



MIGHTY EARTH

THIS IS WHAT
NEVER IMPOSSIBLE
LOOKS LIKE





“It always seems impossible until it’s done.”

— Nelson Mandela



NEVER IMPOSSIBLE. These two words encapsulate a powerful idea that exemplifies the Mighty Earth belief that we can take on any challenge, no matter how big or thorny. All it takes is creativity, adaptability, and unyielding tenacity, all of which Mighty Earth has in abundance. We take on the biggest environmental challenges, take nothing for granted, and don’t stop until we have won.

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FROM THE CEO

Living **Never Impossible**

We live in a world where a steady stream of bleak news about the fate of Nature can feel overwhelming. But, at Mighty Earth, we know that progress is *Never Impossible*. You will read examples of such progress in the pages that follow. We're transforming industries, changing hugely significant government policy, delivering gigaton-scale wins for climate, protecting endangered wildlife habitat, and securing the rights of local communities.

For instance, our flagship campaign works to transform the meat industry—which drives more deforestation than all the rest of agriculture combined, more climate pollution than the transportation industry, and extensive displacement of Indigenous communities. To many, the industry seemed intractable.

But this year, our campaigns were able to combine creativity with critical mass in key markets to achieve major commitments from stores that account for hundreds of billions of dollars in sales to end sourcing of meat and dairy connected to deforestation. And we didn't stop there.

We built on these commitments to successfully persuade the European Union to propose legislation to ban imports linked to the destruction of forests. We remember eight years ago presenting the idea for this legislation to senior EU policymakers—and being told they were too busy to undertake such a wide-eyed proposal. Now, following dogged campaigning, the EU Commission has officially proposed this once-fanciful notion, and it has momentum to pass through the Parliament and Council. This has the potential to be one of the most important pieces of environmental legislation in the world.

Successes like these often seemed unrealistic or even quixotic when we undertook them. But they became inevitable thanks to strong strategy, the brilliant staff on our "Dream Team," and many partners and volunteers around the world—including people like you who join us in this community of purpose.

Not only are you making these victories possible, but you are also helping us grow as an organization to meet the scale of the needs before us. We have proven time and again that we are up to any challenge and are proud of all we have accomplished—together—over the past year. Thank you for being part of a team that doesn't know the word impossible and will never give up.



Glenn Hurowitz
CEO



Making a Mighty Impact

In 2021, Mighty Earth continued to go where we were needed and do what it took to get industries and governments to transform the way they do business, deploying in each case the most effective strategies and tactics from our toolkit. Throughout, we maintained our commitment to amplifying the voices of local and Indigenous communities and partnering with them to create change that meets both their needs and the planet's. Below, and in the pages that follow, are some of our biggest wins of the year across key commodities that have a disproportionate effect on our natural world.



Stopping Japanese Coal Investments

A Mighty Earth report, released to shareholders in advance of the Sumitomo Corporation's annual general meeting in June 2022, forced the company to close a loophole to its "no new coal" pledge in its climate policy following calls from investors.



Pioneering a New Policy Tool for Heavy Industry

Mighty Earth helped create and launch the Global Framework Principles for Decarbonizing Heavy Industry, which outline the role of governments and private industry to ensure the successful decarbonization of heavy industries including steel, cement, and chemicals—the first-ever publicly available global guidance for how to equitably balance economic growth with decarbonization.



Using Legal Action to Tackle Deforestation Caused by the Beef Industry

In partnership with 11 organizations, including Indigenous Peoples groups from the Brazilian and Colombian Amazon and French NGOs, Mighty Earth took French conglomerate Groupe Casino, Brazil's second largest supermarket and Colombia's biggest retailer, to court over deforestation and human rights abuses. The lawsuit was the first of its kind in the world.



Holding Rubber Companies Accountable

Co-founded by Mighty Earth, the Global Platform for Sustainable Natural Rubber includes companies that account for over half of globally traded rubber. In 2021, we helped establish a grievance mechanism that allows Mighty Earth, its allies, and Indigenous communities to drive action.



THE AMERICAS

Protecting Nature by Transforming the Meat Industry



Latin America is a region of incredible ecological value. For example, Brazil, the largest country in the region, alone hosts 20 percent of the planet's biological diversity and contains some of the most important forests for keeping our climate in check. Unfortunately, throughout the region a combination of factors—including deforestation and agricultural expansion, especially for methane-producing cattle—have led to countries such as Brazil becoming the world's sixth largest greenhouse gas emitter and the only large emitter that polluted more in 2020. And most of this destruction is happening in two incredibly important biomes: the Amazon rainforest, which absorbs five percent of global carbon emissions, and the Cerrado, the world's largest tropical savannah.

