknado (2013-18) total franchise gross:	c.a. USD 4.5 billion
National Geographic Shark Fest	undisclosed

Through this work it has become evident that more extensive research is needed, as the scope and potential of this topic is far greater than we initially thought.

In Progress for 2024:

We are currently seeking funding to produce a 2.0 version of this report, to include some of the values that we were not able to quantify in the first version.



SQUALENE IN COSMETICS AND VACCINES

EDUCATING THE PUBLIC AND CHANGING THE INDUSTRY FOR THE BETTER

SQUALENE IN VACCINES STUDY

Shark conservation risks associated with the use of shark liver oil in SARS-CoV-2 vaccine development

Shark Allies team member Joshua Soll, has been our main investigator of the use of squalene in vaccines. Given our preliminary findings on the use and lack of awareness of the use of shark squalene in vaccines, as well as its testing in COVID-19 vaccines, he realized the need to address this informational gap in scientific literature. Subsequently, he co-authored a paper currently in submission with the journal *Frontiers*, as part of his work with Shark Allies. The aim of this paper is to highlight the conservation risks associated with the use of shark squalene in a pandemic level vaccine. They discuss the purpose of the use of shark squalene in vaccines, the number of sharks required to fulfill the demand for global-scale vaccinations, and the existence of functional alternatives to this ingredient. The findings demonstrate that: harvesting sharks for use in vaccines poses a high risk to the targeted species, including several critically threatened species; using non-animal squalene from sources such as sugar cane, olives, and yeast can alleviate some of this pressure on these shark populations; and in some cases, utilizing non-animal squalene instead of shark squalene may be more cost-effective. The paper is currently being peer reviewed and the authors hope to publish it in 2024.

DIRECT OUTREACH TO BRANDS

Over the summer, Shark Allies team members conducted several webcasts and training sessions with volunteers to increase our manpower of people that are willing and able to communicate with cosmetics manufacturers. The goal is to take brands through several levels of increasing transparency in how they list ingredients, how they label their products and, wherever applicable, inspiring them switch to sustainable sources of squalene.

This is a key element in our goals to eventually conduct a certification process for shark free products. This year Mokai Paws was added to the Shark Safe roster, a new perspective on the issue of shark products in our every-day use, even for our pets.

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



SHARK ALLIES ON DISCOVERY SHARK WEEK 2022

REPRESENTATION OF WOMEN AND CONSERVATION FOCUSED PROGRAMMING



Kinga Philipps, TV host, journalist and Shark Allies Board Member, became the first female host of her own Shark Week special in 2021. Due to the great success of her show, she was able to produce and star in another great show in 2022.

TIGER QUEEN

The shark population in Turks and Caicos has a sizable concentration of female tiger sharks, leaving scientists wondering where all the males are hiding. Shark enthusiast Kinga Philipps joins Dr. Austin Gallagher to help solve this puzzling mystery. Official trailer: <https://www.youtube.com/watch?v=M-uOteGkbTk>

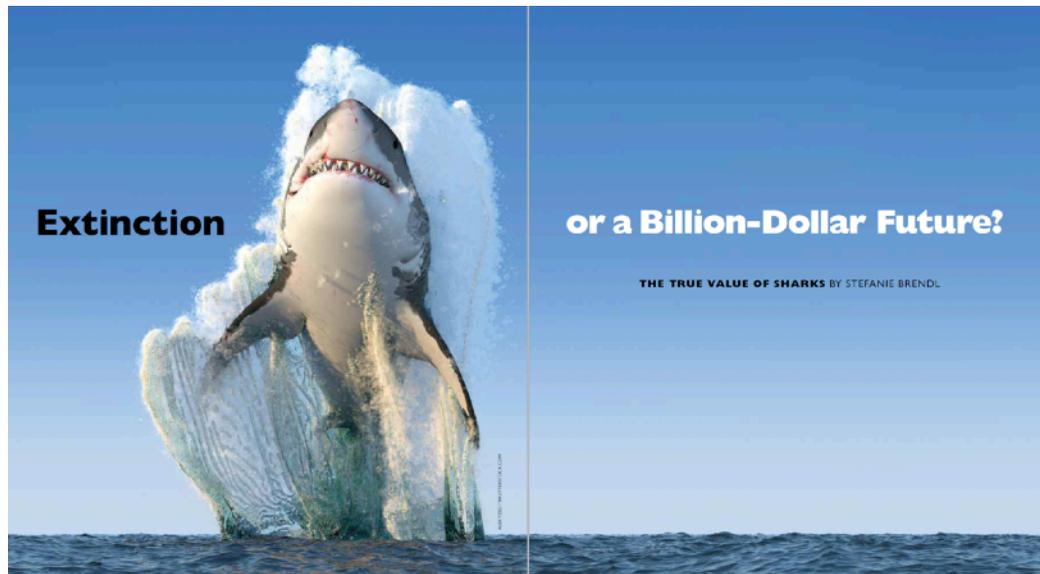
SHARKS IN PARADISE

Shark conservationist Kinga Philipps and scientist Tristan Guttridge embark on an expedition through the remote Islands of Tahiti to investigate whether local legends and mysteries about massive sharks are true.



