Advancing our Mission for People and Nature
July 2017 – June 2018
WWF-Malaysia (World Wide Fund for Nature-Malaysia) was established in Malaysia in 1972. Our mission is to stop the degradation of the Earth’s natural environment and to build a future in which humans live in harmony with nature. We advocate for the conservation of the nation’s biological diversity, ensuring that the use of renewable natural resources is sustainable, promote the reduction of pollution and wasteful consumption.

We conserve the nation’s biological diversity by conserving endangered species such as tigers, orangutans and marine turtles, and protecting our highlands, forests, rivers and seas. We ensure the sustainable use of natural resources and promote the reduction of pollution and wasteful consumption by undertaking scientific field research, public awareness campaigns, business and industry engagements, environmental education and advocacy work. We also collaborate with stakeholders from the local communities, public sector, the private sector and other civil society organisations to achieve our conservation goals.

Information updated as of June 2018

*Term of service completed as of July 2018

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WWF-Malaysia’s Governance

Patron
DYMM Paduka Seri Sultan Perak Darul Ridzuan,
Sultan Nazrin Muizzuddin Shah

President
Emeritus Prof Dato’ Dr Abdul Latif Mohammad*

Chairman
YAM Tunku Ali Redhauddin ibni Tuanku Muhriz

Who We Are and Governance

Who We Are is defined by What We Do

WWF-Malaysia Annual Review 2018

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Dear friends of WWF-Malaysia,

In May 2018, we Malaysians saw two firsts in our Federal Government: a peaceful transition witnessed and applauded by the world. This change which involved most states going through governmental changes, had brought with it many new faces, and reshuffled ministries. For the first time ever, we have a Ministry for climate change, in addition to Water, Land and Natural Resource. Since taking office, the Government has made amendments to the Paris Agreement, paying our commitment to the New York Declaration to scale down our greenhouse gas emissions, including focusing on renewable energy and increasing an energy efficiency bill. We urge the Government to follow through with these statements and work to address the critical issue of climate change – our future generations depend on the action that is taken now.

Ensuring access to affordable, reliable, sustainable and modern energy for all, is one of the 17 United Nations Sustainable Development Goals (SDGs) and WWF-Malaysia is committed to working with all stakeholders to ensure that this is achieved, whilst also mainstreaming environmental issues as well as drawing critical linkages to human well-being, and economic needs. This financial year, the state of Perak made a significant move by committing to strive towards achieving zero poaching by the year 2020 at a High Level Dialogue session. In Sarawak, the Priority Conservation Area map of Sarawak has been accepted by the Ministry of Urban Development and Resource Planning, and was subsequently agreed in principle by the Chief Minister of Sarawak in early 2018. The efforts of WWF-Malaysia, together with our various partners, came to fruition with the gazette of the Batek National Park on 8 November 2017. In addition, we called on urbanites to plant trees to mark the International Day of Forests celebrated globally on 21 March 2018 by highlighting the importance of forests and trees, as part of the essential landscape for humankind’s co-existence.

As WWF-Malaysia is the National Operator of the Eco-Schools program in Malaysia, we have been advocating the education of students and the public on sustainability and environmental conservation. Since 2011, a total of 62 awards (Bronze, Silver and Green Flag) have been given out to Eco-Schools in Malaysia for practicing green initiatives such as rainwater harvesting, hydroporphic planting and more. In total, ten schools have received the Green Flag award.

Last but not least, three Malaysian cities were selected as the national finalists of WWF’s One Planet Challenge in 2018. Universiti Malaya was selected by WWF-Malaysia and was awarded the Green Flag. Meanwhile, Penang, Petaling Jaya and Shah Alam have received the Green Flag award.

I first sat in the CEO’s desk of WWF- Malaysia during the 2008 financial crisis. The world was looking for a way out of the crisis that had a significant impact on Malaysia. As the Earth Hour initiative took off, and Twitter went global. It was the year Malaysians peacefully protested for fair elections. Elephants years later, we now have a new government. It reminds me to be hopeful in the face of seemingly impossible challenges.

In November 2017, we hosted a two-day conservation summit at the Royal Belum Rainforest Resort, Perak in conjunction with our 40th anniversary and the 10th year anniversary of the establishment of Royal Belum State Park. The summit was graced by His Royal Highness Sultan of Perak and Royal Patron of WWF-Malaysia, DYMM Paduka Seri Sultan Nazrin Muizzuddin Shah and His Royal Highness Prince Charles, The Prince of Wales and President of WWF-UK.

As a result, a resolution was established to support tiger conservation efforts in the Belum-Temengor Forest Complex. Collectively, the leaders pledged to support the Perak State Government on securing the Belum-Temengor Forest Complex as one of the nation’s most important tiger priority sites in Peninsular Malaysia, including achieving Conservation Assured | Tiger Standards (CA|TS) accreditation for the Royal Belum State Park, and enabling a well-equipped rapid response team to support the state’s commitment to zero poaching.

We also started the year of 2018 with a promise. We signed a Memorandum of Understanding (MoU) with Universiti Malaya Terengganu (UMT). They pledged to work together to long-term collaboration and conducting research on conservation of biodiversity in Malaysia.

We hope that the MoU will serve as a positive enabler of strong ties between WWF-Malaysia and UMT for the long run. Priority sites with high conservation values such as the Sulu Wettlands holds a wealth of diversity within it, and therefore, a comprehensive and science-based data can provide a strong base in contributing towards greater protection of this rich biodiversity.

As stewards of the planet, we need to encourage the next generation to conserve and care for our environment. We released two reports comparing and assessing the Roundtable on Sustainable Palm Oil (RSPO) and Malaysian Sustainable Palm Oil (MSPLO) certification schemes and standards.

I say congratulations to you for all your successes this year and thank you for giving me the honour and privilege of being part of the greatest organisation in the world. You have everything you need to make the greatest opportunity that this generation might provide the greatest opportunity that this generation might provide the greatest opportunity that this generation will make to solve the planet’s biggest environmental problems. You have everything you need to make the greatest opportunity that this generation might provide the greatest opportunity that this generation will make to solve the planet’s biggest environmental problems. You have everything you need to make the greatest opportunity that this generation might provide the greatest opportunity that this generation will make to solve the planet’s biggest environmental problems.

