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(from 1st April 1991)

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World Wide Fund
For Nature Malaysia
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Jalan Yong Shook Lin
Locked Bag No. 911
Jalan Sultan P.O.
46990 Petaling Jaya
Tel. No. 03-757 9192
Fax No. 03-756 5594
There is growing concern for the environment and conservation among Malaysians. There is increasing coverage of these subjects in the media and in the related activities by many organisations ranging from the Rotary Clubs to religious bodies. There is indeed a growing concern for the environment and conservation worldwide.

This concern is not misplaced. Never before has there been a greater need to pull together the resources of the Government, the business community, non-governmental organisations and individuals for the singular purpose of saving the world from further degradation and reversing the trend towards devastation. No other generation has had so much responsibility for decisions concerning the future of our planet.

WWF Malaysia has sought, in the last year, to garner as much support from disparate sources for conservation work which would make a difference.

Financially, the period of July 1989 till June 1990 saw a record income of M$1,950,166.00 which surpassed the M$1,844,535.00 harnessed during the previous 18-month period. Work was undertaken on 61 projects with allocations totalling a record M$2,925,000.00. Allocations for another 27 new projects were also approved during the year.

The year also saw rapid progress towards the completion of the Conservation Strategy for the State of Kelantan, studies for a conservation strategy for Sabah started and the National Conservation Strategy project initiated. All strategies outline the ways in which natural resources can be utilized sustainably and much emphasis is placed on the nation’s water resources which in some States have become a scarce resource.

We also continued to make good progress in the field of conservation education. Assistance to the Ministry of Education was enhanced, following the WWF-sponsored trip by 12 key teachers to Field Study Centres in the United Kingdom to enable them to plan for the production of teaching packs to aid the teaching of “Alam dan Manusia”, a vital component of the primary school curriculum. A workshop was also held for 88 educators to promote and develop the subject. Plans are afoot for the establishment of Malaysia’s first Field Studies Centre which will play a crucial role in the teaching of “Alam dan Manusia”. In Sarawak, our education programme is going extremely well with more and more teachers undergoing training in conservation.

To rise to the challenges that face us, we have not only recruited more staff, but have also provided more opportunities for existing staff to undergo further academic and/or professional training, locally and abroad. This is a trend that will continue during the forthcoming years.

The amount of financial and other support we enjoyed last year was tremendous. As usual, only earned income from sales and royalties was used to cover fundraising and administrative costs.

We thank everybody who contributed to the success of our work. We are glad that more and more are realising their responsibility to nature and the natural resources. In the coming year, we hope you would not only continue to support our work, but also to support it in a more meaningful way so that together we can make a difference in matters relating to conservation and the environment in Malaysia.
INCOME AND EXPENDITURE ACCOUNT
for the 12 months ended 30th June 1990

INCOME MS

<table>
<thead>
<tr>
<th></th>
<th>12 months to JUNE 1990</th>
<th>18 month to JUNE 1989</th>
</tr>
</thead>
<tbody>
<tr>
<td>Donations from Corporations</td>
<td>371,845</td>
<td>413,925</td>
</tr>
<tr>
<td>Donations from Foundations</td>
<td>110,362</td>
<td>207,980</td>
</tr>
<tr>
<td>Donations from Individuals</td>
<td>29,394</td>
<td>267,040</td>
</tr>
<tr>
<td>Government Grants</td>
<td>809,368</td>
<td>128,316</td>
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<td>International Grants</td>
<td>291,939</td>
<td>464,572</td>
</tr>
<tr>
<td>Sale of Conservation promotion materials and services</td>
<td>71,909</td>
<td>67,661</td>
</tr>
<tr>
<td>Income from Promotions</td>
<td>149,218</td>
<td>212,113</td>
</tr>
<tr>
<td>Interest</td>
<td>108,390</td>
<td>72,915</td>
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<tr>
<td>Other Income</td>
<td>7,741</td>
<td>10,013</td>
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</table>

$1,950,166

EXPENDITURE

<table>
<thead>
<tr>
<th>Project Expenditure ex M’sian funds</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Conservation Projects</td>
<td>459,291</td>
<td>526,612</td>
</tr>
<tr>
<td>Education Projects</td>
<td>95,561</td>
<td>152,473</td>
</tr>
<tr>
<td>Training Projects</td>
<td>30,418</td>
<td>66,032</td>
</tr>
<tr>
<td>Other Projects</td>
<td>49,925</td>
<td>14,705</td>
</tr>
<tr>
<td>Project Expenditure ex Int’l funds</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Conservation Projects</td>
<td>198,719</td>
<td>92,981</td>
</tr>
<tr>
<td>Education Projects</td>
<td>184,444</td>
<td>69,578</td>
</tr>
<tr>
<td>Training Projects</td>
<td>56,209</td>
<td>17,215</td>
</tr>
<tr>
<td>Other Projects</td>
<td>12,620</td>
<td>5,075</td>
</tr>
<tr>
<td>Fund Raising &amp; Publicity Expenses</td>
<td>108,023</td>
<td>159,194</td>
</tr>
<tr>
<td>Administrative Expenses</td>
<td>214,571</td>
<td>269,032</td>
</tr>
<tr>
<td></td>
<td>1,409,781</td>
<td>1,372,897</td>
</tr>
<tr>
<td>Balance available for future projects</td>
<td>540,385</td>
<td>471,638</td>
</tr>
</tbody>
</table>