ARTICLES AND NEWS FEATURES REACHING A NATIONAL AND INTERNATIONAL AUDIENCE

As the first valuation reports were completed there was immediate interest in the press. In 2022 the entertainment industry report gained the most traction because it is a unique topic that few have ever talked or written about. However, in 2024 we plan to heavily promote all reports and look for coverage on all media platforms.



EXTINCTION OR A BILLION DOLLAR FUTURE?

Shark Conservation series – Guy Harvey Magazine

by Stefanie Brendl

Sharks - whether they are fished, viewed, fictionalized and exploited for their fear-inducing headlines, they make a lot of people a whole lot of money. Based on a brand-new analysis, the global entertainment industry and media has been bringing in profits that far outpace every other sector that is usually considered when we talk about shark economics. [\(read more\)](#)



FORBES > LIFESTYLE > TRAVEL

As Shark Entertainment Soars, Flying Great Whites Disappear

Joe Sills Contributor ©

A new study puts the entertainment value of sharks in the billions of dollars; but the planet's most known great whites have nearly vanished.
[\(read more\)](#)

LIVE EVENTS: OBSERVING AND LEARNING WITH DRONES EDUCATING THE PUBLIC ABOUT WHITE SHARKS IN CALIFORNIA WATERS

Shark Allies has been collaborating with Carlos Gauna “the Malibu Artist ” and the CSLUB Shark Lab in a series of live events taking place on the Southern California coast. Carlos is an expert in tracking and recording the movements of White Sharks from above, with the help of a drone. This allows him to observe the animals without disturbing their natural behaviors. This naturally lends itself to educate the public and to teach them about white shark/human interactions. This is important as the number of white shark sightings are increasing due to successful conservation practices for the last 20 year. It is extremely important to educate the public to avoid fear and irrational responses to the presence of sharks. The graduate students from the Shark Lab at California State University, Long Beach bring valuable research data that further explain human & shark encounters in Southern California. [Check out the video](#). We will continue and expand these events in 2024.



LIVE EVENTS: RAISING AWARENESS ABOUT SHARK PRODUCTS

EDUCATING AND ENGAGING THE PUBLIC

Every summer Shark Allies participates in a series of outdoor events that give us great exposure to the Southern California crowd. These events are a great opportunity to speak to people, one-on-one, about shark campaigns and collect their signatures in support of current petitions. And it is also a great place to feature some of our favorite companies that have made a conscious decision to produce only products made with animal friendly materials, such as plant-derived squalene.

SAN DIEGO - ANNUAL SHARK WEEKEND

Our popular event is co-hosted by Even Keel Tattoo, a cooperative of some of the best tattoo artists of Pacific Beach, San Diego. The timing of this event coincides every year with Discovery Channel's Shark Week, and people from around the country attend to get their special shark tattoo during this weekend. The local community celebrates this weekend with us as they stop by to chat and learn about sharks.

LOS ANGELES

Another wonderful partnership has been developing with *Gnarwhal Community Foundation* in Los Angeles hosted a series of public events at their locations.



In Progress for 2024:

We will continue the tradition of our annual events and will expand our outreach to additional pop-up locations and brand partnerships.



ENGAGING HOLLYWOOD & THE MEDIA PARTNERING WITH PEOPLE THAT CAN AMPLIFY THE MESSAGE



One of the most vocal and knowledgeable celebrities that joined the shark conservation world has been actor and director Eli Roth. Amongst many big screen horror movies, he also directed the shark documentary "FIN", which calls attention to the demise of sharks and, among other topics, gets to the core of the shark oil and squalene issue. In the past year we have been coordinating with Eli on all of our campaigns, including the topic of East Coast shark fishing tournaments. Through his engagement the issue reached a broad audience and as a result, several of the tournaments were cancelled which is something that has never happened before.



Then Eli was "on fire" while talking to Whitney Cummings during her podcast *Good For You*. He spoke passionately about the frustrations we face in shark conservation, and everything from Squalene and shark finning, to the horrors of shark fishing tournaments. He then used his platform to talk with *The Hollywood Reporter* all about his 2021 documentary FIN, advocacy follow up from the film and the progress still on the table for sharks. It is extremely important for Hollywood to become familiar with the overfishing of sharks and valuing them alive.



In Progress for 2024:

In 2024 we will be expanding our collaboration to drive forward a new **#ProtectOurSharks** campaign that will focus on a next level movement of shark protection measures and the engagement of media.

This is one of the priority goals for Shark Allies in the coming years.

SOCIAL MEDIA

PROVIDING A CONSTANT FLOW OF EDUCATION AND AWARENESS



Throughout the year we dedicated several weeks to educational series ranging from cosmetics and vaccines, squalene use in pet foods and supplements, to the ongoing issue of shark overfishing for the shark fin trade. Action Alerts gave followers information on products and links to extensive blogs on our website. We also provide sample outreach script, letters and fact sheets that let anyone take part in investigating products and contacting their favorite brands.