As many of the larger plantation companies are leading the way in terms of sustainable practices and the RSPO certification schemes, many more players are embracing sustainable practices, which includes going through the certification process, especially those left behind in their sustainability journey.

WWF-Malaysia Annual Review 2018

Chairman’s Statement

Tuanku As Redhaundedn ibni
Tuanmu Mahruiz
Chairman of WWF-Malaysia

CEO’s Foreword

Dato’ Dr Dionysius Sharma
Executive Director
CEO of WWF-Malaysia

Duration of service as the CEO: January 2007 - October 2018
The Royal Belum Perak-WWF Conservation Summit 2017

WWF-Malaysia played host to a two-day conservation summit held at the Royal Belum Rainforest Resort, Perak. The aim of this summit was to address conservation issues revolving around three key landscapes and issues – the Central Forest Spine/Tigers, the Coral Triangle and the Heart of Borneo.

On the second day during the roundtable session, the former Chief Minister of Perak, YAB Dato’ Seri DiRaja Dr Zambry Abdul Kadir read out The Royal Belum Declaration, a conservation resolution that affirms the state’s commitment towards tiger conservation in the presence of the guests of honour, His Royal Highness Sultan of Perak and Royal Patron of WWF-Malaysia, DYMM Paduka Seri Sultan Nazrin Muizzuddin Shah and His Royal Highness Prince Charles, The Prince of Wales and President of WWF-UK.

Earth Hour 2018

During Earth Hour on 24 March 2018, WWF-Malaysia collaborated with three cities – Majlis Bandaraya Melaka Bersejarah (MBMB), Majlis Bandaraya Petaling Jaya (MBPJ) and Majlis Bandaraya Pulau Pinang (MBPP) – to organise the Earth Hour Night Walk. These walks, which raised funds for our conservation efforts, were aimed at inspiring everyone to ‘connect2earth’: connect with the environmental issues that they personally care about, while taking action to live more sustainably. The events also highlighted the efforts of the cities to create greener, cleaner and more sustainable cities to benefit all residents and visitors.

MBMB joined the municipal councils of Alor Gajah, Hang Tuah Jaya and Jasin to participate in WWF’s One Planet City Challenge (OPCC) for the 2017 to 2018 cycle, making Melaka the first state in Malaysia to be a fully OPCC registered state by Earth Hour 2018. Kota Kinabalu City Hall, Kuala Lumpur City Hall and Shah Alam City Council also participated in OPCC 2017/18, aimed at inspiring governments to create more sustainable cities.
Education for Sustainable Development Programme

Programme Overview

Over the past decades, WWF-Malaysia has been a strong advocate of environmental issues. Our education programme started back in 1977 and has undergone numerous changes, evolving from a programme that aimed at building awareness to one that attempts to transform citizens into sustainability champions.

Our Education for Sustainable Development (ESD) programme promotes competencies like critical thinking and making decisions in a collaborative way. It includes key issues from the Sustainable Development Goals (SDGs) into teaching and learning; for example, sustainable cities and communities, biodiversity, poverty reduction, and responsible consumption and production.

The programme will strive to ultimately create a future generation of youths, students, communities and local authorities – who adopt sustainable lifestyles through education and learning, contributing towards SDGs.

Success Stories

Youth Assembled for a Sustainable Future

WWF-Malaysia’s Foundation for Environmental Education (FEE) EcoCampus team organised the second edition of the youth conference – Building Bridges for Sustainable Consumption and Production (BB4SCP 2.0) at Mall of Medini, Johor Bahru.

Themed Food and Fashion, 114 youth delegates from 12 countries attended the conference to learn about sustainability from the industry experts, bloggers, and sustainable business owners.

The conference was aligned with the Sustainable Development Goals (SDGs) which aims to end poverty, reduce inequality and protect the planet. During the conference, the youth delegates took part in field visits, a community service project, composting and upcycling old clothes classes, and many other hands-on activities.

Youths Come Together for Turtle Conservation

Community engagement and education (CEE) is a function that supports conservation programmes, which works with indigenous and local communities to ensure more effective and inclusive conservation outcomes.

Outreach and awareness activities are key to encouraging positive attitudes and behaviours among communities, and this is precisely what the WWF-Malaysia Marine team in Kudat have been focusing on, under its CEE strategy. For instance, the first ever island-based Marine Turtle Festival within Tun Mustapha Park was organised by Kelab Belia Tigabu (KBT) and WWF-Malaysia on Tigabu Island.

Around 60 students from Sekolah Kebangsaan Pulau Tigabu were engaged in interactive learning activities on turtles and the importance of turtle conservation. Thanks to the relentless efforts of the KBT members, more than 1,000 turtle hatchlings from the Tigabu-Tambilan-Kukuban Island Complex were released in the 2017 nesting season.

It is hoped that this festival and turtle conservation activities will spark a sense of awareness and ownership among the villagers, a deeper appreciation of turtles and understanding the importance of protecting them.

Youth Dedicated Earth Day to Pak Belang

WWF-Malaysia’s storytelling platform, Sambang@WWF dedicated Earth Day to the plight of the Malayan Tiger this year. Hundreds of young adults came from all across Malaysia to witness their fellow friends taking the stage to speak passionately about one of the world’s most iconic wildlife.

Held each year in conjunction with the Global Earth Day, the event aims to engage and transport the students’ mind to stories on poverty, haze, wildlife poaching, shark finning and Malayan tigers (this year’s dedicated story).

The half day event at Sunway Nexis, Kota Damansara also brought together WWF-Malaysia and partners to share their initiatives on how to reduce and better manage waste, such as practicing waste segregation at the source, and their effort to actively find environmental-friendly solutions and innovations.

Paving Ways to become Smart and Sustainable Cities

WWF-Malaysia is very proud that more cities stepped up to participate in the One Planet City Challenge (OPCC) this year. The biennial competition aims to recognise and reward cities for developing infrastructure, transport and mobility solutions to create a low-carbon and climate-resilient future.

