Contents

Patron’s Message 3
WWF-Malaysia Event: Art for Nature 2009 4
Chairman’s Message 5
Thank You for Lending Nature Your Voice 6
Conservation Successes 10
What We Do 17
Project Funds Urgently Needed 16 & 21
Conservation Successes (Continued) 22
WWF-Malaysia Governance 31
Financial Statement 33
Supporter Acknowledgements 34

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A Malayan tiger.
Photo: ©WWF-Malaysia/Mikaail Kavanagh

Back cover photo
A turtle among corals photographed in the Sulu-Sulawesi Marine Ecoregion.
Photo: ©WWF-Malaysia/Eric Madeja
MESSAGE OF
HIS ROYAL HIGHNESS THE SULTAN OF PERAK
WWF-MALAYSIA PATRON

Protect Nature, Conserve Our Heritage

It gives me great pleasure to deliver my message as patron of WWF-Malaysia in this 2009 Annual Review.

Since 1972, WWF-Malaysia has been a leader in conserving our wealth of natural resources, including our beautiful wildlife and wild spaces, which have called this land home for far longer than we have. Malaysia’s rainforests are over 130 million years old, making them the oldest tropical rainforests on the face of the planet. These rainforests have sheltered wildlife for millions of years. Likewise, our shores have witnessed the nestings of countless generations of marine turtles.

Malaysia is truly fortunate to be uniquely endowed with a wealth of natural resources. Our culture, legends and history are inextricably linked to our natural heritage. The image of two tigers adorns our national emblem. Marine turtles, hornbills and orang-utans have become synonymous with Malaysia, making us famous around the world and drawing tourists to our beaches and rainforests. However the existence of these magnificent creatures is increasingly under threat due mainly to indiscriminate development. We must act with urgency to prevent them from becoming mere figments of the past. Their extinction would mark a profound loss to our nation, our future generations, and to the planet.

This year, WWF-Malaysia was very successful in drawing support in the “Egg=Life” campaign, whereby thousands of Malaysians pledged not to consume turtle eggs and added their voices to the call to improve turtle protection laws. I am confident that each and every signature in support of the “Egg=Life” campaign will lend weight to efforts aimed at improving turtle protection legislation.

The coming year, according to the lunar calendar, is the year of the tiger. It would be of great significance if the year sees more Malaysians lending their support to efforts to protect the tigers of our jungles whose numbers are dwindling at an alarming rate. It is only by joining hands and working together that we stand the best chance of saving the creatures that play such a crucial role in our fragile ecosystem.

I congratulate WWF-Malaysia for being unrelenting in their endeavours to protect our priceless and irreplaceable natural heritage. Continue with the good work for which you have become well known, and I hope that you will be a continuous source of inspiration to many more to become champions in environmental protection. I wish you every success in all your present and future projects.

HIS ROYAL HIGHNESS SULTAN AZLAN MUHIBBUDDIN SHAH
SULTÁN OF PERAK DARUL RIDZUAN
Art for Nature 2009: Tanah Air

Art for Nature 2009: Tanah Air was launched on 16th May 2009 and graced by guests of honour HRH the Crown Prince of Perak Darul Ridzuan and HRH Tuanku Zara Salim. Sponsored by Hijjas Kasturi Associates, Art for Nature is an annual charity art exhibition, the proceeds of which support artists and WWF-Malaysia’s nature conservation efforts. This year, Art for Nature raised RM130,715 for our conservation work.

Members of the public viewed the exciting art exhibition, which was held from 17th to 31st May 2009 at Rimbun Dahan gallery in Kuang. It explored the relationship between mankind and our ever changing landscape. The Malaysian “muhibbah” people are similar to those of our tanah air, with diverse original landscapes such as mountain ridges, coral reefs, fertile forests and wide wetlands. Artists delved into the many facets of landscape; not just the natural but urban, media and political.

