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WWF
World Wide Fund for Nature Malaysia
10th Floor Wisma Damansara
P.O. Box 10769
50724 Kuala Lumpur
Tel No: 03-255 4444
Fax No: 03-254 0346
THE PRESIDENT’S REVIEW

1988-89 was a momentous year for WWF Malaysia. I am pleased to report that it was a year of beginnings as well as progress on all fronts of our work.

On the financial side, we are reporting on an 18-month period, as we have agreed to adjust our financial year to commence in July, together with WWF International. This is in line with WWF International’s commitment to draw closer together our family of 28 organisations and affiliates the world over.

From January 1988 to June 1989, WWF Malaysia enjoyed good financial support from individual and corporate sponsorships, donations and mutually beneficial promotions. Total income for the period was RM1,844,553 which included a special grant of RM21,250 and international grants of RM464,572.

Work was undertaken on 56 projects and the sum of RM1,198,816 was allocated to 45 new or on-going projects.

A priority project, the Conservation Strategy Project involves WWF drawing up conservation guidelines for each state. This project provides WWF the opportunity to interact with government officials and, should the occasion arise, participate as a scientific advisor in the policy-making process.

The strategies primarily address the subject of sustainable use of natural resources and the identification of protected areas within the frame of the economic, political and social environments.

We have completed Conservation Strategies for eight states in Malaysia and work has already started on a strategy for Kelantan.

Of the RM600,000 targeted for the "Save The Turtles" Campaign, we raised just over RM311,000 last year. This sum was spent on projects such as the drawing up of a National Plan for Malaysian Sea Turtle Conservation, the establishing of a model turtle sanctuary at Rantau Abang and producing a turtle chart for distribution to all schools.

This year, the second RM300,000 will be used to finance several other conservation projects.

In education, WWF continued to work closely with the Ministry of Education. To assist the training of teachers for the environmental subject, "Alam dan Manusia" ("Man and Environment"), WWF sponsored 12 key teachers to attend an environmental teaching course in United Kingdom.

WWF is helping these teachers assemble a handbook and resource kit to meet the urgent need for interesting teaching material in Baha’i Malaysia.

WWF published the first colour-illustrated book "Pengenalan Burung-Burung Malaysia" and donated 2,500 copies to all schools with free copies for school clubs.

With concern for the environment growing daily, WWF is frequently called upon by both government and private sectors to assist on environmental matters. The increased demands on our time and energies prompted us to increase the number of staff to 28 and continue, whenever possible, to train new personnel, particularly in the field sciences.

Out of this concern has grown the Langkawi Declaration On The Environment which was initiated by the Malaysian Government and subsequently endorsed by all Commonwealth Heads of Government.

In essence, the Langkawi Declaration outlines the joint responsibility for the sustenance of the environment for future generations and calls upon world governments to act to halt the degeneration of natural resources.

WWF would like to declare unequivocal support for the Declaration as we share the same aims.

Since its inception in 1972, WWF has raised RM8,837,520 and allocated RM6,660,000 to 201 conservation and education projects.

Though WWF has achieved some measure of success over the years, there is undoubtedly much more work to be done. Even as you read this, the earth is increasingly warmer, the ozone layer is thinning, our oceans are being polluted, vast tracts of forests are being felled and animal species are lost forever. Indeed, we have a lot to do.

In the coming year, WWF has singled out priority conservation and education projects which will enable us to address some of the most pressing issues which face us. Our target is to raise RM2 million to fund these projects. We would like to request our contributors to be especially generous this year.

We are still in a position to make a difference. If we choose to disregard our responsibility for this earth, than we have to live with the fact of a devastated, derelict world for future generations. Short term gains, long term devastation or discriminate development and life for humankind – we still have a choice.

Tan Sri Khir Johari
President

ONE
STATEMENT OF ACCOUNTS

SUMMARY OF THE ACCOUNTS 1988/89
(18 MONTHS)
Where Our Income Came From:

<table>
<thead>
<tr>
<th>INCOME SOURCE</th>
<th>AMOUNT</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>International Grants</td>
<td>MR 464,572</td>
<td>25.2</td>
</tr>
<tr>
<td>Companies</td>
<td>MR 413,925</td>
<td>22.4</td>
</tr>
<tr>
<td>Promotion &amp; Sales</td>
<td>MR 289,787</td>
<td>15.7</td>
</tr>
<tr>
<td>Individuals</td>
<td>MR 267,040</td>
<td>14.5</td>
</tr>
<tr>
<td>Foundation Grants</td>
<td>MR 207,980</td>
<td>11.3</td>
</tr>
<tr>
<td>Government Grants</td>
<td>MR 128,316</td>
<td>7.0</td>
</tr>
<tr>
<td>Interest</td>
<td>MR 72,915</td>
<td>4.0</td>
</tr>
</tbody>
</table>