Three out of seven Malaysian cities – Kuala Lumpur, Shah Alam and Melaka were selected as national finalists. Melaka city was recognised for their river rehabilitation project while Kuala Lumpur invested heavily on its public transportation network. Shah Alam on the other hand, embarked on biodiversity initiatives by setting up urban parks within the city centre.

The cities were evaluated by their level of ambition and innovation for a low carbon development. After much deliberation by the panel of juries, the city of Melaka became the national winner. Melaka was also the first state in Malaysia where all the city councils participated in the challenge.

Sustainable Development Survey 2018

WWF-Malaysia and partners are embarking on a survey to find out the level of environmental awareness among Malaysians. The survey aims to determine the awareness of four areas (environment, social, economy and culture) related to sustainable development in addition to the knowledge and attitudes about the environment among Malaysians. The first survey was completed 10 years ago, hence the findings will pave the way for our organisation to progress to the next level implementation of our ESD plans. Visit www.wfmy-esd.com/esdsurvey2018 to fill up the survey.

LEFT: Asya Aleeya speaking about the plight of Malaysia’s most iconic wildlife – Pak Belang. RIGHT: Expert speakers sat down together to enlighten participants about tiger conservation efforts in our country.
Heart of Borneo Programme

Programme Overview

The Heart of Borneo (HoB) Initiative is a transboundary collaboration of the three Governments of Brunei Darussalam, Indonesia and Malaysia to conserve and sustainably manage the biodiversity, ecosystems and natural resources in the HoB.

Since the beginning, WWF-Malaysia and WWF-Indonesia have been actively supporting the three Governments to implement the Initiative, while working closely with national and regional key partners to adopt, implement and build strong synergies around the four pillars of our work in Borneo:

1. Promotion of policy frameworks that recognise, incentivise and report natural values;
2. Transformation of corporate business behaviour to address impacts on natural resources;
3. Engagement and empowerment of civil society, local communities and indigenous peoples over natural resource management and well-being to secure a sustainable future;
4. Protection of priority species and habitats.

Success Stories

HoB Elephant Corridors Secured to Improve Connectivity for Transboundary Elephant Population between Sabah and North Kalimantan

For many decades, elephants have been roaming through the narrow forest corridors connecting Sabah and North Kalimantan in search for food and shelter. While the Bornean elephants typically inhabit the central and southern range of Sabah, North Kalimantan is the only remaining shelter for elephants in Indonesia. Therefore, the connectivity between North Kalimantan and Sabah is vital to the survival of these gentle giants.

The Letter of Intent on the south Sabah-North Kalimantan HoB elephant corridor signed between the Sabah Wildlife Department, Sabah Forestry Department and WWF-Malaysia during the International HoB Conference on 8 November 2016 had led to the signing of a Memorandum of Understanding (MoU) in the following HoB Conference on 24 October 2017, a year later. This was a positive step forward in our efforts to conserve the transboundary Bornean elephant population in the southern part of Sabah. The MoU agreement indicated the willingness between the signatories to secure and protect the key elephant habitat in the transboundary area through better cooperation and effective implementation of the corridor. It also serves as a precursor to the transboundary work between Malaysia and Indonesia.

Following the MoU, WWF-Malaysia conducted wildlife surveys at the Forest Management Unit (FMU) 25 situated at the south of Sabah bordering North Kalimantan and produced a report on recommendations for High Conservation Value (HCV) areas in the FMU 25 which was then submitted to Sabah Forestry Department. We also co-organised a study visit in February 2017 with WWF-Indonesia and the WWF HoB Leader to bring Sabah’s government officials to North Kalimantan.

As a result of the MoU and the survey, the Sabah Forestry Department is committed to setting aside WWF’s recommended elephant corridors for the transboundary project and possibly the areas found to have HCV such as areas with the presence of orangutan. The population of orangutans in FMU 25 appears to have been isolated from the closest significant population to the north of FMU 25 (the central forest reserves), as these two areas are separated by the Kalabakan highway, thus making it a distinct and significant conservation unit deserving full protection. Although the number of orangutans are low compared to other major orangutan populations in Sabah, FMU 25 was identified as one of the climate refuge habitat for orangutans in Borneo. This area deserves protection.

The Future

In ensuring a protected corridor for the elephants to traverse the border for years to come, WWF-Malaysia will have to work hand in hand with WWF-Indonesia and various stakeholders. Further joint meetings between both governments will be conducted and facilitated by WWF before the twelfth HoB trilateral meeting in 2018, whereby the outcomes from the joint meetings will be reported during the trilateral meeting. This will form the basis for fundraising for the transboundary cooperation.

Species captured on camera traps

Species of significant conservation concern (found in the FMU 25) were the Bornean elephant and Sumatran tiger. These species are classified as Endangered in the IUCN Red List; as well as the Banteng and the Orangutan. Species found in the FMU 25 (found in the FMU 25) were the Bornean elephant and Banteng. These species are classified as Vulnerable in the IUCN Red List.

Camera Traps set up (November 2017-February 2018)

1,309 Nights setting up the traps

28 Camera Traps set up

21 Species captured on camera traps
Marine Programme

Programme Overview

Malaysia’s marine environment is globally significant and an integral part of the Coral Triangle. It supports a number of flagship and spotlight species, including marine turtles, tuna, reef and pelagic sharks, humphead wrasse and corals, and falls within three Global 200 Ecoregions (Andaman Sea, Sulu-Sulawesi Seas and the Greater Sundas Mangroves).

The marine environment is under enormous pressure due to overfishing, overcapacity, the use of non-selective and destructive fishing gears, land conversion, wildlife poaching and trafficking, as well as climate change. WWF-Malaysia’s Marine Programme aims to bring everyone together through collaborative efforts with government agencies, local communities, businesses and the public by implementing three strategies towards sustainable use of marine resources, protecting important and threatened marine habitats including coral reefs and mangroves; as well as saving endangered species.

Success Stories

Management Plan of Tun Mustapha Park (TMP)

Formalised

The TMP Memorandum of Understanding (MoU) was signed on 18 September 2017 to formalise Sabah Parks and WWF-Malaysia’s collaboration for the next eight years in ensuring TMP is effectively managed.