The Amazon has been under constant attack for decades with its forests being cleared at alarming rates in a devil's bargain to trade long-term health for short-term economic growth. An even higher percentage of the Cerrado has been destroyed. This trend only accelerated in recent years as Brazilian President Jair Bolsonaro unleashed record destruction and gutted environmental law enforcement.

Mighty Earth was quick to recognize these threats and has been hard at work leveraging global commodity markets to reverse this trend when government was not just absent but antagonistic. Our team has placed particular emphasis on the two markets that have an outsized impact on these ecosystems—and on others throughout Latin America—and which are inextricably bound: meat and soy.

Within those industries, we have targeted the handful of major agribusinesses—including JBS, Cargill, and Bunge—that can flip the whole market if they change their deforestation activities. JBS alone was recently estimated to cause more pollution than all of Spain.

Deploying Mighty Earth's trademark "perfect storm" approach, we led with research to identify where the problem was worst and who was involved. We then engaged with companies and governments to promote better practices and, when needed, deployed targeted pressure campaigns designed to drive leveraged action.

In 2021, we gained new momentum towards our zero-deforestation goals. First, our multi-country campaign against supermarket giants such as Carrefour, Albert Heijn/Ahold Delhaize, Tesco, and Edeka brought these mega-chains to the negotiating table.

This began with the French Soy Manifesto, in which almost all supermarkets in France announced measures to end the use of soy produced on deforested land. In fact, Carrefour—which is also the largest supermarket chain in Brazil—agreed to cease sales linked to JBS slaughterhouses most associated with deforestation and theft of Indigenous land in the Amazon, representing about 17 percent of the beef JBS sells.

Months later, Mighty Earth helped drive the creation and negotiation of the Soy Retail Group roadmap, in which global supermarket brands representing 60,000 individual stores agreed to not purchase meat or dairy from suppliers linked to deforestation that occurred after August 2020.

Then, in November, UK food industry titans—including Tesco, Sainsbury's, McDonalds, Nando's, Nestle, and KFC—launched the UK Soy Manifesto, which aims to ensure that all shipments of soy to the United Kingdom are "deforestation and conversion-free."

Of course, Mighty Earth recognizes that commitments are only as good as the action that follows, and so we continue to monitor progress toward established goals and calling out bad actors to create the necessary pressure to enact real, durable change. We'll be campaigning off the back of the new EU deforestation law and advocating for similar policies in the United Kingdom and United States.



ASIA

Conservation Success for Indonesia's Paradise Forests

The biological and carbon richness of Sumatra's rainforests cannot be overstated. Their unique tropical ecosystems are home to tigers, forest elephants, and—perhaps most notably—orangutan, the only great ape species found in Asia. But this sixth largest island on the planet has seen deforestation at a pace and scale that is nearly unrivaled. Numerous industries have staked their claims to this land, razing forests for pulp and paper, palm oil, rubber, mining, and even hydro-electric power. With a multi-layered government in which passing protective laws is as challenging as it gets, the need for a nimble and adaptable problem-solving approach is essential to reversing this trend and saving what's left of these verdant ecological gems. That's where Mighty Earth comes in.

Several years ago, Mighty Earth recognized that there were multiple threats facing the Batang Toru Ecosystem in North Sumatra, the last intact stretch of primary forest in that region where the most recently discovered—and most endangered—species of orangutan lives, the Tapanuli orangutan. We immediately set to work to identify strategies and convene a team to design the interventions necessary to save this shy, gentle creature. Enter Annisa Rahmawati, who grew up in the city of Surabaya on the neighboring Indonesian island of Java and leads Mighty Earth's efforts to save this special place. Below, Annisa shares how she got into this work, her thoughts about this landscape, the fight Mighty Earth has been waging, and why she is confident we will succeed.



Annisa Rahmawati
Senior Advisor,
Indonesia

"My role is as the environmental advocate representing Mighty Earth in Indonesia. I work closely with various stakeholders in the region, including partners, companies, government officials, journalists, and local communities. This includes helping local partners build capacity and advising the Mighty Earth team and our global partners about the political considerations and risks of working in Indonesia.

"I do this work because I want to protect the environment and create a better world. My father is my inspiration. When I was attending university in Malang, he led a protest back home that demanded justice from a government-owned water service company at a time when the company took customers' money but failed to deliver water for many months. As a mother, I want to be a good example for my daughter—like my father was for me—and give her and the next generation a beautiful future.

"The Batang Toru Ecosystem is the last pristine forest in North Sumatra, through which runs the Batang Toru River. In addition to the many threatened species that live here, this landscape plays an important role in the livelihoods of local and Indigenous communities, especially along the river. But this special place is threatened by both a mega dam and a gold mine.