TOTAL                     MR 1,844,535

How We Spent Our Income:

<table>
<thead>
<tr>
<th>EXPENDITURE</th>
<th>AMOUNT</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Available for Future Projects</td>
<td>MR 471,638</td>
<td>25.6</td>
</tr>
<tr>
<td>Conservation Projects</td>
<td>MR 619,593</td>
<td>33.6</td>
</tr>
<tr>
<td>Education Projects</td>
<td>MR 222,051</td>
<td>12.0</td>
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<tr>
<td>Training Projects</td>
<td>MR 83,247</td>
<td>4.5</td>
</tr>
<tr>
<td>Other Projects</td>
<td>MR 19,780</td>
<td>1.1</td>
</tr>
<tr>
<td>Fund Raising &amp; Publicity</td>
<td>MR 159,194</td>
<td>8.6</td>
</tr>
<tr>
<td>Administrative</td>
<td>MR 269,032</td>
<td>14.6</td>
</tr>
</tbody>
</table>

TOTAL                     MR 1,844,535

INCOME AND EXPENDITURE ACCOUNT 1988/89
(18 MONTHS)

INCOME
Donations from Corporations  MR 413,925
Donations from Foundations  MR 207,980
Donations from Individuals  MR 267,040
Government Grants           MR 128,316
International Grants        MR 464,572
Sale of Conservation Promotion MR 67,661
Materials and Services       MR 212,113
Income from Commercial Promotions MR 72,915
Interest                    MR 10,013
TOTAL                       MR 1,844,535

EXPENDITURE
Project Expenditure ex M'sian funds
Conservation Projects       MR 526,612
Education Projects          MR 152,473
Training Projects           MR 66,032
Other Projects              MR 14,705

Project Expenditure ex Int'l funds
Conservation Projects       MR 92,981
Education Projects          MR 69,578
Training Projects           MR 17,215
Other Projects              MR 5,075
Fund Raising & Publicity Expenses MR 159,194
Administrative Expenses    MR 269,032
Balance available for future projects MR 1,372,897
TOTAL                       MR 1,844,535

How we spent our income.

Summary of the accounts
1988/89 (18months)

<table>
<thead>
<tr>
<th>How our income has grown</th>
</tr>
</thead>
<tbody>
<tr>
<td>Malaysian Ringgit</td>
</tr>
<tr>
<td>(Millions)</td>
</tr>
<tr>
<td>1986/87</td>
</tr>
<tr>
<td>1985</td>
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<td>1901</td>
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<td>1900</td>
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</tbody>
</table>

Two
WWF's mission is to achieve the conservation of nature and ecological processes by:

- preserving genetic, species and ecosystem diversity;
- ensuring that the use of renewable natural resources is sustainable both now and in the longer term, for the benefit of all life on earth;
- promoting actions to reduce pollution and the wasteful exploitation and consumption of resources and energy;

WWF's ultimate goal is to stop and eventually reverse the accelerating degradation of our planet's natural environment, and help build a future in which humans live in harmony with nature.

LANGKAWI DECLARATION ON THE ENVIRONMENT

The Langkawi Declaration On The Environment expresses the deep concern and responsibility of the Commonwealth nations towards the environment and contains a resolution for immediate and positive actions to halt progressive deterioration which will result in permanent and irreversible damage and threaten the well-being of present and future generations.
National nature conservation dominates WWF’s work. While recognising that environmental problems are global, WWF Malaysia's conservation programmes are geared very much to answering national needs and problems.

From January 1988 to June 1989, WWF Malaysia carried out 27 conservation projects, with a further 10 getting underway up to March 1990. Forests, turtles (a comprehensive report on pages 10 and 11) and the sustainability of natural resources were issues on which WWF focused on during the period 1988/89.

Some of the focus projects were:

**Project 3262:**
WWF Strategy for Tropical Forest Conservation in Sarawak – RM30,486

A team of ecologists from WWF Malaysia and WWF International analysed and checked forestry statistics and management policies and practices in Sarawak. Based on these findings, an international policy for WWF’s rainforest conservation in Sarawak was drawn up, outlining general principles and 32 action points on how WWF could assist the Sarawak authorities conserve the state’s forests.