In December 2017, the TMP Management Plan was finalised after a long period of preparation since 2011. The finalised TMP Management Plan was presented at the first interim Steering Committee Meeting on 5 February 2018, where it was endorsed for implementation. WWF-Malaysia has been listed for inclusion in the new TMP Steering Committee and play a significant role in influencing the effective management of TMP.

Better Chance for Turtle Hatching

In Melaka, the poaching rate has shown a reduction from 29% to 18.3% in 2017 from the 2016 baseline. The collaborative monitoring of ranger’s (turtle guardians) performance with the Department of Fisheries has yielded lower poaching rate. Rangers are rewarded for their good performance and a ranger who is going into retirement was recognised in a session officiated by the State Fisheries Director.

WWF-Malaysia also drafted an action plan for Padang Kemunting Turtle-Friendly Village, which will be implemented to promote and create awareness for hawksbill turtle conservation work.

Reducing Illegal Fishing through Enhanced Collaborations

In collaboration with Sabah Parks and Department of Fisheries Sabah – through a consultative process with the tourism industry and local communities, WWF-Malaysia developed a local response plan for coral bleaching in Semporna.

Besides that, an Anti-Fish Bombing meeting with enforcement agencies Eastern Sabah Security Command (ESSCOM), Marine Police and Malaysian Maritime Enforcement Agency was held in Semporna. The agencies support collaborative effort on Education and Awareness Programmes, formation of a committee for Anti-Fish Bombing in the Semporna District, and setting an information-sharing platform to shorten the communication process from local communities to enforcement agencies for more efficient response to fish bombing activities.

Terengganu Joins Proper Planning and Management of Marine Resources

WWF-Malaysia has commissioned Universiti Malaysia Terengganu (UMT) to conduct a study on formulating governance solution for the State of Terengganu to initiate Marine Spatial Planning (MSP). The final report of this study was presented to the State’s Town and Regional Planning Department (PLAN Malaysia) and State Economic Planning Unit (EPU) of Terengganu. Both institutions were happy and enthusiastic with the proposed recommendations. They requested to conduct a site visit to learn MSP in Semporna and send an invitation to meet and discuss with Town and regional Planning Sabah (TRPD), Sabah Parks and the Semporna District Officer. This paved a way for MSP to be established in Terengganu.

The implementation of MSP in Terengganu will contribute to the strategy of conserving and effectively managing marine and coastal ecosystems in Malaysia. This is done through identification and protection of critical habitats including mangroves and coral reefs in Terengganu.

WWF-Malaysia organised a roadshow at Tawau Airport in conjunction with World Turtle Day, aimed at reducing the demand of wildlife trade and consumption. The event caught the attention of the new Minister of Agriculture and Food Industry Sabah, YB Junz Wong who shared it on his social media platform.

In other efforts to combat turtle poaching, camera traps were deployed at seven turtle poaching hotspots within Semporna Priority Conservation Area.

Meanwhile, WWF-Malaysia co-hosted Day 2 of the United States Pacific Command Maritime Environmental Security Workshop on 13 September 2017 with a theme on Maritime Wildlife Security. Speakers at the workshop presented an overview of wildlife and conservation status in Sabah and the region, its legal aspects, threats and challenges. A proposal on measures to strengthen enforcement capacity in addressing turtle poaching was submitted to the organisers for funding and implementation.

The official launch for Wedding without Fins, held on 26 June 2018, was graced by YB Yeo Bee Yin, the Minister of Energy, Science, Technology, Environment and Climate Change (MESTECC) and Member of Parliament for Bakri; as well as YB Dr Ong Kian Ming, Member of Parliament for Sembilan. This showed their unwavering support towards a fin-free dining culture. Thirty-five individuals from hotels and wedding professionals participated in WWF-Malaysia’s Wedding without Fins project, committing to encourage soon-to-be wedding couples to adopt fin-free weddings and business to phase out shark fins and promote alternatives.
**Peninsular Malaysia Terrestrial Conservation Programme**

**Programme Overview**

The Peninsular Malaysia Terrestrial Conservation (PMTC) Programme covers three landscapes and strives to ensure that Peninsular Malaysia’s forests, wildlife and freshwater ecosystems are valued, conserved and sustainably managed for the long-term benefits of human and nature.

The Freshwater landscape focuses on water security in Klang Valley and wetlands conservation in Setiu Wetlands, Terengganu. The Protected Areas landscape covers the water catchment forests of Ulu Muda in Kedah and Fraser’s Hill in Pahang, with the aim of getting them gazetted as protected areas. The Northern Banjaran Titiwangsa landscape covers the research, monitoring and patrolling of the Belum-Temengor Forest Complex.

**Success Stories**

**High-Level Dialogue on Enhancing Tiger Conservation in the Belum-Temengor Forest Complex**

Key officials and leaders from various stakeholder organisations in Perak met at a high-level dialogue on enhancing tiger conservation in the Belum-Temengor Forest Complex in July 2017. Organised by WWF-Malaysia, the objective of the dialogue was to deliberate on enhancing current efforts to protect the Malayan tiger.

The dialogue, which was also attended by the former Chief Minister of Perak, YAB Dato’ Seri DiRaja Dr Zambry Abdul Kadir and His Royal Highness Sultan of Perak, DYMM Paduka Seri Sultan Nazrin Muizuddin Shah, saw open discussion and sharing of information from all parties, particularly in addressing poaching and the illegal wildlife trade.

As a key outcome, the state committed to achieving zero poaching by 2020.

**Gazetteetment of Setiu State Park**

The gazetteetment of the 432.4 hectares (ha) state park in Setiu Wetlands came into effect in May 2018, representing the first phase of the state park gazetteetment using the Enactment of Terengganu State Park 2017. This is a significant milestone resulting from WWF-Malaysia’s continuous advocacy jointly with various partners for protection of the wetlands.

In June 2018, the Terengganu Tourism Department (State Park Division) engaged WWF-Malaysia’s assistance in facilitating the stakeholders’ consultation to frame the management plan scope during the Setiu Wetlands State Park Management Plan Workshop.

Our involvement in the consultation process for the Special Area Plan (SAP) for Setiu Wetlands by PLANMalaysia complements our effort for improved protection and management of the wetlands. Some inputs from WWF-Malaysia’s High Conservation Value (HCV) assessment have been included in the SAP.