In Progress for 2024:

Our online presence will be further expanded into new Channels and maximized to support our ongoing campaigns.

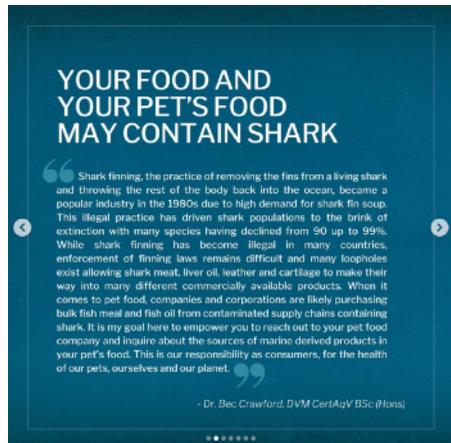


We hosted and participated in many Instagram Live events with experts and activists. Particularly during Discovery's Shark Week, we were able to get maximum exposure due to the fact that one of our own, Kinga Philipps, is now a producer and host of several programs on *Discovery Shark Week*.



gnarwhalcoffeeco Spill the Beans - Episode 10 with @kingaphilipps & @sharkallies

What an awesome conversation with the Tiger Queen herself, Kinga Phillips, thanks to our July non-profit partner Shark Allies!



Study: Some dog and cat food contains vulnerable shark DNA



GROWING THE SHARK CONSERVATION COMMUNITY

MAKING SHARK CONSERVATION ACCESSIBLE & INCLUSIVE

Shark Cafe - An Inspiring and Positive Light on Dedicated Creatives

Over the past two years we have channeled some of our energy into the development of a brand that allows us to get creative, to feature people, stories and art projects that are connected to shark conservation, and to generate independent funding for campaigns. 100% of all funds go towards Shark Allies campaigns and partner projects.

This is also a place that allows us to shine a light on activists and researchers that may not be in the limelight but deserve to be recognized, and create beautiful products with the help of artists that are dedicated to ocean conservation. Each month we create a sustainable product in partnership with featured artists to discuss pressing issues with our community. We also launched our first ever Shark Cafe-led dive trip with *Waterhorse Charters* of San Diego, highlighting the importance of supporting eco-tourism and connecting with the environment as well as fellow advocates.



Sustainable Spotlights
Featured Conservation Heroes
Art for Activism

Youth Voices of Conservation
Shark Ambassadors
Significance of sharks in Culture

Shark Diving Destinations
Sustainable Holiday Lists
Conscientious gifts



BRAND COLLABORATIONS

RAISING AWARENESS - GHOST NETS & PLASTIC POLLUTION



TRANSFORMATION OF A KILLER GHOST NET

Bracenet partnered with Shark Allies and two activists, Lukas Mueller and Daniel Roesner, to create a special Edition of products. While Daniel and Lukas were filming a documentary for *Stern TV* at Tiger Beach, Bahamas, they came across several ghost nets. They recovered the nets and sent them to Bracenet with the goal of designing a series of products that would raise awareness of the issue, while raising funds for Shark Allies conservation programs. Read more about this wonderful collaboration here, [Bracenet: Bahamas Tiger Shark Edition](#).



REDUCING EVERYDAY USE OF PLASTIC

Since Lunchskins' launch 14 years ago, they have helped replace 2.8 billion plastic bags and over 2.6 million plastic straws. For this wonderful program collaboration we combine a sustainable product with positive shark messaging and imagery. To learn more about Lunchskins' impact and support Shark Allies' work with green food storage, visit www.lunchskins.com.



SHARK ALLIES 2024 AND BEYOND

A FUTURE WITH SHARKS

We have big plans for the coming year. The amount of work that can be done is only limited by the funds we can raise. We believe in generating activity and momentum wherever we can, because at this point, shark conservation needs MASSIVE ACTION. And taking action is what we are all about.

SHARK FIN CAMPAIGN

- *Develop a strategy for the next phase of the European shark fin ban. Form a coalition. Raise support and funding. Plan a comprehensive media strategy.*
- *Investigate possibilities in Central America*

CALIFORNIA SET GILLNET CAMPAIGN

- *Continue the coalition support*
- *Raise awareness and create media*
- *generate valuation of California sharks*
- *promote the true value of sharks to the region*

NEXT LEVEL CAMPAIGNS *

- *network with conservation experts to determine best pathways for the next phases of shark campaigns*
- *build media campaign #ProtectOurSharks*
- *Investigate avenues for legislation*

EXPAND VALUATION REPORTS

- *Value of sharks in Entertainment, version 2.0*
- *Finalize and submit blue shark valuation reports*

MEDIA AND PROGRAMMING

- *Continue production pitches in development*
- *Promote the valuation reports*
- *Expand conservation outreach during SHARK WEEK **

ENTERTAINMENT INDUSTRY CAMPAIGN *

- *Build strategic partnerships in Hollywood*
- *Host a series of presentations with key players in the entertainment industry*

PUBLIC OUTREACH

- *Increase the number of POP-UP events*
- *Host a series of shark diving adventures*

* these plans will be outlined in a separate document