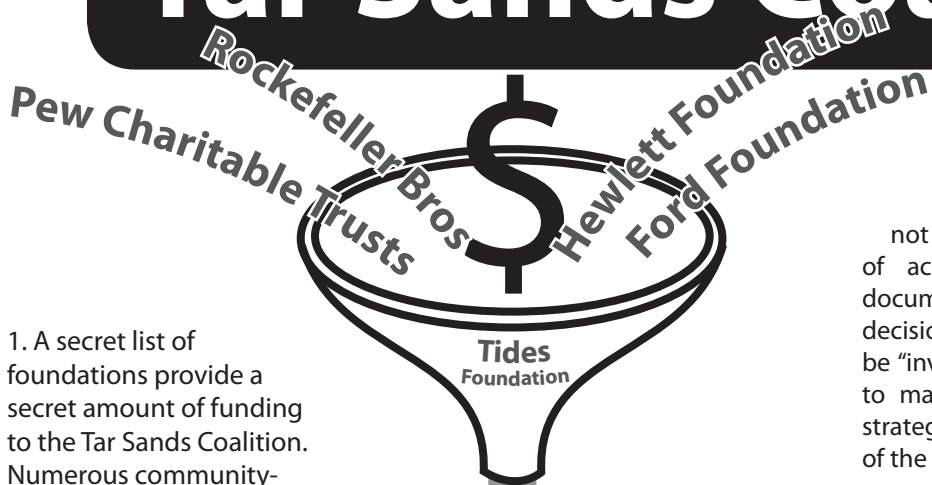


The secret structure of the Tar Sands Coalition



The North American Tar Sands Coalition, which has no official organizational structure, is not incorporated, and has no mechanisms of accountability. According to internal documents acquired by the *Dominion*, the decisionmaking structure is intended to be “invisible to the outside.” But the power to make funding decisions and formulate strategy is concentrated in precisely the part of the structure that intends to be “invisible.”

1. A secret list of foundations provide a secret amount of funding to the Tar Sands Coalition. Numerous community-level groups have been referred to the coalition when seeking funding. Foundation funding for tar sands work is effectively not available except through the coalition.

Tar Sands Campaign Steering Committee

Makes “all funding decisions,” explicitly intended to “remain invisible to the outside.”

Lead coordinator

Controls funding, strategic direction and employees.

Deputy coordinators (US & Canada)

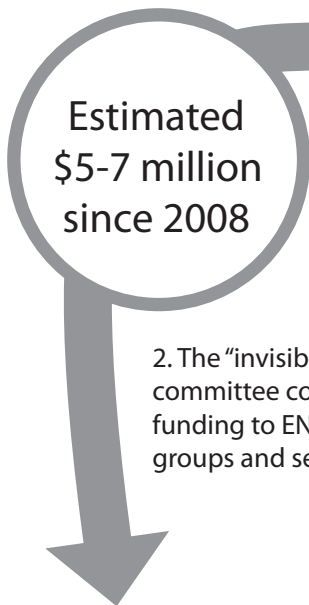
Michael Marx

The Lead Coordinator of the coalition is ForestEthics co-founder and current Corporate Ethics director Michael Marx. At ForestEthics, Marx coordinated the groups involved in the Great Bear Rainforest negotiations. At Corporate Ethics, Marx’s crowning achievement was a campaign that led to “high level discussions with Wal-Mart senior executives that helped to launch Wal-Mart’s environmental initiative.”

3. The coalition’s media coordinators “develop messaging” and “direct media opportunities to the appropriate groups.”

Media and “the Outside”

Media Coordinators
Set messaging, direct media to selected groups.



2. The “invisible” steering committee controls funding to ENGOs and groups and sets strategy.

Dan Woynillowicz

Deputy Coordinator, Canada. Woynillowicz is a Senior Policy Analyst with the Pembina Institute. Pembina receives money from Nexen and Suncor, among others.

Kenny Bruno

Deputy Coordinator, USA. Formerly with the Rainforest Action Network and Greenpeace, Bruno now works with Oil Change International.

Pembina Institute • Environmental Defense-Canada • ForestEthics • Ecojustice • Greenpeace • Sierra Club • Canadian Boreal Initiative • World Wildlife Fund • (and anyone else who wants funding...)

Member ENGOs