**Kedah Cycles and Runs for Ulu Muda**

WWF-Malaysia’s first ever cycling and running event, the Kedah Cycle and Run for Water (KCRFW) 2017 was successfully organised in Alor Setar, Kedah in November 2017. Her Royal Highness, Yang Teramat Mulia Tunku Fatimah binti Almarhum Sultan Ahmad Shah, Tunku Temenggong Kedah (wearing an orange jacket), during the launching of Kedah Cycle and Run for Water 2017 at Amanah Mill Resort.

Approximately 800 Malaysians participated in KCRFW 2017, and showed their commitment to conserving freshwater in the Ulu Muda Forest Complex. The event was an initiative to encourage greater awareness on the importance of Ulu Muda and its vital ecosystem services that enable the continuous growth of the state and the nation.

In view of the decline of tigers and increase of snaring by foreign poachers, WWF-Malaysia has kick-started an initiative called ‘Project Stampede’, which will enable more patrol units to sweep the forest and remove snares. Project Stampede’s patrol teams will primarily consist of the Orang Asli, who will be trained to carry out patrolling, remove snares and collect data on poaching.

Although they do not have enforcement powers, they will act as the eyes and ears for the enforcement authorities and will report poaching incidents to aid enforcement operations. The continuous presence of these teams is hoped to deter the poachers, besides providing the indigenous communities with an alternative livelihood over the project period. The project aims to roll out ten patrol teams comprising of at least 50 members. Hence, additional funding, especially over the long-term, will be needed to sustain this initiative.

**The Fate of the Our Iconic Tiger**

Globally, tiger numbers have increased compared to estimates from 2010. Nepal has also recently succeeded in doubling their tiger numbers. Malaysia on the other hand, has only seen a decline in tiger numbers in the past decade. The fate of the Malayan tiger is worse than expected. It is therefore important that protecting Malayan tigers becomes a national priority and a collective responsibility of all Malaysians. Join us in our mission and lend your voice for tigers today.
Policy and Climate Change Programme

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Framework Convention on Climate Change and the Second Efforts as stakeholders, particularly on the preparation of national government on environmental issues through engagement and thought leadership. WWF-Malaysia participated as a panelist at the CSO-SDG Alliance and the Asian Strategy Leadership Institute (ASLI)-Centre for Public Policy Studies (CPPS) joint roundtable on “The Reform Agenda and the Role of Civil Society” in June 2018, raising the importance of managing natural capital as a fundamental part of sustainable development. WWF-Malaysia also joined a loose coalition of the CSOs called the CSO Platform for Reforms, submitting suggestions for institutional reforms to the Institutional Reforms Committee, as well as attended and presented about natural capital at a historic event where 25 parliament backbenchers engaged with CSOs over tea. The event was chaired by Datuk Safuddin Abdullah who thereafter was appointed as the Foreign Minister.

Success Stories

Sustainable Development

The Sustainable Development Goals (SDGs) are 17 goals set by the United Nations as part of their Agenda for Sustainable Development 2030. Apart from working on the SDGs within the WWF network, WWF-Malaysia is a member of the local Civil Society Organisations for Sustainable Development Goals (CSO-SDG) Alliance which works together to engage and work with the Federal Government on the SDGs. As part of the Alliance, WWF-Malaysia met with the Economic Planning Unit (EPU) in January 2018 to give feedback on the government roadmap on achieving the SDGs by 2030, and participated in several public forums jointly organised by the Alliance and other partners to highlight the interlinkages between the 17 goals.

WWF-Malaysia also attended, as part of the WWF network delegation, the United Nation’s High Level Political Forum on Sustainable Development (HLFP) in New York in July 2017. Amongst other things, we followed events where Malaysia’s national delegation participated, including the presentation of Malaysia’s Voluntary National Review of progress on the SDGs. At the HLFP, WWF-Malaysia with other members in attendance from the Alliance had a dialogue with the then EPU Minister, was a speaker in a side event and promoted ecosystem and biodiversity integration into SDG implementation.

An important aspect of the SDG implementation is marine governance. An oceans conference was held at the international level, while at the local level, WWF-Malaysia had the opportunity to engage with the local champion on the issue of marine plastic pollution, Her Royal Highness Tengku Zatashah Idris.

Climate Change and Nature

WWF-Malaysia continues to work on promoting nature based solutions in addressing climate change through continued engagement and participation at various events. This includes ongoing involvement in national government efforts as stakeholders, particularly on the preparation of the Third National Communication to the United Nations Framework Convention on Climate Change and the Second Biennial Update Report. In addition, WWF-Malaysia was invited by the government to participate in the World Future Energy Forum 2017 in Aston, Kazakhstan and presented on the immense but hidden value of our biodiversity.

WWF-Malaysia staff also contributed as Lead and Contributing Authors to the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services (IPBES) Regional Assessment of Biodiversity and Ecosystem Services in Asia Pacific, one of four regional assessments launched by IPBES in March 2018. These assessments provide credible, peer-reviewed information on:

- How nature’s contributions to people affect economies, livelihoods, food security and good quality of life;
- The current status, trends and future dynamics of biodiversity and ecosystem services in the region, including pressures driving changes to biodiversity; and
- The actual and potential impacts of policies and actions on the contributions of nature to economies, livelihoods food security and good quality of life.

The report is aimed at a wide spectrum of decision makers, including government and business leaders, civil society groups, indigenous people, women’s groups and even individual households.

We also provided inputs for the Mid Term Review of the Eleventh Malaysia Plan on how WWF-Malaysia’s work contributes to achieving our national development agenda.

Engagement with New Government

Following the historical change in governance in May 2018, WWF-Malaysia has worked to influence the new government on environmental issues through engagement and thought leadership. WWF-Malaysia participated as a panellist at the CSO-SDG Alliance and the Asian Strategy Leadership Institute (ASLI)-Centre for Public Policy Studies (CPPS) joint roundtable on “The Reform Agenda and the Role of Civil Society” in June 2018, raising the importance of managing natural capital as a fundamental part of sustainable development. WWF-Malaysia also joined a loose coalition of the CSOs called the CSO Platform for Reforms, submitting suggestions for institutional reforms to the Institutional Reforms Committee, as well as attended and presented about natural assets at a historic event where 25 parliament backbenchers engaged with CSOs over tea. The event was chaired by Datuk Saifuddin Abdullah who thereafter was appointed as the Foreign Minister.