"For the dam, in addition to the immediate danger the construction is causing the forest habitat, it is also a concern because it's in a part of the country that is prone to earthquakes, which could lead to tremendous damage if one were to occur. The dam really doesn't make sense because it's being built in a region that is already over-supplied with electricity.

"These threats won't necessarily be the only ones since many permit concessions have been

given on the landscape. If there is no legal protection from the local or state government, the land is vulnerable. Mighty Earth is working to strengthen legal protections for the Batang Toru landscape and stop further expansion from existing companies that operate in the landscape.

"Mighty Earth has an important role to play, strengthening the capacity of the coalition of local and national groups that is working to protect Batang Toru, amplifying the coalition's voice, and bridging the communication gap with international stakeholders. We have already used Mighty Earth's data and supply chain power to pressure the Martabe mine and its owner, Jardine Mattheson, to commit to protecting the Tapanuli orangutan habitat. We're also raising awareness and educating both the Indonesian and global public about the importance of this remarkable landscape

through such efforts as producing and screening a documentary film entitled "Batang Toru: The Last Breath," as well as by working with journalists to conduct investigations about the dam and mine to expose the many problems both projects create.

"This work lends itself well to Mighty Earth's unique set of skills and tools. While few civil society organizations are willing to be critical of these companies and governments, Mighty Earth is unwavering and pushing forward with our campaigns. This determination is one of the things I like about working as part of the Mighty Earth team, along with feeling like we are a family. We may not be big, but we are agile and always seeking to achieve more, and are just the type of people who have the outstanding expertise to win any campaign."



AFRICA

Bringing Unprecedented Transparency to the Chocolate Industry



Côte d'Ivoire in West Africa is by far the world's largest producer of cocoa, accounting for nearly half of global production. Once covered in tropical rainforest, more than 90 percent of this habitat has been cleared and, with it, wildlife such as forest elephants, chimpanzees, and pygmy hippopotamus have been largely restricted to a handful of protected areas. To add insult to injury, the chocolate industry has for years gotten much of its cocoa from the destruction of national parks and protected areas, further driving these animals to the brink of local extinction.

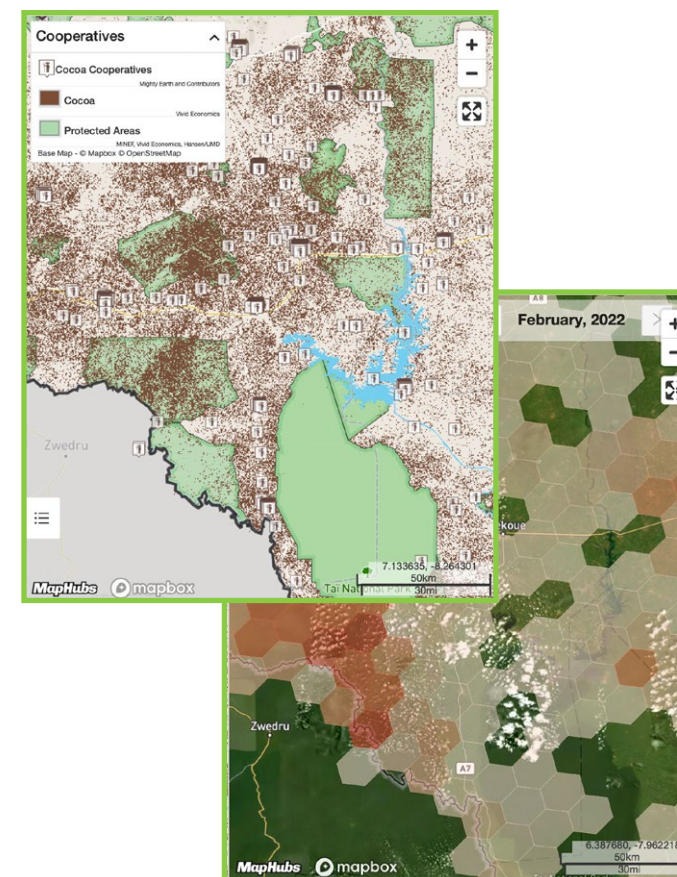
To ensure these and many other species survive, Mighty Earth is working to conserve and restore forests in the cocoa heartland of West Africa, transforming how chocolate is grown and ensuring that any future expansion is sustainable so that people can finally enjoy chocolate without worrying about its ecological consequences.

Launched in 2020, Mighty Earth's Cocoa Accountability Map created a revolution in traceability and transparency for the cocoa industry in Côte d'Ivoire. This has become a vital tool in tracking industry and government progress—or the lack thereof—in the absence of effective joint monitoring by the Cocoa and Forests Initiative (CFI), which had brought together leading chocolate and cocoa companies and the government of Côte d'Ivoire to commit to stopping deforestation for cocoa. In fact, Mighty Earth's accountability map is effectively replacing a joint monitoring mechanism the CFI has failed to create.

