

“The Public Eye Awards 2006”

Nomination form B (Positive Award for an NGO)

You may nominate either your own organisation or another NGO.

Only NGOs may be nominated that are/were leading campaigns focusing on the policy or the behaviour of one or more multinational corporates.

The nominations will be made public before the Awards Ceremony. Handing in a precise, detailed and formulated nomination (please do not just send keywords, but full sentences) in the given form saves us a great deal of (editorial) work!

If you nominate your own organisation, please give detailed answers to the questions below. If you nominate another NGO, please answer the questions as detailed as possible. If needed, we will get back to the nominated NGO.

Enclosures such as your own studies or newspaper articles on the case as well as film material are most welcome.

Nominated NGO

Name: Amazon Watch

Headquarters: 1 Haight Street, Suite B, San Francisco, CA 94102

Founded in: 1997 after we were approached by the UWA people of Colombia to help support them in their struggle to protect their pristine rainforest from the oil operations of Occidental Petroleum based in Los Angeles, CA USA.

Website: www.amazonwatch.org

Number of employees: 7

Number of members: We are not a membership based organization, but we have hundreds of supporters, mostly based in California, USA.

Field of action: Amazon Watch works to defend the environment and rights of the indigenous peoples of the Amazon basin.

General aims of the NGO:

Amazon Watch works with indigenous and environmental organizations in the Amazon Basin to defend the environment and advance indigenous peoples' rights in

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the face of large-scale industrial development-oil and gas pipelines, power lines, roads, and other mega-projects.

Some of Amazon Watch's programs include:

- **Amazon Communications Team.** Equipping Amazonian indigenous groups with media skills and communications tools in order to increase their capacity to defend their lands from destructive mega-projects.
- **Monitoring Mega-Projects.** Documenting and disseminating information on the social and environmental impacts of proposed mega-projects in the Amazon basin, such as the Camisea Gas Project in Peru.
- **Supporting Rainforest Peoples.** Mobilizing technical, financial, legal and public relations support for indigenous organizations fighting destructive mega-projects, such as the Clean Up Ecuador Campaign.

Amazon Watch is a 501(c)(3) tax-exempt, non-profit organization.

Reasons for the nomination:

Amazon Watch's Clean Up Ecuador Campaign is a perfect example of a campaign designed to hold a multi-national corporation, Chevron, accountable for egregious corporate behavior committed in the pristine Amazon rainforest of Ecuador. From 1964 to 1992, Texaco, now Chevron Corp., conducted oil operations in the northern Ecuadorian Amazon, known as the "Oriente" causing the worst oil related disaster in the world. The communities affected by this forty year disaster, including 5 indigenous nations, suffer from environmental contamination on a daily basis, and want Chevron to accept its responsibility to clean up the entire area it contaminated. If successful, this will not only set a precedent for how Chevron proceeds with business in the future, it will set a precedent for the entire oil industry. The message to the industry is that international companies conducting operations abroad, should use best practices and the best available technology to conduct their operations. The other message is that companies who pollute and disrespect human rights, will be held accountable.

In 2002, Amazon Watch launched the Clean Up Ecuador Campaign to support the affected peoples' demands, and pressure the company to meet them. Since Amazon Watch is based in California, as Chevron is (Chevron is California's largest corporation), we felt that we had the leverage necessary to pressure the company. Since then, we have gained the support of the Bay Area community, residents of the San Ramon Valley (where Chevron is based), local and state leaders, shareholders, and national human rights organizations like Amnesty International. We have also gained the support of Bianca Jagger, international human rights advocate, who has traveled to the Ecuadorian Amazon with us twice to show her support for the people of the Amazon and to raise awareness of their concerns.

Aims of the campaign:

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Our central campaign demand is that ChevronTexaco, now Chevron Corp, clean up its toxic legacy in Ecuador and compensate affected communities for the damages it caused during its operations. Specifically, we ask the company to:

- ❑ Fund and implement a major environmental clean-up operation in areas where Texaco operated;
- ❑ Compensate local communities that have suffered health and environmental impacts; and
- ❑ Provide affected groups with adequate access to health care and potable drinking water.