The Path Ahead

WWF-Malaysia’s policy team continues to engage strongly on SDG implementation in the country in an integrated manner and advocates protecting nature to not only preserve Malaysia’s status as a mega-biodiverse rich nation, but to also provide cost effective, nature based solutions, to addressing the pressing issues posed by climate change.

2020 is a year that is of immense significance for Malaysia and the globe. With the renewal of some global commitments and the coming into force of the Paris Agreement, momentum has to be built for strong action to change the trajectory of our carbon emissions. We hope our supporters can also take on the role of change agents and speak up for nature within their circles of influence to secure a sustainable future for all Malaysians and the world.
WWF-Malaysia is involved in the revision of the Tabin Wildlife Reserve (TWR) management plan which was first developed in 1994 and is since outdated. TWR is the largest lowland dipterocarp forest left in the east coast of Sabah, home to many of Sabah’s iconic but endangered species, such as the clouded leopard, banteng and orangutan.

As a result of WWF-Malaysia’s engagement, the Tabin Management Committee, comprising of members of various state agencies, industry players and NGOs, was revived to advise and decide on the direction for TWR’s objectives and conservation activities.

Since the initiation of the revision, many engagement and consultations were carried out with various parties to put together a cohesive plan to better manage the natural resources within and around the protected area. When completed in 2019, the management plan will serve as a guidance for TWR as it plays a significant role not only in forest and wildlife conservation, but also for climate change mitigation.

Expert Assessment Group for Green List (EAGL) Formed

WWF-Malaysia was at the forefront of the formation of the EAGL. The group, consisting of nine members – two of whom are from WWF-Malaysia, was successfully formed in September 2017 and trained by the International Union for Conservation of Nature (IUCN) and Accreditation Services International in October 2017.

EAGL marks an important milestone for Malaysia as one of the group’s roles is to assess any protected areas that are aiming to go for green-listing under the IUCN Green List of Protected and Conserved Areas. In Sabah, having protected areas green-listed will mean that protected areas are able to achieve the highest, internationally recognised standards for having good governance, sound design and planning, effective management and successful conservation outcomes.

Sabah Forestry Department’s PROTECT now Enforced on the Ground

The Protected Area Operational and Tactical Enforcement Team (PROTECT) that WWF-Malaysia helped set up is now actively conducting enforcement on the ground. More than 21 operations have been carried out over the past year on wildlife crime, where offenders were arrested and prosecuted. With the establishment of PROTECT, it is envisioned that poaching and wildlife trade will reduce in Sabah.

Coming Up:

Living Landscape Programme

WWF-Malaysia will soon embark on a Living Landscape Programme, where it aims to use Sabah’s Jurisdictional Approach to remove deforestation, peat conversion and social exploitation from the supply chain of agricultural and forest production.

Through the programme, WWF-Malaysia will cover two important regions in Sabah – the Sugut River Basin and the Tawau region – where it aims to protect remaining forests, ensure the sustainable production of agricultural and forestry goods, and restore habitat that are critical for connectivity through an overarching landscape approach.
**Programme Overview**

The Sarawak Conservation Programme aims to increase the health of forests and ecosystems in identified priority conservation areas to benefit humans and wildlife. Our work consists of creating and maintaining hydrological and wildlife corridor connectivity to connect protected areas thus increasing ecological integrity; advocating increased coverage of protected areas and improving their management effectiveness; advocating for good management of forest resources through certification and good governance, empowering local communities as co-stewards in conservation and raising conservation awareness through public engagement programmes. Besides that, we work closely with government, private sectors and other non-governmental organisations (NGOs) to improve the state’s natural resources management.

**Success Stories**

**Greening Degraded Land and Conserving Orangutan through Gaharu**

*How can gaharu tree (agarwood) help conserve orangutan habitat?*

Termed “Beginning of a Journey”, this project is carried out at Rumah Manggat, Batang Ai to demonstrate that gaharu tea can provide a competitive alternative livelihood without having to clear the forest. WWF-Malaysia works with Forest Department Sarawak to transform degraded land into gaharu tea farm. Regarded as the gatekeeper to orangutan habitat, the forest surrounding Rumah Manggat plays an important role as a buffer zone to Batang Ai National Park. Villagers and volunteers from near and far have planted a total of 11,000 gaharu seedlings on degraded land, which in 3-5 years’ time, can be harvested to generate sufficient income for the communities. The project, planted on six hectares at Ulu Menyang landscape, will take pressure off the conversion of the larger 43,000 hectares of forested orangutan habitat.

**Cleaning Up River in Long Semadoh – The Lifeline of Communities**

The communities in Long Semadoh together with WWF-Malaysia came together on finding long-term solutions to address indiscriminate rubbish disposal into the river. The Canada Fund for Local Initiatives provided support for a short-term six-month project. Throughout the period, WWF-Malaysia collected baseline data through a behavioral perception survey in 12 villages, surveyed the amount of rubbish generated from sample households, and collected river water quality data. The results were presented in a final workshop facilitated by WWF-Malaysia. The communities favoured environmental awareness programmes to be held as they felt this was important to know about proper and alternative waste disposal methods, to be followed by sessions on educating them on waste segregation and composting. This project contributed to the early phase of the 2017-2020, three-year strategy that was developed together between WWF-Malaysia and Forum Masyarakat Adat Dataran Tinggi Borneo (FORMADAT) or Alliance of the Indigenous Peoples in the Highlands of Borneo.

**Heart of Borneo Highlands Eco Challenge (HoBHEC) Second Edition**

The second edition of the HoBHEC was held successfully in July 2017. Compared to the first edition, HoBHEC II expanded to cover three regions, namely Sabah, Sarawak and North Kalimantan. Organised by FORMADAT, this edition saw an increase in participation, attracting 18 adventurers from across Malaysia. The event helped promote the history and culture, and showcased community stewardship in the conservation of headwaters, the source of water for their rice fields. As in the past, the event was possible with the key support from WWF-Malaysia, together with other partners that included Forest Department Sarawak, Sarawak Energy Berhad, Sarawak Museum Department and other NGOs.