In February 2021, Mighty Earth published an update of its cocoa accountability map that identified more than 47,000 hectares of deforestation in cocoa growing regions of Cote d'Ivoire over the previous year. This tool has contributed to the growing traceability and transparency revolution by including newly disclosed information about nearly every major cocoa and chocolate company's cocoa supply chain within Côte D'Ivoire. It also reveals international trade flows of cocoa from Peru, Colombia, Brazil, Ghana, and Côte d'Ivoire.

The cocoa accountability map was just one way that Mighty Earth held stakeholders to account in 2021. In coalition with a variety of other civil society groups, we also issued a series of scorecards assessing chocolate companies, retailers, and even the public-private platforms that have emerged to promote sustainable cocoa. In every case, Mighty Earth is calling out hollow promises, attempts at greenwashing, and other diversionary tactics as we push the industry to live up to their commitments on ending cocoa-driven tropical forest loss.

As a next step, Mighty Earth is working to convert our cocoa accountability map into a Rapid Response system as we have pioneered for palm oil, which would allow us to maintain a constant drumbeat of cocoa accountability with monthly monitoring and alerts to global traders and major chocolate manufacturers. We are also continuing to better understand the trade flows of the industry so we can find the greatest points of leverage to affect change.



The Mighty Earth Dream Team

Staff

Alex Wijeratna

Senior Director, Global Protein Campaign

Amanda Hurowitz

Senior Director, Asia

Amourlaye Touré

Senior Advisor, Africa

Annisa Rahmawati

Senior Advisor, Indonesia

Boris Patentreger

Senior Campaign Director, France

Carlos Bravo Villa

Senior Advisor, Spain

Carole Mitchell

Senior Director, Communications

Cindy Schwartz

Deputy Director

Deborah Lapidus

Senior Advisor

Gemma Hoskins

Campaign Director

Glenn Hurowitz

CEO

Jackson Harris

Rapid Response and Remote Sensing Analyst

Javon Averett

Senior Operations Manager

Jeanne-Marie "Jaja" Leroux

Senior Director, Finance & Grants

João Gonçalves

Senior Director, Brazil

Jordan McDonald

Associate, Climate and Agriculture

Julian Oram

Senior Director, Africa & Rubber

Jurjen de Waal

Director, Netherlands

Kelley O'Brien

Senior Advisor, Grants

Mandy Pennington

Senior Director, Development

Martin Caldwell

Director, Digital

Matthew Groch

Senior Director, Heavy Industry

Phil Aikman

Senior Advisor, Forests

Roger Smith

Director, Japan

Samuel Mawutor

Senior Advisor

Thea Parson

Associate, Climate and Forests

Tim Hudspeth

Senior Associate, Finance & Grants

2021 Board of Directors

Tom Kuo, Board Chair

Saerom Park, Treasurer

Elizabeth Grossman, Secretary

Abdul Tejan Cole

Alexander Laskey

Henry Waxman

2021 Financial Statement

In 2021, Mighty Earth not only made significant progress advancing our programmatic goals and scaling our impact, but we have also worked to ensure a strong operational foundation as we became an independent organization, having spun off from our fiscal sponsor.

Mighty Earth has historically relied primarily on institutional philanthropy for support. We are deeply grateful to these funders for their contributions.

But as we grow as an organization, we have also begun to ask individual donors to support Mighty Earth as well. Individual donors provide the flexible funding we need to build a strong organizational architecture to complement restricted philanthropic funding—and the ability to jump on critical emerging issues and opportunities. While individual donors comprised less than 10 percent of our support in 2021, it is an important beginning and one we look forward to building upon as we welcome new partners in the years ahead.



Programs & Operations	\$1,812,354	95.2044%
Fundraising	\$91,384	4.8002%
Total Expenses	\$1,903,738	



Everything we do is powered by the generous support of our donors.

Thank you for your continued belief that together we can make the impossible real.

Ways to make a difference

There are many ways to support Mighty Earth and defend a living planet. To learn more or make a donation, please contact **Mandy Pennington** at mandy@mightyearth.org.



MAKE A ONE-TIME DONATION.
Become a Mighty Earthling and support our efforts with a one-time donation.



GIVE A MONTHLY DONATION.
Recurring monthly donations help us be nimble and flexible.



GIVE THROUGH YOUR DONOR ADVISED FUND.
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Email mandy@mightyearth.org to obtain the wire transfer information needed by your bank.



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