$1,950,166

WHERE OUR INCOME CAME FROM

HOW WE SPENT OUR INCOME
WWF MALAYSIA
PROJECT EXPENDITURE
1974 TO 1990

<table>
<thead>
<tr>
<th>YEAR</th>
<th>PROJECT EXPENDITURE (MS)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1974</td>
<td>12,991</td>
</tr>
<tr>
<td>1975</td>
<td>116,017</td>
</tr>
<tr>
<td>1976</td>
<td>64,816</td>
</tr>
<tr>
<td>1977</td>
<td>78,317</td>
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<tr>
<td>1978</td>
<td>76,422</td>
</tr>
<tr>
<td>1979</td>
<td>128,685</td>
</tr>
<tr>
<td>1980</td>
<td>181,930</td>
</tr>
<tr>
<td>1981</td>
<td>198,768</td>
</tr>
<tr>
<td>1982</td>
<td>203,637</td>
</tr>
<tr>
<td>1983</td>
<td>332,617</td>
</tr>
<tr>
<td>1984</td>
<td>349,532</td>
</tr>
<tr>
<td>1985</td>
<td>480,814</td>
</tr>
<tr>
<td>1986</td>
<td>450,860</td>
</tr>
<tr>
<td>1987</td>
<td>480,390</td>
</tr>
<tr>
<td>1988/89 (18mths)</td>
<td>944,671</td>
</tr>
<tr>
<td>1989/90</td>
<td>1,051,187</td>
</tr>
</tbody>
</table>

$5,151,654

GROWTH IN EXPENDITURE ON PROJECTS
(M $ MILLION)
WWF Malaysia continued to concentrate on national needs for the conservation of nature and natural resources. During the period July 1989 to June 1990, work was undertaken on 32 projects with total allocation of $51,664,372. 21 new projects were commenced during the year.

Among our priority projects were:

TURTLE PROJECTS - $208,544.00

Emphasis on marine turtle conservation work continued simultaneously with the "Save The Turtles" fund-raising campaign.

WWF provided the services of an international expert, Dr Jeanne Mortimer who also acted as an advisor on urgent measures to be taken in the various States. Government staff and three WWF scientific officers have been given technical training for future turtle conservation work.

WWF assisted the Fisheries Department in the management of a hatchery and a stretch of beach north of Rantau Abang. This gave us the opportunity to test management techniques and improve hatching rates for the leatherback turtles (penyu belimbing).

In Trengganu, WWF also began work on other species of marine turtles. Working with the State Government and Fisheries Department, WWF surveyed turtle breeding areas and tackled the many threats that face these animals. Recommendations were made for their protection, particularly from entanglement in fishing gear, and on the establishment of new sanctuaries especially on the islands off Trengganu.

Acting on a WWF recommendation, the Melaka Fisheries Department set up a hatchery at Pengkalan Balak. WWF assisted with funds and technical advice and the hatchery was set up in time for the 1990 nesting season, thus increasing the number of hatchlings of the hawksbill turtles (penyu karah/sisik) which nest in this area.

CONSERVATION STRATEGY KELANTAN - $309,964

The ninth in a series of State strategies which take an integrated approach to the conservation of such natural resources as forest, water and wildlife.

In Kelantan, a special study included was on the limestone hills with recommendations made on their suitability for conservation and amenity uses, or for other needs such as quarries. This study revealed a variety of new species of small animals and plants including some snails, herbs of the African violet family and a pretty white-flowered Begonia.

ASSISTANCE IN ESTABLISHING PROTECTED AREAS: BUKIT HAMPUAN AND THE LOWER KINABATANGAN - $35,860.00

In this Sabah-funded project, work was undertaken with the Ministry of Tourism and Environmental Development to give protection to Bukit Hampuan, an area with many rare plants near Mount Kinabalu, and the lower Kinabatangan River area in eastern Sabah.

A Hawksbill turtle, one of the four which are the focus of WWF's turtle conservation work.

Scientific trainee Buku Perumal identifying tree species on Gunung Jerai, Kedah.

This area contains some of the greatest known concentrations of orang-utans, elephants, proboscis monkeys and snakebirds in Malaysia. With its scenic quality, it has great potential for tourism. As a result of this project, the Sabah authorities are now drawing up proposals to establish a new State Park.

