

2022



YEAR END REPORT



Sharks are the Doctors of the Ocean - Local 10 News

VALUATION REPORT: SOUTH AFRICA



WHITE SHARKS = \$241.7 MILLION

Shark Allies Works to Protect Sharks Worldwide



By Stefanie Street

Why would anyone care about sharks? That is a question many people ask when they find out about the work of Shark Allies, a non-profit based in Los Angeles. The answer is simple - because they are important for the health of our oceans. And all life, including ours, depends on healthy, functioning ocean systems. If you care about food security, biodiversity, and the survival of coral reefs and fish stocks then you must care about sharks.

Research tells us that 70-100 million sharks are taken every year, globally. The number may be even higher considering the magnitude of under-reporting, unregulated and illegal fishing. Sharks evolved to be predators and are late to mature and reproduce slowly, with small numbers of offspring. Even though they are fish, their life history



2022 - A BIG YEAR FOR SHARKS

A DECADE OF WORK COMES TO FRUITION

This past year has been very productive for Shark Allies. While much of the work done in shark advocacy is not always measurable, the big developments are the indicator of how much has been achieved.

Near the end of the year the efforts that have been in the making for decades, finally came to fruition. The US Congress passed a national fin ban and CITES added an unprecedented amount of new shark species to their listings. 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.

This wave of policies and decisions in favor of conservation is truly remarkable and a true testament of how advocacy and the engagement of citizens can change the world. The Shark Allies team has been attacking this task from many different directions and 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 2023 the year that pushes shark conservation to new levels.



Stefanie Brendl
Executive Director/President



2022 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.
- **60 Species added to CITES** **pg. 5**
15 years of raising awareness and educating policy makers and the public is creating change nationally and internationally.
- **Coalition Campaigns** **pg. 5**
Through collaboration across borders, Shark Allies has been able to contribute to many effective international campaigns.
- **Shark Valuation Reports** **pg. 6**
Our series of financial valuations of shark species is demonstrating the true value of sharks to economies.
- **Sharks in Entertainment Report** **pg. 7**
Our comprehensive report on the value of sharks to the entertainment industry is shining a light on industries that should become major stakeholders in shark conservation.
- **Squalene Campaign** **pg. 8**
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. 9**
- Articles and News Features** **pg. 10**
- Live Events California Sharks** **pg. 11**
- Live Events, Squalene** **pg. 12**
- Engaging Hollywood** **pg. 13**
- Awareness via Social Media** **pg. 14**

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. 15**
- Public / Shark Cafe** **pg. 16**
- Brand Collaborations** **pg. 17**

SHARK ALLIES 2023 AND BEYOND **pg. 18**

We have big plans for the year ahead. Build out existing valuation reports and research additional species; Engage the Entertainment Industry; expand the squalene campaign; Address the issue of Shark fishing tournaments and culling; Support ongoing fin trade and partner campaigns; increase our media exposure and propose programming; and power up our campaigns in Mexico.

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 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 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.

INTERNATIONAL COALITIONS AND PARTNER CAMPAIGNS

WORKING TOGETHER TO CREATE OUTCOMES FOR SHARKS



Convention on International Trade in Endangered Species of Wild Fauna and Flora

December 2023 brought another historic success for sharks with an unprecedented number of species being added to the CITES Appendix II protection. Representatives of governments around the world agreed to add 60 threatened shark and ray species to the existing list of 51. While it is a success to get the world to acknowledge this many species being threatened by overfishing, it is also a tragic indicator of how severe the problem is.

The Shark Allies team has dedicated all resources and energy to raising awareness with the public, with regulatory agencies and with international conventions for more than 15 years. Seeing such momentum on the international stage is a testament to the tenacious work shark advocates are accomplishing around the world.



The global shark fin industry is being fought by many organizations around the world, each finding approaches to reduce or end the sale and transport of shark fins. It is through collaboration and coordination across borders that international action is achieved. We are proud to support our partners in Europe in their efforts:

The citizens initiative **Stop Finning EU** has reached the one million signatures required to mandate the EU parliament to address the fin trade with stronger regulations. The goal is an EU wide fin trade ban. Shark Allies was there during the kick-off in 2020 and has continuously supported this campaign.

Fly without Fins has been a very successful international campaign that focuses on cargo companies, asking them to stop transporting shark fins. To date more than 50 airlines have confirmed their ban on shark fins.

