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Amazon Watch Ecuador Campaign

Draft Proposal/Confidential

Opportunity

A rare, transformative opportunity exists to achieve a major breakthrough in the oil industry for environmental accountability on a global scale. As usual, such opportunities bubble up from local battles that start small before taking on an outsized significance with important stakes; the Ecuador situation, which has been quietly moving forward for almost two decades, is one such example. If successful, this breakthrough can change how the oil industry operates by forging through economic incentives one global standard for environmental protection in oil industry operations around the world. It is possible via this campaign to move past the days when oil companies dump toxic-laden “water of formation” onto the lands of impoverished communities in places like Ecuador, Peru, and Nigeria while they re-inject it deep underground in the U.S. and Europe.

Two important elements, which create a unique combination that we never before have seen in our collective experience, now present themselves: 1) an existing and well-developed campaign structure based in the U.S., closely aligned with the Amazonian indigenous and farmer communities who are fighting for accountability in Ecuador’s Amazon, that is poised to move quickly to a higher level of combat and operational effectiveness; and, 2) the highly evolved mechanism of a lawsuit, with its own groundbreaking features never before seen in jurisprudence, that provide a vehicle for a legally-binding transfer of funds to the Amazonian communities for environmental restoration and health care that could save thousands of lives.

The Role of Amazon Watch

Amazon Watch (along with other campaigners such as RAN) can play a highly targeted and pivotal role in forcing a successful outcome in a way that the lawsuit or the communities themselves cannot do. This involves leveraging multiple pressure points on Chevron and its decision makers that will force the company to recognize its ethical and legal obligations in Ecuador. The decision making matrix of Chevron’s management and Board must change. Those individuals must be put in a position where, to survive intact in American society as a reputable company with a competitive edge, they will be forced to settle the lawsuit. By devising and carrying out a small number of high-value actions, a relatively small group like AW has the potential to get this entire effort to the necessary “tipping point” that will force Chevron to save Ecuador’s rainforest and its indigenous groups from the horrific contamination left by Texaco. A small investment of funds has the capability of producing an unprecedented transfer of wealth.

The Specifics

There are certain opportunities that AW is positioned to exploit, including the following:

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Pressure on Chevron's Board of Directors: Chevron has 14 members of its Board, all are particularly vulnerable to direct pressure and pressure via secondary targets to force company management to properly discharge its fiduciary duties on the Ecuador matter, and settle the case.

Chevron's Management: They live in the Bay Area with impunity, and they are architects of one of the worst human rights disasters on the planet. This must change. Personal comfort levels must be threatened.

Chevron's Shareholders: Continue work with large public pension funds and private funds to bring pressure on Chevron. Seek divestment threat or action.

Internet Asphyxiation: The images of Chevron and its decision makers must be defined in a way that is truthful and jams the advertising message of the company. This involves the creation of a series of sophisticated web sites and blogs that interconnect and dominate the ether with negative messaging tied to the Ecuador problem.

San Ramon Organizing: Creating a local task force in San Ramon that will be a constant and daily source of friction for Chevron in its employees.

Advertising Messaging and materials: The creation of an ad campaign, leveraging the pro bono assistance of experts and advisors, that jams Chevron's brand in a cost-effective way.

Paid Advertising: Targeted advertising in the San Ramon area on local cable and via guerilla activities.

Media relations: Hiring an effective media consultant to leverage the above activities into free media attention. This will included targeted media outlets on the Internet and social media.

Support network of influential individuals: Tiburon network, broadened to Bay Area and state of California.

Proposed Budget

AW proposes a rough budget of \$500,000 for nine months, and \$1m for 24 months, along the lines specified. Additional details will be provided as planning evolves.

Four additional campaigners @ 60k per year or 120k for 24 months: 480,000

Outside media relations person/firm @ 10k per month: 240,000

Ad Campaign, materials, paid advertising: 280,000

Total: \$1m

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