CONSERVATION TRAINEESHIPS - $67,800.00

Efforts to build up in-house scientific staff by training graduates continued. Sarala Aikanathan completed her training period, having worked largely on marine turtle conservation. Dionysius Sharma commenced a two-year training period assisting in a number of projects in Rantau Abang, Sabah and Sarawak.

HABITAT USE BY PRIMATES IN SAMUNSAM WILDLIFE SANCTUARY, SARAWAK - $35,860.00

This project will provide hard data in support of arguments to extend the relatively small Sanctuary into areas where several animal species can seek food from its forests. Recommendations will also be made to assist the State National Parks and Wildlife Department in habitat management.
SUMATRAN RHINO IN SABAH
M$19,800.00

Small numbers of Sumatran rhinoceroses are known to exist in Sabah. This project investigated their distribution and status in previously unsurveyed areas. This preliminary survey recommended other follow-up studies to determine the survival of this rhinoceros, which is probably the rarest Malaysian animal.

CURRENT CONSERVATION PROJECTS AT DECEMBER 1990

<table>
<thead>
<tr>
<th>Code</th>
<th>Project Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>MYS 129/88</td>
<td>Field Study of Malaysian Medicinal Plants</td>
<td>M$ 10,000</td>
</tr>
<tr>
<td>MYS 136/88</td>
<td>Ecology of the Malaysian Peacock Pheasant</td>
<td>M$ 11,800</td>
</tr>
<tr>
<td>MYS 152/89</td>
<td>Wildlife Survey of Sarawak</td>
<td>M$ 127,050</td>
</tr>
<tr>
<td>MYS 158/89</td>
<td>A Tourism Feasibility Study for the Kinabatangan Wildlife Sanctuary</td>
<td>M$ 25,316</td>
</tr>
<tr>
<td>MYS 166/89</td>
<td>Transfrontier Protected Areas in Borneo: Productions of Draft Proposal for Sabah</td>
<td>M$ 24,150</td>
</tr>
<tr>
<td>MYS 167/89</td>
<td>Model Turtle Sanctuary Year 2</td>
<td>M$ 39,030</td>
</tr>
<tr>
<td>MYS 168/89</td>
<td>Trengganu Sea Turtle Conservation</td>
<td>M$ 52,656</td>
</tr>
<tr>
<td>MYS 169/89</td>
<td>Conservation Strategy : Peninsular Malaysia Implementation</td>
<td>M$ 22,000</td>
</tr>
<tr>
<td>MYS 180/90</td>
<td>Management of Marine Turtles Hatchery in Melaka</td>
<td>M$ 17,250</td>
</tr>
<tr>
<td>MYS 182/90</td>
<td>Differential Habitat Use by Primates in the Samunsam Wildlife Sanctuary, Sarawak and its Application to Conservation Management</td>
<td>M$ 69,041</td>
</tr>
<tr>
<td>MYS 185/90</td>
<td>Elaboration of Projects Sabah and Sarawak</td>
<td>M$ 5,814</td>
</tr>
<tr>
<td>MYS 186/90</td>
<td>Project Officer Traineeship No. 5</td>
<td>M$ 54,283</td>
</tr>
<tr>
<td>MYS 187/90</td>
<td>Project Officer Traineeship No. 6</td>
<td>M$ 54,283</td>
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<tr>
<td>MYS 189/90</td>
<td>Assistance in Establishing Protected Areas: Bukit Hampuan and the Lower Kinabatangan</td>
<td>M$ 35,860</td>
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<td>MYS 193/90</td>
<td>Sabah Conservation Strategy</td>
<td>M$ 388,928</td>
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<tr>
<td>MYS 184/90</td>
<td>Wildlife Conservation in Hill Dipterocarp &amp; 3265 Production Forest in Sarawak</td>
<td>M$ 58,358</td>
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<tr>
<td>MYS 161/90</td>
<td>Conservation Strategy Kelantan &amp; 3829</td>
<td>M$ 306,964</td>
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<tr>
<td>Project 3829</td>
<td>Conservation Strategy: Peninsular Malaysia Implementation</td>
<td>M$ 115,197</td>
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<td>Project 3868</td>
<td>Malaysian Sea Turtle Conservation:National Planning Year 2</td>
<td>M$ 43,250</td>
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<tr>
<td>Projects 3880</td>
<td>Project Officer Traineeship No. 4</td>
<td>M$ 51,522</td>
</tr>
<tr>
<td>&amp; 3881</td>
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<tr>
<td>Project 3901</td>
<td>Status and Management of the River Terrapin in Tropical Asia</td>
<td>M$ 52,607</td>
</tr>
<tr>
<td>Project 3929.2</td>
<td>Traffic Southeast Asia</td>
<td>M$ 10,127</td>
</tr>
<tr>
<td>Project 3977</td>
<td>Conservation of Wild Fruit Trees in Peninsular Malaysia</td>
<td>M$ 77,758</td>
</tr>
<tr>
<td>Project 4508</td>
<td>Forest Conservation Officer for WWF Malaysia</td>
<td>M$ 186,798</td>
</tr>
</tbody>
</table>

M$1,840,042
Environmental Education (EE) is a process which develops awareness, knowledge and understanding of the environment, positive and balanced attitudes towards it and skills which will enable young people to participate in determining the quality of the environment.