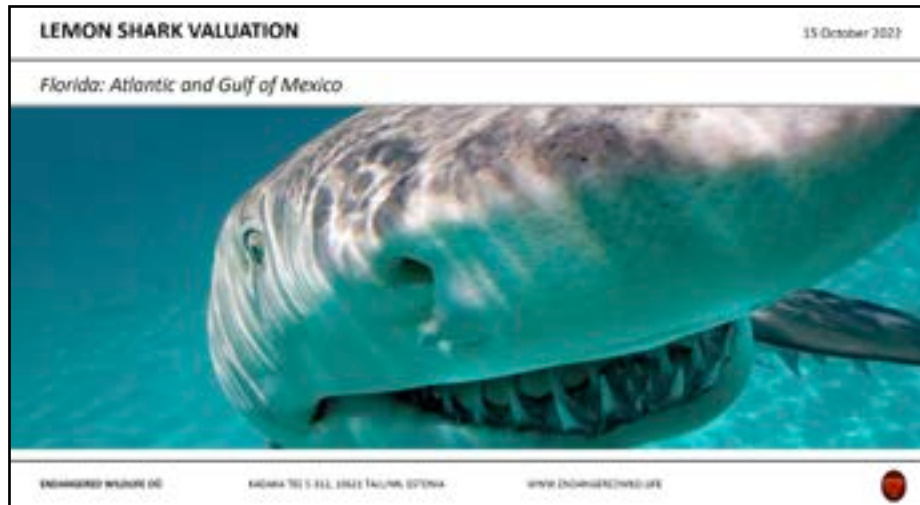


SHARK SPECIES VALUATION REPORTS

DOCUMENTING THE TRUE VALUE OF SHARKS

In 2021, Shark Allies entered into a partnership with Endangered Wildlife ÖÜ, 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, such as fins and shark oil, 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>



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

These values are calculated based on a set of values that does not yet include carbon sequestration. Once data is available, a 2.0 version of the reports will be published.

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.

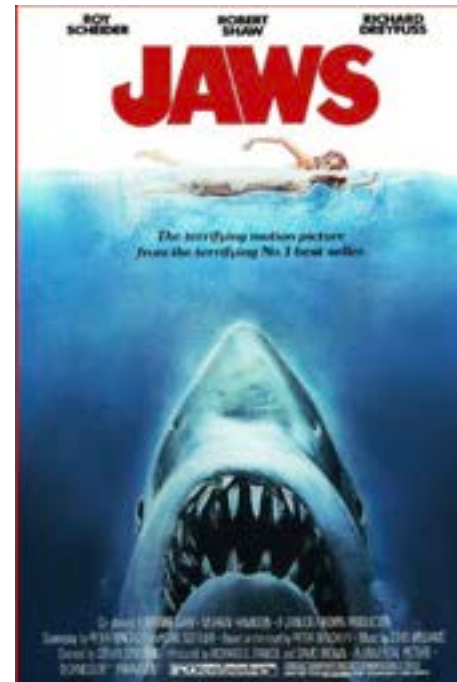
Our summary on some of the Entertainment industries biggest earnings based on the image of sharks:

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. With additional funding we will expand this report in 2023.

The intended outcome of these valuation reports is:

- to demonstrate the true economic numbers generated by sharks
- to make authorities and decision makers aware of the financial impacts of overfishing
- to bring tourism and the entertainment industry to the table as stakeholders in the decision making process and as investors



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 in*, 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 early 2023.

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 their transparency in how they list ingredients, how they label their products and, wherever applicable, to 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>

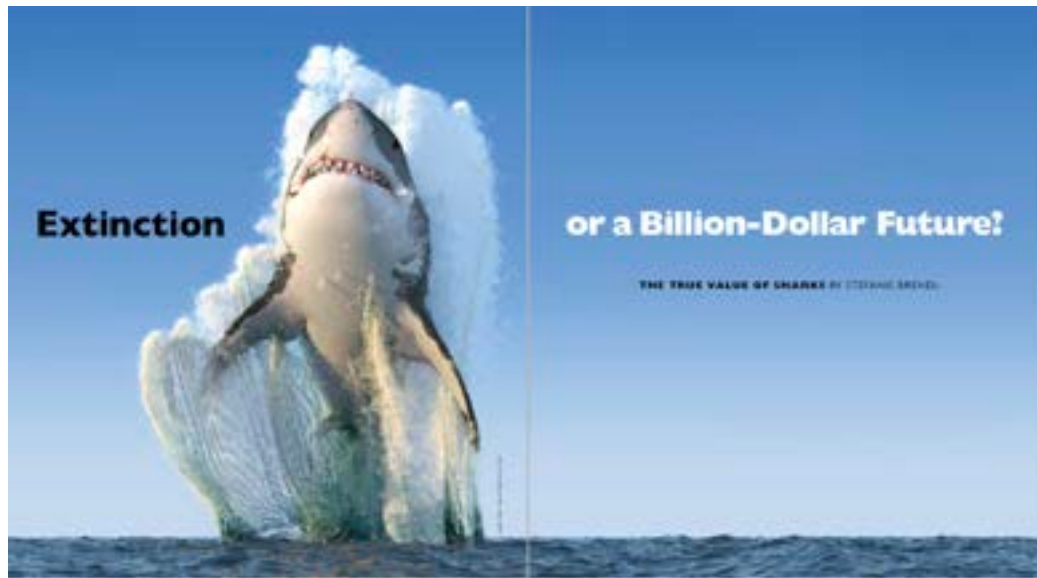
SHARKS IN PARADISE

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 2023 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 2023.



LIVE EVENTS: RAISING AWARENESS ABOUT SQUALENE PRODUCTS

EDUCATING AND ENGAGING THE PUBLIC

This summer, Shark Allies participated in a series of outdoor events that gave us great exposure to the Southern California crowd and that enabled us to raise awareness of the shark squalene issues.