**Continued efforts and collaborations with various partners led to the gazettlement of Baleh National Park in November 2017, totaling 66,721 hectares. This contributed 6.7% to the 1 million hectares target for collective Totally Protected Areas (TPAs) in Sarawak.**

In Kuba’an-Puak Corridor project, the Community Representative Committee (CRC) and Sustainable Forest Management (SFM) Liaison Committee platforms were successfully established. This will empower the community in their decision-making process for SFM. A memorandum of agreement between the CRC and Borlin FMU was signed, signifying one of the key achievements for this project that promotes co-benefit sharing. The successes are captured in a coffee table book entitled “The Kuba’an-Puak Story – Journey Towards A Green Corridor”, published in collaboration with Forest Department Sarawak and supported by the German Federal Ministry of Food and Agriculture.
**Sustainable Markets Programme**

**Programme Overview**

The Sustainable Markets Programme (SMP) is an initiative by WWF-Malaysia to transform industries into producing goods and services in ways that avoid damaging natural systems. We work closely with key commodity producers, government agencies, financial institutions, smallholders, certification agencies, manufacturers, companies and consumers to encourage the adoption of sustainable practices in the production of commodities that affect forests, freshwater, marine systems and the global climate. In line with the WWF’s Theory of Change, we work together with major companies with the biggest impact on commodity demand and harness the power of finance to influence their business practices. This gives us a real opportunity to shift the commodity market and reduce impacts from unsustainable production, in an effort to achieve zero deforestation and reduce greenhouse gas emissions.

**Success Stories**

**The Sustainable Palm Oil Community (SPOC) Teh Tarik Sessions**

The SPOC is a unique multi-stakeholder platform that aims to help companies using, trading, producing or growing palm oil to embark on a journey towards certified sustainable palm oil. The objectives of SPOC are to improve technical capacity and drive sustainable practices among Malaysian companies involved in palm oil, create an open platform to discuss related issues, and to raise publicity and public visibility on good practices by these companies.

The first Teh Tarik session was organised to raise awareness among the media, practitioners, government agencies and other stakeholders on the benefits of FSC certification, and to raise awareness among these companies to take the first step towards becoming certified. The second Teh Tarik session was held on 26 April 2018 in conjunction with the second Sustainable Palm Oil Community (SPOC) Conference.

**The High Conservation Value Forest (HCVF) Toolkit for Malaysia**

WWF-Malaysia through SMP, is a co-funder for the development of the National Interpretation (NI) of the High Conservation Value (HCV) Common Guidance on HCV identification and sits in the steering committee that is responsible for its development. Following from this, the HCVF Toolkit for Malaysia was finalised and made available to the public in the second half of 2018.

The HCVF Toolkit aims to provide an overview of the practical guidance available to forest managers and other stakeholders to identify, manage, and monitor HCVFs in Malaysia as specified by various national and international standards of forest management. Initially developed by the Forest Stewardship Council (FSC) for use in forest management certification, this toolkit was the outcome of various stages of review and consultation, which WWF was an integral part of.

**Collaboration with the International Centre for Education in Islamic Finance (INCEIF) and Bank Negara Malaysia (BNM)**

WWF was invited by the INCEIF to consult on the development of general Guiding Principles and Standards (GPS) and sector-specific guidelines developed as part of BNM’s Value-Based Intermediation (VBI) for Islamic banks. An MOU was in the process of being signed to formalise this role, which outlines WWF’s consulting role on the GPS development, and its role in organising capacity-building workshops for banks participating in the VBI at a later date.

WWF was also invited by BNM to participate in developing a scorecard that, as part of the VBI, assesses Islamic bank contributions to the “Triple Bottom Line” of People, Planet and Prosperity. This entailed providing expert views on the Triple Bottom Line and a set of operational matters relevant to sustainability. WWF’s inputs will influence the development of a baseline score for nine Islamic banks, which their progress will be benchmarked against during the next assessment period under the scorecard process.

WWF-Malaysia was appointed the official Knowledge Advisor for the multi-racial Kumpulan Wang Persaraan (Diperbadankan) [KWAP] Inspire: Environmental Conference 2018, a role that involved creating the conference agenda and recommending speakers. The two-day conference discussed climate change risks in investment, innovative approaches to green finance, as well as food production and supply chain sustainability, among others. Among the speakers were renowned explorer Sir Robert Swan, the first person in history to walk to both the North and South poles, and Eric Usher, Head of the United Nations Environment Program Finance Initiative.

Through engagements with organisations such as MAMEE Double Decker, Boh Plantations and Excelvite, SMP successfully convinced them to explore the idea of switching their packaging to FSC-certified materials. Boh has since changed all its external packaging to be FSC-certified and MAMEE is working closely with suppliers to develop FSC-certified potato chips canisters.
Conservation Partnership Scheme

What is the Conservation Partnership Scheme (CPS)?

The CPS is WWF-Malaysia’s initiative to empower societies, organisations and communities to make a lasting and purposeful difference for conservation work in Malaysia.

Under the scheme, a maximum of RM15,000 is granted, on competitive basis, for each successful applicant, allowing for partners to jumpstart their environmental or social causes that complement WWF-Malaysia’s conservation efforts.

Since its establishment in 2015, the CPS has worked with 20 organisations around Malaysia. Projects range from conserving turtle nesting beaches in Semporna to educating urban youth in Klang Valley about climate change. It is our hope that the civil society movements facilitated by the CPS will result in more partnerships, synergies, and also increased capacities and expertise for better conservation.

The Opportunity Continues

The CPS opens its door to interested applicants annually. The grant is open to all community-based organisations (CBOs), non-governmental organisations (NGOs), social enterprises and research institutes which are committed to nature conservation. Successful applicants are selected on a competitive basis.