WWF Malaysia’s involvement in education began in the 1970s when we started publishing educational nature charts and a mobile education unit.

With concern growing over the state of the environment and its effects on the quality of life, education activities are now modelled along the lines of the above definition of EE. Jointly, with the Ministry of Education, we are actively promoting EE within the school curriculum.

Our future plans include expanding assistance for this programme and starting environmental co-curricular activities in schools.

ENVIRONMENTAL EDUCATION FOR THE NEW PRIMARY SCHOOL CURRICULUM, KBSR

As a follow-up to a WWF-sponsored training course for 12 selected teachers and key personnel, the following activities were jointly proposed and undertaken by the Ministry of Education and WWF Malaysia:

i. Production of Resource Packs for EE (for the “Alam dan Manusia” (Man and Environment) subject). The Resource Packs are produced to encourage the use of environmental resources for teaching in this subject. The first set of the Packs, comprising teachers’ guides and worksheets, is being reviewed and is expected to be distributed to all schools in early 1991.

ii. Workshops and Training Courses on EE. In May 1990, a National Training Workshop on EE was organised by the Ministry of Education in collaboration with WWF Malaysia. This workshop was attended by 88 teachers and lecturers involved in the development and teaching of the “Alam dan Manusia” subject. Activities of the workshop included field projects, group discussions and debates on the use of environmental resources for teaching. A general consensus was reached during the workshop on the following points:

a. the use of the environment in the teaching and learning of “Alam dan Manusia” subject is good and should be encouraged in schools;

b. the use of the environment in the teaching and learning of “Alam dan Manusia” must be implemented and emphasized in all schools throughout Malaysia;

c. the use of environment in the teaching and learning of “Alam dan Manusia” is not a new issue. It is already a syllabus requirement;

d. schoolchildren should also understand the significance and value of the environment in their daily lives for a better and more harmonious future for Malaysians.

Starting January 1991, the Curriculum Development Centre of the Ministry of Education will undertake a project to establish a field centre to conduct training activities on EE for teachers. The field centre will be located within the Institute Aminuddin Baki campus at Genting Highlands. Teachers will be selected for secondment as staff of the centre. WWF will provide the technical support and this includes the employment of an experienced Environmental Education Officer to assist in the development of the training programme.

SARAWAK CONSERVATION EDUCATION PROGRAMME

This project is undertaken jointly by WWF Malaysia and the Sarawak Forest Department. Two Sarawakian graduates were employed by WWF for secondment to this Department. The two component programmes of the project are:

i. School Programme

The main emphasis of this component is teacher’s training. Two field centres in Sarawak, located at Bako National Park and Semenggok Forest Reserve, have been established for field training purposes. The Unit is actively involved with the Batu Lintang Teachers Training College, Kuching in developing EE modules for trainee teachers. The activities of the module include a lecture, nature-orientation course and practical training. The project executant, Ramli Ahmad has been awarded a British Council scholarship to attend a 3-month training course on EE at Jordan Hill Teachers Training College in Scotland, United Kingdom.

ii. Rural Community Programme

The programme involves educating the rural population on sound management practices concerning natural resource utilization so that their environment remains a productive and supportive ecosystem. The project executant of this component programme, Melvin Gumal, has been given overseas training on rural education programmes. Combining this experience with the input of local cultures, various communication techniques have been experimented on and the response and follow-up activities are being carried out. The overall programme will be evaluated and improved to suit local situations.
The Future

A proposal for a statewide expansion of the project has been formulated. This will involve the employment of two more education officers for the establishment of new regional units at Sibu and Miri. The project, endorsed and fully supported by the Sarawak Forest Department is scheduled to commence in July 1991.

Mobile Education Unit

Since the start of the project in 1972, this unit, funded by Bata Malaysia, has visited a total of 2,400 schools and presented nature conservation programmes to more than 840,000 schoolchildren. A new unit, sponsored by Kandes, commenced operation in September 1990.