This report has already been used by a team of experts who assessed national forests in Sarawak for the International Tropical Timber Organisation (ITTO) in the first half of 1990.

**Project MYS 148/88:**
Environmental Action Plan for North Selangor Swamp Forest – RM30,228

Fund悠闲 by WWF Malaysia, this project was led by the Asian Wetland Bureau (AWB) of Universiti Malaya. The objective was to produce an environmental action plan for the peat swamp forests of northern Selangor.

The peat swamp areas are valuable for fish and other wildlife, timber and non-timber products and use in water management. WWF believes that if these areas are lost, the result could be periodic droughts in the adjacent rice-growing areas and occasional major floods in Sabah Bernam and Kuala Selangor districts, in addition to loss of native flora and fauna.

The report was accepted by the Selangor State Government in early 1990.

**Project 3001:**
Situation & Management of the River Terrapin in Tropical Asia – RM52,607

A WWF International effort to assess the status of river terrapins (known as "tuntuq") in Malaysia throughout tropical Asia.

As Asia’s first tuntuq sanctuary was established in 1967 on the Perak river, this project sought to assess and build upon Malaysian experience to protect this species which is on the verge of extinction in some parts of its range. Specific recommendations for two new turtle sanctuaries in Terengganu have resulted from this study.

**Project 161/89 and 3829:**
Conservation Strategy Kelantan – RM506,964

Having completed Conservation Strategies for 7 states and the Kuala Lumpur Federal Territory, WWF is now working on the Conservation Strategy for Kelantan which is funded by the Kelantan State Government and WWF International.

Broadly, these Strategies provide integrated plans for sustainable development - that is getting the best out of forests, rivers, coastal areas without depleting or destroying their natural bounty.

Project MYS 160/89:
Conservation Strategy Malaysia Implementation – RM57,536

As a follow-up to the completion of Conservation Strategies, WWF assigned one Scientific Officer to assist State Governments to implement their Strategies.

Project 158/89:
A Tourism Feasibility Study for the Kinabatangan Wildlife Sanctuary – MR23,316

With support from the Sabah State Government, WWF undertook a survey of an area on the Kinabatangan River to ascertain its potential as a sanctuary and for wildlife tourism. In the report that was prepared the area was highly recommended: not only is the river journey very scenic but the area teems with wildlife such as orang-utans, elephants, monkeys and the endangered Proboscis Monkey that is unique to Borneo.

Project MYS 138/88:
Coastal Aquaculture Plan Selangor – RM86,000

Mangrove forests are vitally important to the production of inshore fisheries as fish nurseries and feeding areas, yet many have been cleared to establish commercial aquaculture ponds. This project funded by the Selangor State Government sought to identify coastal areas where aquaculture schemes could be established without danger to the natural mangroves. This study, coordinated by WWF Malaysia was undertaken by the Asian Wetland Bureau (AWB).
1. The WWF Policy on Rainforest Conservation in Sarawak outlines points on how WWF can assist the State Government in the conservation of rainforests.


3. Field surveys are important to WWF's conservation work.

4. Proboscis Monkeys are unique to Borneo and are one of the important subjects of WWF's work.
WWF's objective in environmental education is to train people to be both capable of and willing to choose lifestyles and behaviour which result in the environment maintaining itself as a productive and supportive ecosystem. During the last two years, the focus has been on Curriculum Development for schools. An effective curriculum takes students beyond the level of learning about ecology or making them aware of environmental concerns to that of interacting with the environment themselves and assessing their impact. It trains them to develop investigative, evaluative and action skills in the problem-solving and decision-making process.

Along these lines, WWF Malaysia developed two major projects which have been well-received by the target groups.

Project 3876: Environmental Education for Primary Schools – MR86,704
Under the funding for this project, a group of 12 key teachers and education officers were selected to attend a training course on Environmental Education in United Kingdom. On completion of the course, these teachers jointly submitted a report outlining the ways to improve environmental education in Malaysia.

Two recommendations received immediate action by the Ministry of Education and WWF Malaysia.

(i) Establishment of a model field training centre for environmental education
The main purpose of the centre is to train teachers how to conduct environmental activities using the resources available from their surroundings.

WWF will provide the technical support in the establishment of the centre. An experienced field environmental educationist will be seconded to the Ministry for a two-year period to train the local staff of the centre. The Ministry is currently locating a suitable site for the centre.

(ii) Production of resource kits for environmental education (with special reference to the "KBSR - Alam & Manusia" subject)
Environmental education is a new topic for teachers in Malaysia. It was felt that there is a lack of local teaching materials available. The key teachers are working on the production of a set of resource kits which include teaching guides to assist teachers.