The campaign also supports the affected communities in their efforts to shut down those ChevronTexaco wells (now under management of PETROECUADOR in the Ecuadorian Amazon) that continue to be major sources of toxic contamination for their communities.

Essentially, our long-term goal is to get Chevron to accept responsibility for Texaco's toxic legacy in the Ecuadorian Amazon and meet the demands of the affected communities. We've been using a number of strategies to build pressure on the company and meet this long-term goal. (See below)

Description of the activities in the campaign:

1. Support Ecuadorian Partner Groups during Judicial Inspection Process (the second phase of the trial against ChevronTexaco in Ecuador)
2. Build Awareness and Grassroots Pressure in San Ramon, the city where Chevron has its world headquarters.
3. Coordinate with U.S. and Ecuadorian Legal Teams
4. Work with other NGOs such as Rainforest Action Network and Amnesty International to raise awareness through grassroots organizing and actions
5. Work with Celebrities and VIPs to raise awareness and pressure the corporation
6. Organize Delegations for students, doctors, investors, celebrities and VIPs to Ecuador
7. Work with Investors to file shareholder resolutions with CVX (Shareholder Pressure)
8. A national, multi city Photo Exhibit Project Chronicling the Effects of Texaco's Pollution on the Amazon
9. Coordinate actions and activities to garner Media Coverage

Since launching the campaign, Amazon Watch has forged successful partnerships in Ecuador with the Amazon Defense Coalition (Frente de Defensa de la Amazonia), the indigenous federations representing the Cofan, Huaorani, Siona, Secoya, and Quichua peoples, and organizations in Ecuador such as Accion Ecologica and the Center for Economic and Social Rights.

Most recently Amnesty International also joined this campaign. Amazon Watch is working closely with a group of concerned community residents in ChevronTexaco's

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hometown called "San Ramon Valley Cares About Ecuador". This group was formed in response to the calls of the Amazonian leaders who visited their community and protested ChevronTexaco in May 2003.

Through educational outreach, fact-finding delegations to the affected area, and grassroots organizing, Amazon Watch has gained the support of concerned citizens, religious and civic leaders, celebrities, and ChevronTexaco shareholders who have traveled to the areas affected and filed resolutions questioning the company's handling of the Ecuador situation. See website (<http://www.chevrontoxico.com/article.php?id=59>) for more information on shareholder activism led by Amazon Watch.

What was the result of the campaign (success of the campaign)?

Even though Chevron has not accepted its responsibility to clean up the Ecuadorian Amazon (neither through our campaign, nor the lawsuit being brought against the company by 30,000 rainforest residents), there have been short-term victories along the way. They are:

1. Delegation of 12 Amazonian leaders to San Ramon, where Chevron's world headquarters is located, in May 2003. This delegation was the turning point for people in San Ramon to get involved in the campaign. We have collected thousands of petition signatures to the company's CEO, Mr. David O'Reilly, in the area.
2. Delegation of Community Leaders from the San Ramon Valley to Ecuador. Since their return, these leaders have been speaking out about what they witnessed and about Chevron's responsibility to clean up the toxic disaster. They have met with their communities, the press, Chevron and its shareholders, and in doing so have effectively mobilized local pressure on Chevron.
3. Delegation of shareholders to the Ecuadorian Amazon. In 2004 and 2005, Amazon Watch led delegations for interested shareholders to the area once operated by Texaco to meet with affected communities, companies and government officials. These visits have inspired the shareholders to file resolutions questioning the company's legacy and responsibility in the region.
4. Actions at the company's Annual Shareholder meetings. For the last two years, we have been organizing actions at the company's shareholder meetings to raise awareness among investors, the public and the media about Chevron's legacy in Ecuador. We have received significant media coverage during these events.
5. Involvement of VIPs, such as international human rights advocate, Bianca Jagger. Ms. Jagger travelled to Ecuador during the "Trial of the Century", the trial held in Ecuador against ChevronTexaco in October 2003. During that time she was interviewed for an Amazon Watch video entitled "CVX on Trial". This video has been shown at events and film festivals across the USA to raise awareness and pressure

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on the company. In December 2004, Ms. Jagger received the Right Livelihood Award for her international human rights work.