1. A group of teachers surveying resources at proposed site of the Genting Highland field centre, May 1990.

2. Some school worksheets developed for environmental education.

3. WWF Education Officer conducting a nature orientation course for trainee teachers at Bako National Park.

4. Teachers' training workshop at Frasers' Hill.

5. WWF Sarawak Rural Community Programme entails the training of forest guards in communication techniques.

6. The WWF mobile education unit has presented programmes to over 800,000 schoolchildren.
Sheer variety characterizes our lives. From the birdsong which greets us each morning to the food we eat, the air we breathe, the clothes we wear and the medicines that cure us, Nature, in so many ways provides us with limitless choices to enrich our lives.

Yet today, through thoughtlessness, we are destroying our world’s natural diversity through over-use and pollution. We are breaking down the very system which supports our lives.

We need to respond immediately by slowing down this degradation. We must use our natural resources in a sustainable manner and improve the quality of life.

All over the world, urgent WWF-sponsored projects are being carried out to achieve this. Only with great effort and support can we ensure that this amazing variety we call biological diversity will continue to sustain and enrich our lives and those of future generations.

Background pix: Forests are valuable not only because of their rich variety of plant and animal species, but also for storing filtering and cleaning drinking water which is one of our basic needs.

1. An extract of the Madagascar Rosy Periwinkle, a popular ornamental plant in Malaysia, was recently proven to be effective for fighting childhood leukemia.
2. This world-famous butterfly, Rajah Brooke's Birdwing, is one of the many insect species found in our forests. To protect it from extinction, the Malaysian government has legally classified it as a protected species.
3. Mangroves, commonly thought of as wastelands, protect our coastline from erosion, give us wood for fuel and building houses, and are rich breeding and nursery grounds for commercial fish and prawns.
4. This vast and delicious array of fruit, available in local markets is a unique feature of Malaysian life.
5. The rarely seen Clouded Leopard is an endangered species which is losing its forest home as a result of development and over-harvesting of timber.
6. As a result of biological research, genetic variety has been used to increase yields for staple crops such as rice in developing countries.
7. Rattan is an example of a natural resource which can be grown commercially for the furniture industry.
8. Akar terunum, a climber which is traditionally used to reduce blood pressure, is one of many Malaysian wild plants with medicinal value.
9. A ground-dwelling hill orchid, Aruidina graminiflora, is a species widespread in forests throughout Peninsular Malaysia.
10. The nocturnal Slow Loris is a primate which feeds on cocoa and insects.
11. Coral reefs provide refuge and food sources to marine life and are one of the richest and most fragile ecosystems on earth. They are largely threatened by oil spills, pollution and illegal fishing methods.
12. The Grey-breasted Spiderhunter feeds on nectar and is an agent of pollination for many flowers and fruits, especially the banana.
FUND RAISING

Two important environments - your business and nature - benefit when your company works with WWF.

Join WWF in mutual-benefit marketing through on-pack promotions, contests and advertising. Take advantage of the widespread concern for nature conservation and the proven marketing strength of the WWF Panda.

Glamourette selected wildlife as a unique theme for the opening of the Krizia Boutique in Singapore. 10 full-colour prints of Andy Warhol’s “Endangered Species” paintings were put on sale, the proceeds of which were donated to WWF Malaysia.

“Wild Malaysia”, a book which presents a spectacular new aspect to the wildlife and scenery of Peninsular Malaysia, Sabah and Sarawak was recently launched. Co-sponsored by Malaysia Airlines, Petronas and Tourist Development Corporation, it includes 400 superb photographs complementing an authoritative text which gives an intimate glimpse of the vibrant natural richness of the country. 32,000 copies have been distributed throughout the world in seven languages and will be the ideal introduction to Malaysia’s emphasis on ecotourism this year.

Children have an enduring interest in the natural world. Nestle, working together with WWF, produced a sticker album featuring 12 rare and endangered animals of Malaysia. The album, which includes full-colour pictures and interesting facts about these animals, has proved to be very popular with children of all ages.

Kandos fully sponsored WWF Malaysia’s second Mobile Education Unit which visits schools every day and presents conservation programmes, films and games. The Unit is very popular with schoolchildren and Kandos is fast gaining popularity in a competitive market.

CORPORATE RESPONSIBILITY

WWF Malaysia is grateful to the numerous companies which have made substantial and material contributions in response to its annual corporate appeal. All donations received are fully tax-exempt.

MUTUAL BENEFIT MARKETING

A natural opportunity with WWF to:

Stimulate brand awareness

Bata consolidated its leading position in the shoe market amongst schoolchildren by sponsoring WWF Malaysia’s Mobile Education Unit for the past 14 years.

Launch new products

WWF Malaysia helped Sincere Match design and launch a series of collectors’ matchboxes with attractive wildlife pictures and captions on them. The matchboxes were sold at popular gift shops and tourist centres.

Create new promotional opportunities

Cadbury produced a Chocolate Box featuring the popular Giant Panda on the cover as part of a WWF fundraising campaign. The chocolates, which proved very popular, were sold via direct-mail to WWF Malaysia’s corporate supporters.