We welcome and greatly appreciate support from organisations or individuals who would like to join us in empowering these societies, organisations and communities. For any inquiries, please contact us at my.pdm@wwf.panda.org

Some of the Success Stories

The Malaysian Youth Delegation (MYD)

The MYD is a youth organisation that foresees the importance of getting the involvement of the public especially the youth into climate change negotiation process for a better future. In view of the lack of youth representation in this cause, especially in climate change negotiations and policy making; MYD has taken upon the task to build up youth capacity in this field. Under the CPS, MYD had organised several training series and a forum called the MYD Post-COP23 Forum which discussed the outcome of the recent 23rd Conference of Parties (COP23). The forum created a platform for different stakeholders (i.e. government official, non-governmental organisation and the youth) to have an open discussion on the outcome of COP23. Throughout the project, MYD has shown that with passion and a clear vision, you can achieve just about anything.

Kelab Belia Anak Taritipan (ANBATAR)

ANBATAR is the name given by our CPS recipient for their youth club centred in the small village of Taritipan in the Manudu Bay, Sabah. As natives of the area, they have seen how logging has ravaged their once pristine mangroves. Hence, stemming from the love for their natural heritage, ANBATAR had taken the initiative to introduce a more sustainable livelihood through mangroves and wetlands eco-tourism. With the support from the CPS grant, they have renovated their KUBENA building which serves as an operation centre for the members as well as information centre for visitors. In an effort to revive the wetlands to its former glory, they have successfully built a nursery and a monitoring station for mangroves seedlings. These seedlings will be planted in suitable areas along the wetlands. The perseverance and effort demonstrated by the club is inspirational to say the least.

Kudat Turtle Conservation Society (KTCS)

The KTCS is no stranger in the field of turtle conservation nor to the communities around Kudat, Sabah. Founded in 2011 under the tagline “Their Future is in Our Hands”, today the society is going strong rallying support and spreading awareness on the importance of conserving sea turtles and its habitat. Their project under CPS was to collect data on the population of sea turtles at Pulau Lampu while increasing the involvement of local communities in environmental conservation through scientific data collection on the turtle population and landings. Pulau Lampu is an important nesting area for sea turtles. The ultimate objective is to create a baseline from which a management plan to set up a sea turtle conservation site in this area can be established. KTCS had conducted many training sessions with community members in relevant skills such as data analysis, underwater survey and sea turtles tagging.

Sustainable Markets

WWF-Malaysia can guide your company to adopt sustainable business practices to optimise your triple bottom line: People, Planet and Profit.

Employee Engagement

WWF-Malaysia offers customised Corporate Social Responsibility programmes and talks for your employees, which enhances their understanding of the importance of sustainable development while inspiring them to embrace greater environmental citizenship.

Donations in Kind

Contributions in kind mean cost savings for WWF-Malaysia, ensuring that more of our funds — your donations — go directly to our conservation projects.

Project Sponsorship

Long-term financial support offers security and continuity for projects that help conserve endangered species and our natural resources as well as educate future leaders and boost the livelihoods of local communities.

Brand Licensing and Promotion

The WWF panda logo is one of the world’s most recognised brands and co-branding will help to extend consumer goodwill to your products.

For queries, please email corporaterelations@wwf.org.my

Thank you.
Where We Work
## Financial Report

### Income

<table>
<thead>
<tr>
<th>Source</th>
<th>FY2017</th>
<th>FY2018</th>
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<tbody>
<tr>
<td>Donations Received</td>
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<td>28,911</td>
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<tr>
<td>WWF Network Grants</td>
<td>9,429</td>
<td>12,168</td>
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<tr>
<td>Events, Promotions &amp; Merchandise Sales</td>
<td>309</td>
<td>234</td>
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<tr>
<td>Interest Income</td>
<td>811</td>
<td>878</td>
</tr>
<tr>
<td>Others</td>
<td>808</td>
<td>30</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>38,055</strong></td>
<td><strong>42,220</strong></td>
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### Expenditure

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<tr>
<th>Category</th>
<th>FY2017</th>
<th>FY2018</th>
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<tbody>
<tr>
<td>Conservation expenditure</td>
<td>27,016</td>
<td>30,834</td>
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<tr>
<td>Marketing expenditure</td>
<td>6,872</td>
<td>7,753</td>
</tr>
<tr>
<td>Administration &amp; Finance expenditure</td>
<td>2,370</td>
<td>2,245</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>36,258</strong></td>
<td><strong>40,831</strong></td>
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### Net Surplus / (Deficit) for the year

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<thead>
<tr>
<th>Year</th>
<th>FY2017</th>
<th>FY2018</th>
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<tbody>
<tr>
<td><strong>Total</strong></td>
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<td>1,389</td>
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### Conservation Expenditure

<table>
<thead>
<tr>
<th>Region</th>
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<tr>
<td>Marine</td>
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<td>7,827</td>
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<tr>
<td>Sabah Terrestrial</td>
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<td>4,853</td>
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<td>Sarawak</td>
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<td>Sabah Reforestation</td>
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<tr>
<td>Sustainable Markets</td>
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<td>2,240</td>
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<tr>
<td>Capacity Building and Communications</td>
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<tr>
<td>Conservation Technical Support</td>
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<td>996</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>27,016</strong></td>
<td><strong>30,834</strong></td>
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*The above is an abridged version of our financial report. For the full version of the audited report, please refer to wwf.org.my/about_wwf/who_we_are/financial_statement

### Income Growth

<table>
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<th>Year</th>
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<td>FY2016</td>
<td>37,778</td>
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<td>FY2017</td>
<td>38,055</td>
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<tr>
<td>FY2018</td>
<td>42,220</td>
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### Conservation Expenditure Growth

<table>
<thead>
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<th>Year</th>
<th>RM'000</th>
</tr>
</thead>
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<td>FY2015</td>
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<td>FY2017</td>
<td>27,016</td>
</tr>
<tr>
<td>FY2018</td>
<td>30,834</td>
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Mr Ken Pushpanathan  
Chairman of Finance, Operations & Audit Committee
We thank all donors who could not be listed here.

Please visit wwf.org.my to see the full list of donors.
Why we are here
To stop the degradation of the planet’s natural environment and
to build a future in which humans live in harmony with nature.
wwf.org.my