SAN DIEGO - 6TH 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. Our focus this year was raising awareness of what squalene is and how to avoid buying shark-derived squalene. We featured some of our favorite companies that have made a conscious decision to produce only products made with plant-derived squalene. All customers were sent home with a gift bag of information and samples of products that are great for people while protecting the reefs and sharks.



LOS ANGELES

Another wonderful partnership has been developing with Gnarwhal Community Foundation in Los Angeles who will be hosting a series of public events at their locations. The first one was dedicated to educating customers about cosmetics and squalene use and we offered sustainable shopping guides. Going forward we have planned events at regular intervals as well as co-promotions with the company and the foundation.

ENGAGING HOLLYWOOD

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 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. something that has never happened before. On the Green Carpet of the EMA Awards 2022.



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. In 2023 we will be expanding our collaboration to the squalene and shark products campaign.



The time is right to combine the strategies of advocacy campaigns with powerful messengers that have reach beyond the conservation circles. 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 about many topics, including shark squalene. In addition to cosmetics and vaccines, we also investigated and reported on the use of squalene in pet foods and supplements, which has turned out to be another hidden market few consumers are aware of. 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.



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 Philipps, thanks to our July non-profit partner Shark Allies!



BROADENING THE SHARK CONSERVATION COMMUNITY BRINGING SHARKS INTO THE SUSTAINABLE BUSINESS CONVERSATION

The Valuation reports have peaked the interest of business leaders across the country. In 2022 Shark Allies Executive Director Stefanie Brendl, started engaging with the American Sustainable Business Network to tap into a different layer of society that could bring expertise and new ideas to the conservation movement. After a series of presentations Stefanie was invited to present at the ASBN Conference in San Diego. This was an exciting opportunity to elevate the squalene topic to a new audience that can have influence on manufacturers in the future. This collaboration will continue to expand in 2023.

The True Value of Sharks in a Regenerative Economy:

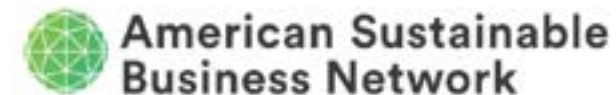
Description

Two shark-related case studies will set-up a discussion about innovative finance and technology strategies to shift businesses away from extraction and exploitation, a status quo that harms both ocean health and local communities. Stefanie Brendl, Founder and Executive Director of Shark Allies, will outline how sharks drive revenue in many industries, including entertainment, tourism and cosmetics. Stephanie will share how the tool of economic valuation has helped her change laws in Florida and elsewhere. Ashlee Cannady, Director of Technical Sales at Amyris, will talk about the challenges of marketing a biotech alternative to shark-derived squalene, widely used in beauty products and as a vaccine adjuvant.

The group discussion, moderated by Dr. Annarie Lyles, will explore whether we should get comfortable with pricing the priceless, and how to accelerate adoption of more sustainable products and technologies. Come prepared to learn and to help speed evolution of a more regenerative economy.

Speakers

- **Stefanie Brendl** (Speaker) Shark Allies, Executive Director
- **Annarie Lyles** (Speaker) Bio-Gist Ventures, LLC, Managing Director
- **Ashlee Cannady** (Speaker) Amyris, Director, Technical Sales



GROWING THE SHARK CONSERVATION COMMUNITY

MAKING SHARK CONSERVATION ACCESSIBLE & INCLUSIVE

Shark Cafe - An Inspiring and Positive Light on Dedicated Creatives

Over the past year and a half 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 2023 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. Some programs may look less urgent, but we feel the issues need to be addressed from many directions all at once. It's never a direct line to success. Sometimes we can get bogged down inside a big strategic plan and then only a small, seemingly disconnected action will create progress. 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.

EXPAND VALUATION REPORTS

- *Develop carbon values for each species/report*
- *Additional reports in key regions*

ENTERTAINMENT INDUSTRY CAMPAIGN

- *Value of sharks in E\entertainment, version 2.0*
- *Strategic partnerships in Hollywood*

SQUALENE CAMPAIGN

- *"Shark Free" label program/certification program*
- *Addressing shark squalene in pharmaceuticals*

ADDRESS SHARK FISHING TOURNAMENTS

- *Mobilize the public to end shark tournaments*
- *Engage with fisheries agencies*

SUPPORT PARTNER CAMPAIGNS

- *Share, collaborate and support*

SHARK FIN CAMPAIGN

- *Support EU fin ban*
- *Investigate possibilities in Central America*

INCREASE MEDIA AND PROGRAMMING

- *Expand conservation outreach during SHARK WEEK*
- *Big promotional push of valuation reports*

PROTECTING GUADALUPE ISLAND SHARKS

- *Monitoring, protecting the sharks in absence of dive boats*
- *Potential management plans to re-open the dive sites*

MEXICO CAMPAIGNS

- *Potential MPA development in several regions*
- *Expansion of shark tagging/tracking program*

BUILD COMMUNITY

- *Increase the capacity and network of the organization*