Increase corporate awareness

Shell Companies in Malaysia commissioned WWF Malaysia to produce an exclusive range of corporate festive cards. The beautiful cards which used specific nature motifs for each festival included a nature awareness message and proved very popular with Shell Malaysia’s clients and patrons.
1. "Wild Malaysia" - a book about the spectacular wildlife and scenery of Malaysia.

2. Learning about animals is fun with the Neslé Sticker Album.

3. Children all over Malaysia are exposed to nature programmes through the Kandos/WWF Mobile Education Van.

4. Sincere Match introduced a series of matchboxes with attractive wildlife pictures.

5. Sales of the Cadbury Chocolate Box helped raise funds for WWF Malaysia's conservation activities.

Getting conservation messages across to the public and nurturing their interest and moral and financial support for WWF and conservation work. This sums up in a nutshell the role of communications in WWF.

In January 1990, WWF Malaysia started off a communications department by employing a “Publicity & Information Officer”. In the course of the year, she concentrated on raising environmental issues through the media and publications. Some of these were:

**SAVING THE TURTLES**

The task was to maintain public interest and support as WWF got into the second year of the “Save The Turtles” campaign.

A media visit to Rantau Abang was organised. With the support and assistance from the Trengganu State Fisheries Department, we took several journalists through an update on the situation with the giant leatherbacks, and arranged interview sessions with the Government officials and Dr Jeanne Mortimer, WWF turtle consultant. The result was several press articles highlighting these joint conservation efforts.

In a unique arrangement with a local Chinese daily, Nanyang Siang Pau, we both created awareness and raised funds for the campaign. The daily donated free advertising space for an appeal ad and, in the same page, combined an article on turtles.

In addition, an information leaflet titled, “Facts on Marine Turtles in Malaysia” was produced for distribution among interested members of the public and donors.

**BRING BACK THE BIRDS**

As a follow-up to the Conservation Strategy for Kuala Lumpur, WWF produced “Bring Back The Birds”, a guide on how to bring wildlife back into the urban environment.

To launch this document, a press release was issued to all media and a special editorial was arranged with The Star. This generated quite a lot of public interest.

**ECOTOURISM**

Linking events to issues, the launch of the book, “Wild Malaysia”, was viewed as an opportunity to talk about ecotourism.

Close liaison with the office of the Minister of Science, Technology and Environment, the dignitary who was invited to officiate at the launch, and careful content coordination of the President’s speech and press release resulted in the issue being addressed in media reports the following day.

To promote the book, a full-colour spread was arranged with The Star.

**WETLANDS**

Wetlands was an issue addressed in a media trip to Pulau Ketam and surrounding mangrove areas which are crucial feeding points for migratory birds.

With assistance from the Asian Wetland Bureau (AWB), WWF highlighted the value of these areas not only to the birds, but to man. Therefore, there is a great need to conserve these areas.

**REPATRIATION OF RALFONE**

WWF together with the cooperation of Malaysia Airlines, the Sabah Ministry of Environment and Tourism and the Tourist Development Corporation of Malaysia repatriated Ralfone, a four year old female orang utan which was seized in Paris in 1987. Her shipment was not properly documented and therefore, considered illegal, under CITES (Convention on International Trade in Endangered Species of Wild Fauna and Flora).

Ralfone was brought back to Sepilok Orang Utan Rehabilitation Centre in Sabah. Upon her return, she was received by six ASEAN Ministers of Environment. This event attracted a great deal of local and international publicity and was viewed as an ideal opportunity to highlight the issue of illegal trafficking of animals and plants in the region.

Ralfone’s story was the focus of a 30-minute French documentary and made the CNN News as well as the local TV and print media.

**THE HAZE**

The haze which hung over Kuala Lumpur and the rest of the Klang valley became the focus of media attention and public concern. WWF drew attention to a possible cause of the haze. WWF scientist, Kanta Kumari, together with two Malay Mail journalists, made a trip to a peat swamp area which was burning, and which was believed to be a major cause of the haze.
1. The leaflet on turtles and the WWF annual report are publications which provide information to interested members of the public.

2. The unique editorial cum advertisement page in Nanyang Siang Pau raised awareness and brought in donations.

3. The colourful spread on bringing back birds highlighted ways to bring wildlife back into an urban environment.

4. Rafiome makes the news.

5. Even postcards now carry the story of Rafiome.

6. Bringing home the concept of ecotourism to the public through the launch of "Wild Malaysia".

7. WWF, AWB and Star journalist enjoying a spectacular view of thousands of migratory birds which stop over to feed on the mudflats of Pulau Ketam.

8. Coverage on the burning peat swamp, believed to a major cause of the haze over the Klang Valley area.
Since its establishment in 1961, WWF has become the world’s largest private nature conservation organisation, headquartered in Gland, Switzerland, with 28 associate and affiliate national organisations across five continents.