Project 3828: Sarawak Conservation Education Programme – MR189,876
This project provided the funding to employ two Sarawakian graduates seconded to the Sarawak Forest Department as Education Officers. The two component programmes of the project are:

(i) School Programme
The programme involves designing suitable field activities on environmental education for young people at Sebangok Forest Reserve and Bako National Park. These activities have been compiled into a comprehensive guide book to help teachers conduct nature-orientated activities. The project also involves the training of trainee teachers of the Batu Lintang Teacher Training College in Kuching.

On-going and Proposed Education Projects:

<table>
<thead>
<tr>
<th>Project</th>
<th>MR</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>MYS 149/89 Mobile Education Unit</td>
<td>36,479</td>
<td>Funded</td>
</tr>
<tr>
<td>MYS 128/88 Education Officer for Sabah Nature Club</td>
<td>44,106</td>
<td>Funded</td>
</tr>
<tr>
<td>MYS 132/88 Production of &quot;Pengenalan Burung-Burung Malaysia&quot; Book</td>
<td>55,000</td>
<td>Funded</td>
</tr>
<tr>
<td>MYS 155/89 Turtle Education Chart for Schools</td>
<td>18,000</td>
<td>Funded</td>
</tr>
<tr>
<td>Production of Environmental Education Resource Books for primary schools</td>
<td>60,000</td>
<td>Funds Required</td>
</tr>
</tbody>
</table>

At all times various new educational projects are in the course of elaboration for which funding is sought.
1. "Introduction to Birds of Malaysia", the first fully colour-illustrated book on birds in Bahasa Malaysia aims to promote interest in nature among young Malaysians.

2. President WWF Malaysia presenting 2,500 copies of "Introduction to Birds of Malaysia" to Deputy Minister of Education, Dr Leo Michael Toyoh for free distribution to all secondary schools in Malaysia.

3. Teachers attending an environmental education course in United Kingdom.

4. Teachers developing environmental educational materials for use in the KBSR curriculum.

5. WWF education officer conducting teacher training courses in environmental education at Bako National Park, Sarawak.

6. WWF rural education programme in Sarawak involves discussion with rural people on methods for the sustainable harvesting of natural resources.

7. WWF Malaysia produces a wide variety of educational resource materials.

8. Teaching young people about our wildlife.
During the period January 1994 to December 1995, WWF Malaysia was active in several conservation and education activities in Peninsular Malaysia, Sabah, and Sarawak. A budget allocation of MYR 2,681,987 was provided, the majority of which was allocated to the Fund's professional staff. WWF Malaysia is action-oriented and makes strides in the field of conservation education and awareness.

WWF Malaysia's mobile education unit visits schools daily throughout the school year.

Field training sessions are provided for key school teachers concerned with environmental education.

WWF Malaysia provides funds and recommendations for environmentally acceptable aquaculture projects.

WWF Malaysia's exhibition unit is widely used to inform the public of the need for natural resource conservation.

Posters and schoolroom charts are produced in various language versions on a variety of subjects.

As part of the Conservation Strategy Kelantan, WWF scientists studied the use of elephants in the logging industry.
‘On behalf of the Sabah Ministry of Tourism and Environmental Development, WWF has undertaken a study to establish a protected area for the rare Proboscis Monkey where tourists can view this unique animal.’

‘Malaysia’s most endangered species, the Sumatran Rhinoceros is the subject of on-going field investigations.’

‘The Red Leaf Monkey is one of the animals that feature in a study of the effects of logging in hill forest in Sarawak.’

‘Malay Civet – under Project MYS 152, WWF in association with the New York Zoological Society is undertaking a wildlife survey of Sarawak.’

‘In Sarawak, WWF is undertaking a project for the conservation of wetland habitats.’

‘In association with the Sarawak Forest Department, schoolchildren are introduced to a wide variety of nature topics.’
“SAVE THE TURTLES”
CAMPAIGN 1989/90

In 1989, WWF Malaysia launched a two-year campaign to prevent the extinction of the four species of sea turtles nesting on Malaysian shores. An estimated 2,000 Leatherback turtles nested annually on the east coast of Peninsular Malaysia in the late 1950’s. During the 1989 nesting season, this number had decreased to about 50. This decline also applies to the green turtle, hawksbill and olive ridley – the other three species of sea turtles that nest on our beaches.