6. "Crude Reflections: ChevronTexaco's Rainforest Legacy", a Photo Exhibit Project with Bay Area-based photographers Lou Demmateis and Kayana Szymczak. This exhibit documents the human and environmental impacts of Texaco's operations in Ecuador. The opening reception and exhibit was held at a prominent restaurant in San Ramon, CA, two days before ChevronTexaco's shareholder's meeting on April 27, 2005. The exhibit will open at San Francisco's City Hall on November 14, 2005. We plan on touring the exhibit to Los Angeles, Washington D.C., New York and then to Quito, Ecuador.

7. ChevronTexaco changes its name to Chevron Corp. One and a half weeks after this year's shareholder meeting, where the company was met by protestors and concerned shareholders, the company changed its name to Chevron. Although the company claims the name change was for internal reasons, we believe it's a result of pressure from the Clean Up Ecuador campaign and the lawsuit brought against it for its toxic legacy in Ecuador. As Texaco tries to hide behind its new name, we will continue to remind the company and the public that we have not forgotten.

Which are the reasons for the success?

There are many reasons for our success so far in the campaign. The number one reason is that we have been using strategies that involve a coalition of different stakeholders: the affected communities, community leaders, activists, NGO's, shareholders, and VIPs. Everyone has something different to offer the campaign at different times. Shareholders can file resolutions and question the company's fiduciary responsibility to shareholders, while activists and community members gather petition signatures, organize video showings and events and protests.

Another reason our campaign has been successful is because we have strategically chosen to work with community members in San Ramon. They see Chevron as a leader in their community (because Chevron supports schools, community centers and community events in San Ramon) and they want the company to use their leadership and their power to set a precedent for corporate responsibility around the world. They don't want Chevron to bring a bad name to their city.

Follow-ups?

Over the last 3 years, since our campaign was launched, the Clean Up Ecuador Campaign has been very successful in raising awareness about Chevron's history in Ecuador. We have also been successful at gaining the support of allies such as community leaders, NGOs, and major shareholders in the company. We will continue to do this as we move forward with the campaign. We will forge new alliances to build more grassroots pressure against the company. Together with Amnesty International and Rainforest Action Network we will organize more protests

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and direct actions against the company. We will work with shareholders and policymakers we have developed relationships with to further question the company about its responsibility in Ecuador and work to provide opportunities for the company to do the right thing. As the judicial proceedings take place in Ecuador, we will organize fact-finding delegations to the region for medical and technical experts and students. Lastly, we will take the "Crude Reflections" photo exhibit on tour across the USA and Ecuador so that others can witness the human and environmental devastation caused by the company and then be motivated to get involved in our campaign.

Information for the organisers:

Nomination submitted by: Leila Salazar, Clean Up Ecuador Organizer at Amazon Watch

Name of organisation: Amazon Watch

Name of contact person: Atossa Soltani

Address: P.O. Box 2421, Malibu, CA 90265 USA

Email: atossa@amazonwatch.org

Phone: 310-456-9158

Award Ceremony in Davos

The NGO that wins the Positive Award will be given the opportunity to present itself and the successful campaign in Davos. Travel, accommodation and expenses will be covered by the organisers.

Option 1: You nominated your own organisation

OXXX If you win the Positive Award, would you be willing to send a person to Davos at the end of January 2006? (If yes, please tick)

Name of this person: Atossa Soltani, Executive Director

Address: P.O. Box 2421 Malibu, CA 90265 USA

Email: atossa@amazonwatch.org

Phone: 310-456-9158

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