Today, WWF has established a high level of credibility in the conservation field. Through support from influential individuals and active partnerships with governmental and non-governmental organisation, aid agencies, commerce and industry, WWF enjoys power of advocacy and the ability to arouse public interest. Its close partnership with the world conservation body, IUCN, seals a strong reputation in scientific work. WWF also cooperates with Unesco, the World Health Organisation (WHO), the International Planned Parenthood Federation (IPPF), the Food and Agriculture Organisation of the United Nations (FAO) and other international agencies.

As we enter into the 1990s, a decade which will see the world responding urgently to environmental problems to avert devastation, WWF has redefined its mission to play a more significant role.

In its new Mission, WWF has identified three priorities (see next page) which can be strengthened through increased effort in conservation field work, public policy, education, institutional support and communications.

WWF is actively involved in trying to stamp out illegal trafficking which is a major threat to many endangered plants and animals.

Debt-for-nature swaps is an innovative scheme which allows WWF to purchase a country’s debt at a discount, and for the debt to be redeemed for conservation work.
LOCATIONS OF WWF NATIONAL ORGANISATIONS AND AFFILIATES

National Organisations
1. WWF Australia - Sydney
2. WWF Austria - Vienna
3. WWF Belgium - Brussels
4. WWF Canada - Ontario
5. WWF Denmark - Copenhagen
6. WWF Finland - Helsinki
7. WWF France - Versailles
8. WWF Germany - Frankfurt
9. WWF Hongkong - Central Hongkong
10. WWF India - New Delhi
11. WWF Italy - Rome and Milan
12. WWF Japan - Tokyo
13. WWF Malaysia - Kuala Lumpur
14. WWF Netherlands - Zeist
15. WWF New Zealand - Wellington
16. WWF Norway - Hegdehaugveien
17. WWF Pakistan - Lahore & Karachi
18. WWF South Africa - Stellenbosch
19. WWF Spain - Madrid
20. WWF Sweden - Solna
21. WWF Switzerland - Zurich
22. WWF United Kingdom - Surrey
23. WWF United States - Washington, DC
24. WWF International - Glion

Affiliates
25. Fundacion Vida Silvestre - Buenos Aires
26. Fundacion Natura, Ecuador - Quito
27. Nigerian Conservation Foundation - Lagos
28. Wildlife Fund Thailand - Bangkok
29. WWF Venezuela - Caracas

WWF has helped support a successful captive breeding programme for the Arabian Oryx, which was hunted into oblivion in the wild more than a decade ago.

WWF is providing financial assistance as well as technical and scientific support to protect Korup, Africa's most biologically diverse tropical rainforest.

WWF's education programme in Madagascar is developed by the local people, using local materials with the country's needs and problems in mind.
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, to a minimum, 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 to help build a future in which humans live in harmony with nature.
JULY 1989 - JUNE 1990
$100,000 & ABOVE
Rothmans of Pall Mall* 

$50,000 & ABOVE
Sabah Forest Industries
Yayasan Sabah*

$10,000 & ABOVE
Bata Malaysia*
Cheng Kim Loke Foundation*
IGB Corp
Syk Kretam Sdn Bhd
Malaysia Airlines*
Nutritional Products (Nestle)*
Perusahaan Otomobil Nasional (PROTON)
Tioxide (M) Sdn Bhd
Unit Perancang Ekonomi Selangor
Yayasan Perlindungan*

$5,000 - $9,999
Dewan Bandaraya Kuala Lumpur
Hijjas Kasturi Associates*
Lotteries Corp (Sabah)
Petronas*
Tourist Development Corp*
Witaco Corp

$2,000 - $4,999
Bank Kerjasama Rakyat M'sia
Borneo Development Corp*
Borneo Fresh Milk & Juices
C Ithoh Co
Castrol*
Chung Kai Knitting Factory
Dunlop Estates*
Genting Berhad*
Guinness*
Hong Kong & Shanghai Banking Corp*
Intraclad Merchant Bankers (Asia) Ltd
Kuala Lumpur Kepong*
Lee Foundation*
Lever Brothers*
Magnum Corp*
Malayan Cement*
Malaysian Plywood Manufacturers
Rakyat Berjaya
Sabah Sawmilling Inds Association
Strait & Island Gen Ins (NZ Ins)*
Sumitomo Forestry Co
T Ito Marubeni Corp
Tanjong Aru Hotel
Tasek Cement Bhd
UNDP
Wah Seong Trading*
Yunoko Co Ltd