WWF Malaysia aims to raise a sum of RM600,000 for sea turtle conservation and education projects in Malaysia. Generous donations from the Malaysian public, the corporate sector, international grants and joint corporate fund raising programmes totalled RM311,000 last year. Your support and contributions are still needed to help raise another RM300,000 for the 1990 projects.

WWF Malaysia appeals to all Malaysians in both the public and private sectors to support this campaign. The corporate sector has an especially vital role to play. WWF requests companies to adopt individual projects, sponsor publicity materials or to propose innovative commercial joint-promotions to raise funds for the campaign.

PROJECTS CARRIED OUT – 1989

<table>
<thead>
<tr>
<th>Project No</th>
<th>Description</th>
<th>Amount (RM)</th>
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</thead>
<tbody>
<tr>
<td>3868</td>
<td>Sea Turtle Conservation National Plan Year I</td>
<td>163,527</td>
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<tr>
<td>MYS 151/89</td>
<td>Model Turtle Sanctuary Terengganu</td>
<td>117,326</td>
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<tr>
<td>MYS 155/89</td>
<td>Turtle Education Chart for Schools</td>
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<tr>
<td>MYS 157/89</td>
<td>Sea Turtle Awareness Campaign</td>
<td>11,500</td>
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<td></td>
<td>Total</td>
<td>310,353</td>
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</table>

NEW PROJECTS – 1990

<table>
<thead>
<tr>
<th>Project No</th>
<th>Description</th>
<th>Amount (RM)</th>
</tr>
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<tbody>
<tr>
<td>3868</td>
<td>Sea Turtle Conservation: National Plan Year II (1990)</td>
<td>106,644</td>
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<tr>
<td>MYS 167/90</td>
<td>Model Turtle Sanctuary Terengganu: Year II</td>
<td>39,000</td>
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<td>MYS 168/90</td>
<td>Terengganu Sea Turtle Conservation</td>
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<td>MYS 178/90</td>
<td>Sea Turtle Awareness Campaign: Year II</td>
<td>21,032</td>
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<td>MYS 179/90</td>
<td>Turtle Tagging Programme</td>
<td>2,980</td>
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<td>MYS 180/90</td>
<td>Management of Marine Turtle Hatchery in Melaka</td>
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<td></td>
<td>Training Manual for Sea Turtle Management Malaysia</td>
<td>15,000</td>
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<td>Public Service TV Turtle filmlet</td>
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<tr>
<td></td>
<td>Information brochures for the general public &amp; tourists</td>
<td>10,000</td>
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<td>Total</td>
<td>277,675</td>
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</tbody>
</table>
"Save the Turtles Campaign 1989/90"

1. Four species of marine turtles visit Malaysian shores.
   a. Giant Leatherback
   b. Hawksbill
   c. Olive Ridley
   d. Green Turtle

2. Model Turtle Sanctuary at Rantau Abang, Terengganu

3. Green turtle hatchery at Chendor, Pahang

4. Collection of detailed information is an important aspect of work to save the turtles.
CONSERVATION AND BUSINESS SPONSORSHIP

HOW A MUTUAL BENEFIT PARTNERSHIP WITH WWF MALAYSIA CAN PROFIT YOUR COMPANY

Sponsorship is not altruistic, but a business relationship of mutual benefit to all parties, designed to satisfy the defined objectives of each. WWF Malaysia takes a business-like attitude to commercial sponsorships. Two important environments – your Business and Nature – benefit when your company works with WWF Malaysia. Our preference is to work with brand leaders who have a commitment to help Malaysia’s natural heritage. Together we can share the credit.

Commercial sponsorship of WWF Malaysia’s projects has been successfully created and used in:

INCREASING CORPORATE AWARENESS

Malaysia Airlines, Petronas, TDC and WWF Malaysia have jointly co-sponsored an exclusive coffee table book entitled “Wild Malaysia”. The book, which features the beautiful and exotic natural heritage of Malaysia, will be launched in September 1990 in conjunction with “Visit Malaysia Year 1990”. The WWF Malaysia-endorsed book contains spectacular pictures taken by world-famous photographer Gerald Cubitt and a text written by Dr Junaidi Payne, a WWF Malaysia project executive. Copies of the book will be circulated worldwide by the co-sponsors to promote Malaysia.

Shell Companies in Malaysia commissioned WWF Malaysia to produce an exclusive range of corporate festive cards. WWF Malaysia responded by choosing specific nature motifs for each festival, i.e. endangered cranes for Chinese New Year, wild flowers for Hari Raya, rare pheasants for Deepavali and symbolic doves for Christmas. The beautiful cards proved to be very popular with Shell Malaysia’s clients and patrons. At the same time, WWF Malaysia used the opportunity to highlight nature awareness messages on the cards.

RETAIL PROMOTION

Witaco Corporation, the franchise holder for Turtle Wax products in Malaysia, joined hands recently with WWF Malaysia in a unique retail promotion scheme to save endangered marine turtles. A nationwide promotion was launched whereby for each Turtle Wax car freshener sold, WWF Malaysia received a royalty for the “Save the Turtles” Campaign.

Children have a natural affinity for wildlife. Figurine Panini in association with WWF Malaysia produced for the retail market a very popular Wildlife Collector’s Album. The album enabled children to learn about endangered species around the world.

BRAND AWARENESS/ENCOURAGEMENT OF BRAND LOYALTY

Kandos’ brand awareness amongst Malaysia schoolchildren will increase substantially when the newly-sponsored Mobile Education Unit is put on the road in the next two months. The highly popular Kandos/WWF Malaysia Mobile Education Unit will visit a primary or secondary school each day of the school term in different parts of the country. Approximately 1,000,000 Malaysian schoolchildren have so far been exposed to the 1 1/2-hour programme of conservation talks, films, quizzes and games since the Mobile Education programme was launched 10 years ago. The educational programme has the blessings and sanction of the Ministry of Education.

REACHING A SPECIFIC TARGET AUDIENCE

Metrojaya selected an environmentally-themed for their Spring/Summer Collection which was launched recently. The collection entitled “Living Earth”, features clothes of unique ‘ecological’ designs and colours. As a gesture of their support, Metrojaya is donating part of the proceeds from the sale of their specially designed T-shirts to WWF Malaysia.

1. Malaysia Airlines commissioned WWF Malaysia to produce a Children’s Activity Book for its pre-school passengers on long-haul international flights. The Book which has a wildlife theme contains colouring pages, word puzzles, games, quizzes and general information about the Malaysian forest.

IMPROVING COMMUNITY RELATIONS

Bank Sumiputra (M) Berhad sponsored “Ke Mana Sang Kancil” – a WWF dance drama about the disappearing forest. This is the first time in Malaysia that the theme of nature conservation has been put to music and dance. It was well received by the Malaysian public and was given tremendous publicity by the local media. A total of RM100,000 was raised through this unique event.

ADVERTISING

2. Perwira Habib Bank enhanced its corporate awareness by joining WWF Malaysia in a unique campaign to raise funds for the Malaysian “Save the Turtles” Campaign. Limited edition Panda Portfolios drawn by world-famous Chinese artists were sold via direct-mail. A total of RM44,000 was raised via this joint promotion for the establishment of turtle sanctuaries in Terengganu.
CORPORATE RESPONSIBILITY

WWF Malaysia is grateful to the numerous companies who made substantial financial and material contributions in response to its Annual Corporate Appeal. All donations received are fully tax-exempt under Section 44A(6), Income Tax Act 1967.

- prepare and execute a PR support programme (or alternatively work with your agencies to achieve this)
- assist in approving copy and design layout
- source relevant material from our extensive resource library of slides, illustrations, films and books on nature.

WWF Malaysia charges no fee for this service and all funds are directed in full to the projects themselves.

For more information, please contact WWF Malaysia’s Promotions Manager (Tel: 03-255 4444)

1. Attractive festive greeting cards designed for Shell Companies in Malaysia.
2. Mr Lim Soot Chee, Group Chairman of BRG Holdings Sdn Bhd presenting cheque to Tan Sri Khir Johari, President WWF Malaysia.
3. WWF joined with Metrojaya to launch a Spring/Summer Collection entitled ‘Living Earth’.
4. A colouring book for children flying Malaysia Airlines has been well received.
5. Limited edition Panda prints sponsored by Perwira Habib Bank raised funds for the WWF “Save the Penguins” Campaign.

What you should do now

Ask for a presentation from WWF Malaysia.

A business executive will be able to:

- establish an area of conservation which achieves your business objectives and discuss the options open to you
- give you further information on previous successful promotions
- make a formal proposal on a specific project or a range of options which includes all the benefits you as the sponsor would get from such a relationship

TIME with Malaysia Airlines
As environmental issues take centre stage in the 1990’s, already declared “Decade of the Environment” on Earth Day 1990, the eyes of the world are turned onto environmental organisations which actively support the cause. As a result, the world over, the media has increasingly focused on these issues and organisations. No less in Malaysia has the media provided their unstinted support.
The orang-utan, Malaysia’s mascot, occurs wild only in the rainforests of Borneo and Sumatra. With such a small distribution in the world, this reddish-coloured ape is inevitably threatened by the expansion of the human population and human activities. Intelligent and appealing, but quiet and often solitary, the orang-utan is difficult to find and see in the wild. The nests that they build daily in the trees, in which to sleep at night, are usually the only sign of their presence.