$1,000 - $1,999
Ajinomoto*
Algemene Bank Nederland*
Antah Holdings*
Aseanbankers*
Asian NDK Crystal Sdn Bhd
Atlas Ice Co
Ayer Molek Rubber Co
Batu Kawan Bhd
Bintulu Lumber Development
Bukit Katil Rubber Estates
C I Holdings (Concrete Ind
Carlsberg*
Central Sugars Refinery*
East Asiatic Co*
Esso Productions*
Federal Iron Works*
Guan Soon Heng Edible Oil*
Harrisons & Crosfield (Sabah)
Harrisons Malaysian Plantation*
Heath Hudgic Lanevegh Ins*
Island & Peninsular*
KTS*
KIB Textiles Bhd
Kilang Gula Felda Perlis*
Kuok Brothers*
Kuok Foundation*
MMC Gas Sdn Bhd
Malayan Sugar Mfg*
Malayan United Mfg*
Malaysian Industrial Dev Finance*
Malaysian Int Shipping Corp*
Malaysian Tobacco*
Nanyang Press*
PPES Resorts Sdn Bhd
Pamol Plantations
Pemodalan Nasional Bhd*
Perlis Plantation*
See Hoo Chai Heds
Shaw Foundation
Sime UEP Development
Standard Chartered Bank*
Syed Muhammad, Hooi and Binnie
Tan Sri Tan Foundation*
Teamwork*
Timuran Holdings*
Traziors Malaysia*
UMW Corp
United Malay Banking Corp*
Woodard Textile Mills

$500 - $999
Aluminium Co of M'sia
American Express*
Amway
Ancom Sdn Bhd*
Bal Plantations*
Bee Seng Co*
Boustead Estates
Boustead Holding*
Builderend (M) Sdn Bhd
Chung Khiaw Bank*
Federal Flour Mills*
Glaxo*
Goodyear*
Guardian Royal Exchange*
Korn Ferry International
Lembaga Pelabuhan Kuantan
Leong Watt Hin Estate
Lintas Worldwide*
Malaya Acid Works
Malaysia Smelting Corp*
Maybank Discount
E J Motivalla*
Overseas Union Bank
Overseas Union Housing*
Sungei Wang Plaza*
Tego Sdn Bhd*
United Malacca Rubber Est*
Wilkinson Process Rubber*

BELOW $500
American International Assurance*
Anson Singapore*
Asia Oil Palm*
Aviation Services*
Bagan Surgeri Sdn Bhd
Belten River Cocoa Estate
Ban Lee Sdn Bhd*
Beaucare Sdn Bhd
Bkt Sdn Bhd
Boh Plantations*
Bristow Helicopters*
British Airways*
British American Life & Gen Ins*
Butterworth Iceworks*
C T Tan Co
Central Elastc Corp
Syk T Chellapa*
K A J Chotirmall*
Chuato Engrg Sdn Bhd
Crownworks of Malaysia*
Decor Wood Industries Terengganu
Dicklin
Diners Club
Epico Sdn Bhd
Eugene Tan & Co
Foo Nyi Tse & Brothers*
Fucia Industrial Sdn Bhd
General Gomma
George Cohen (Spore)
Syk G S Gill*
Globe Silk Store*
Halex (M) Sdn Bhd
Hwang & Yusuff
Iah Appah Sdn Bhd*
Incorporated Society of Planters*
Inmed Sdn Bhd

Integrated Data Systems
K M Rahim Enterprises*
Kennedy Burkill*
Kumpulan Seniukra Sdn Akte
Kumpulan Sofian
Kwang Wah Yit Poh Press*
Lee Wahl Bank*
Lim Foo Yong Enterprise*
Loa Electronics
Malayan Adhesives & Chemicals*
Malayan Fibre Containers
Mahatna Bina Sdn Bhd
Matheson PF Consultant
Metal Box (Fima Metal Box)*
Music Machine Sdn Bhd
Oiltek Sdn Bhd
Pan Timber Export*
Penerbit Fajar Bakti*
Power Cables Malaysia*
Presgrave & Matthews*
Rahman Hydraulic Tin*
Raja & Gabongan*
Rexroth Sdn Bhd
Rockwood Int. Freight
Royal Insurance*
S A Russell*
S E H Malaysia
Seagrave & Campbell Sdn Bhd
Securcor*
Sek Yuen & Sons*
Sitham Land Development Co
Soon Aik Goldsmith Sdn Bhd
Soon Douglas*
South East Asia Dev Corp*
South East Housing Corp*
South Engineers*
Spear Advertising Sdn Bhd
Syki Sriwati (M) Sdn Bhd
Sunrise Sdn Bhd
Tan Kean Cheong & Co*
Thames Designs Sdn Bhd
Tino Industries
Transact Data Centre
Transcoll (M) Sdn Bhd
Uni Industrial & Office Supplies*
United Overseas Bank
Xerpa-Soul Pattison
Yee Lee Oills Industries*
Yew Wai Hin Estate
Yuen Tang & Co*
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Ogilvy & Mather Advertising
* WWF Supporter of three years or more