WWF Malaysia has been working in co-operation with the state governments of Sabah and Sarawak to find out exactly how such factors as logging, hunting and conversion of forests to agricultural plantations are affecting orang-utans, and to identify the best ways to conserve the species. In 1981, a wildlife survey in Sarawak, led by WWF Malaysia in close co-operation with the state Forestry Department and the Royal Malaysian Air Force (RMAF) strongly backed the establishment of Lanjak-Entimau Wildlife Sanctuary, because this area contains many orang-utans. Building on this work, which revealed that orang-utans can be surveyed by counting their nests from a helicopter, WWF Malaysia later worked with the Forestry and Wildlife Departments in Sabah. Aided by the RMAF, a statewide assessment was made of the orang-utan, from the air and the ground. This project demonstrated very clearly how comprehensive, scientifically-based work is essential to identify the basic issues in wildlife conservation. The surveys revealed that orang-utans exist only in some of the forest reserves, and that this situation is natural, with logging and hunting having only minor effects. Most of Sabah’s 10,000 or more orang-utans live in the low, fertile lands of eastern Sabah, with the dense swamp forests – where zoologists had not previously looked – their favourite abode. This has led to proposals for a new wildlife conservation area, and a good deal of interest in how wildlife conservation and the development of tourism can be combined for mutual benefit.
Founded in 1961, WWF with 28 national organisations and affiliates across five continents, is the world's largest private nature conservation organisation.

The WWF family works closely with the International Union for Conservation of Nature and Natural Resources (IUCN) and with many other conservation-minded bodies interested in the conservation of nature as well as environment and development departments of many organisations. So far WWF has helped finance more than 5,000 conservation projects in 130 countries.

In its early years, work was focused on saving endangered species. This remains a major commitment although increasingly, WWF-supported projects are designed to form an integral part of the international development aid community’s re-orientation towards sustainable development.

In Malaysia, WWF, since its inception in 1972, has been involved in 201 conservation and education projects to which it has allocated over RM6.88 million.

### Locations of WWF National Organisations and Affiliates

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### Affiliates

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<td>29. WWF Venezuela</td>
<td>- Caracas</td>
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</table>
MR100,000 & Above
- Rothmans of Pall Mall
- Hong Kong and Shanghai Banking Corp

MR50,000 & Above
- Cheng Kim Loke Foundation
- Bata Malaysia
- CanFund

MR25,000 & Above
- Bank Tunjungan, Malaysia
- Petronas
- Sabah Tourism Promotion Corp.
- Yayasan Perlindungan

MR10,000 & Above
- Citibank
- Lee Burnett Sdn. Bhd.
- Malaysia Airlines
- Nutritional Products (Nestle)
- Sime Darby Bhd.
- Taiping Advertising Match

MR5,000 – MR999
- Intrados Merchant Bankers
- Limbang Trading
- Permas
- Yayasan Sabah

MR2,000 – MR4,999
- Australian High Commission
- BP Malaysia
- Corner International
- Development & Commercial Bank
- East Asiatic Co.
- Electra Communication
- Genting Berhad
- Guardian Royal Exchange
- Guinness
- Hijjas Kasturi Associates
- Hong Kong & Shanghai Banking Corp.
- ICICI Innovara
- Kilang Gula Felda Perlis
- Korean Embassy
- Kula Lumpur Kepong
- Kuok Brothers
- Lee Foundation
- Lee Brothers
- MTP Car Factory
- Magnum Corp.
- Malay Bank
- Malaysian Cement
- Malaysian Sugar
- Malaysian Industrial Development Finance
- Perlis Plantation
- Perwira Habib Bank
- Shell
- Shriram Paper
- South Pacific Textiles Industry

MR1,000 – MR1,999
- Ajinomoto
- Ansell Malaysia Sdn Bhd
- Antah Holdings
- Carlsberg
- Federal Flour Mills
- Guan Soon Heng Edible Oil
- Guthrie Berjaya
- Harrisons Malaysian Plantation

- Highlands & Lowlands
- Island & Peninsular
- KTS
- Kamunting Industries
- Kinta Discount Bhd
- Kuala Lumpur Hilton
- Kuok Foundation
- Limbang Trading (Bintulu)
- Malay - Sino Chemical Ind
- Malaysian United Mfg
- Malaysian Int Shipping Corp.
- Malaysian Oxygen
- Malaysian Plywood Manufacturers
- Malaysian Tobacco
- Matsushita Sales & Service
- Mayang Press
- Overseas Union Housing
- Permodalan Nasional Berhad
- Philips
- Public Bank
- Scott & English
- Selangor Turf Club
- Standard Chartered Bank
- Sime Darby & Island General Insurance
- Sungai Fang Plaza
- Tan Sri Tan Foundation
- Tractors Malaysia
- United Malaysian Banking Corp.
- United Plantations
- Yayasan Mohamed Noah

Below MR1,000
- Akteek Aktrima
- Akteek Kitas
- Aluminium Co of Asia
- American International Assurance
- Ansell Singapore
- Ancom Sdn Bhd
- Aust. Drilling
- Apsal (M) Sdn Bhd
- Aquarius Travels & Tours
- Asia Oil Palm
- Avon Cosmetics
- B&H Plantations
- Balang River Cocoa Estate
- Ban Lee Sdn Bhd
- Bee Seng Co
- Blood Protection Co
- BRC Plantations
- Boustead Estates
- Boustead Holdings
- Brisklift Helicopters
- British American Life & Gen Ins
- Builditrend (M) Sdn Bhd
- Butterworth Iewconks
- Catalay Organisation
- Cebus Co China
- Syarikat T Chellapah
- KAI Chotirmal
- Chung Khiaw Bank
- Clairs International
- Cold Storage
- Crowncorks of Malaysia
- D&G Leasing
- Dunnorp Estates
- Embassy of Iraq
- Esso Productions
- Federal Iron Works
- Foo Nyi Tew & Brothers
- George Cohen
- Globe Silk Store
- Godfrey
- Gulam & Wong
- Haji Aslan
- Ihsan Sdn Bhd
- Inc Society of Planters
- Ioshore Mining & Stevedoring Co
- Jurubrocol
- Kelang Container Terminal
- Kennedy Bursell
- Kumpulan Berasri
- Kumpulan Fima
- Kumpulan Sofian
- Kwong Wah Yn Poh Press
- LG Engineering Services
- Lee Wah Bank
- Lim Foo Yong Enterprise
-Lintas Worldwide (M) Sdn Bhd
- Malayan Adhesives & Chemicals
- Malayan Breweries
- Malaysia National Insurance
- Malaysia Singapura Corp.
- Medical-Latex Sdn Bhd
- EJ Motiwalla
- NTT Bearing
- Nik Mohd. Holdings Sdn Bhd
- Oriental Pewter
- Sykit Osmanis Logistics
- PDL-Wylex
- Pacific Refractory Industries
- Pan Timber Export
- Peat Marwick Mitchell & Co
- Pegi Malaysia Berhad
- Sykit Pembinaan Yech Tiong Lay
- Plantation Agencies
- Power Cables Malaysia
- Presgrave & Matthews
- Rothman Hygienic Tin
- Raja & Gabong
- Regnis (M) Sdn Bhd (Sing)
- Royal Insurance
- JA Rusell
- SCV Akteek
- Sabah Flour & Feed Mills
- Schulerberg Overseas SA
- Sek Yuen
- Sitra Land Development Co
- South East Asia Housing Corp.
- South Engineers
- Tego Sdn Bhd
- Timuran Holdings
- Tino Industries
- Ubadulla & Co
- Uni Industrial & Office Supplies
- United Malacca Rubber Est.
- WHA (1986) Auto Parts
- Wah Seong Trading
- Wilkinson Process Rubber
- Yee Lee Oil Industries
- Yuen Tang & Co

Special thanks to the following companies who have generously donated their services and expertise:
- Leo Burnett
- Grey Advertising
- WWF supporter of three years or more
Fighting to save Malaysia's Threatened Species

Tiger
Sumatran Rhino
Probescts Monkey
Orang Utan

Leathery Turtle
Clouded Leopard
Rafflesia
Atlas Moth

Tapir
Estuarine Crocodile
Wild Orchid
Pitcher Plant

Rajah Brooke Butterfly
Slow Loris
Garnet Pitta
Great Hornbill

Malay Red Harlequin
Wrinkled Hornbill
White-bellied Sea Eagle
Green Crested Lizard

White-handed Gibbon
Asian Elephant
Common Malay Civet
Mousedeer

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