"In Malaysia, the term tanah air strikes a deeper chord. It means homeland, the country of our birth, the land we inherited – from where we derive our identity. Malaysia is a country blessed with great biodiversity. It is one of only two countries in the world that is home to the orang-utan. We have the second largest population of tigers in the world. The Borneo pygmy elephant can only be found in Sabah. The world’s tallest tropical tree, the tualang, and the smallest hoofed mammal, the kancil, are both exclusively native to Malaysia. Our warm tropical waters are home to the one of the world’s largest populations of endangered green sea turtles and other vulnerable marine species. Should we lose what nature has endowed us with, we will not only lose resources and wildlife. The livelihood of our communities, the potential for human nourishment and medicine, our quality of life and our very identity will erode also."

"I find the "Art for Nature" exhibition an extremely praiseworthy effort. I believe it will do far more than raise funds. It will prompt much reflection and persuade us to consider these urgent environmental issues," said HRH the Crown Prince of Perak Darul Ridzuan during the event.

WWF-Malaysia sincerely thanks HRH the Crown Prince of Perak Darul Ridzuan, HRH Tuanku Zara Salim, Hijjas Kasturi Associates, curator Noor Mahnun Mohamed (Anum) and the participating artists:

- Abdul Mutthalib Musa
- Ahmad Shukri Mohamed
- Anurendra Jegadeva
- Askandar Ungelehr
- Aswad Ameir
- Azliza Ayob
- Bayu Utomo Radjikin
- Bibi Chew
- Carolina Zanelli
- Chang Fee Ming
- Chang Yoong Chia
- Choy Chun Wei
- Dominic Johns
- Erna Dyanty
- Fadly Sabran
- Faiz Shukor
- Glenn Romanis
- Hamir Soib
- Hayati Mokhtar & Dain Iskandar Said
- Helen Bodycomb
- Ilham Fadhli Shaimy
- Jalaini Abu Hassan
- Justin Lim
- Kharul Azmir Shob (Meme)
- Kow Leong Kiang
- Louise Saxton
- Lynyrd Paras
- Megan Keating
- Monika Behrens
- Noor Mahnun Mohamed
- Ramlan Abdullah
- Rochelle Haley
- Roslisham Ismail (Ise)
- Saiful Razman
- Samsudin Wahab
- Sharmiza Abu Hassan
- Shia Yih Ying
- Terry Law
- Umibaizurah Mahir @ Ismail
- Wong Peng Fey
- Yau Bee Ling
- Yusof Majid
United for Nature

There are many conservation successes in this Annual Review and all of them would not have been possible without the contributions of WWF-Malaysia’s supporters and friends. I am touched that we now have 40,000 individual donors, 6,000 more than last year. WWF-Malaysia’s individual supporters collectively made a significant contribution to conservation, funding 23 critical projects that protect our natural resources from July 2008 to June 2009, 2 more than in the previous financial year.

The power of the collective voice was also seen when 6 million Malaysians – more than our target of 5 million! – participated in Earth Hour 2009, when we switched off non-essential lights from 8:30pm to 9:30pm on 28th March to express our concern about climate change. As of October 2009, more than 75,000 people had signed up on the Earth Hour Malaysia website to urge the governments of the world meeting in Copenhagen this December to formulate serious measures to mitigate global warming.

Many people also came together in support of our turtles. During the brief period from Earth Day April 22nd to September 30th 2009, more than 100,000 people – exceeding our target of 40,000 – signed up in support of WWF-Malaysia’s “Egg=Life” campaign pledging not to consume turtle eggs and lending weight to efforts aimed at improving turtle conservation legislation in Malaysia.

It is heartening to see public environmental awareness increasing. Corporations have also extended their support to protecting our homeland’s diverse and rich natural resources, with almost 500 businesses signing up in support of Earth Hour and hundreds more participating in the event. WWF-Malaysia expresses our sincere gratitude to corporations that have shown exemplary social responsibility by investing more than RM100,000 in our nature conservation efforts over the last year:

- Honda Malaysia Sdn Bhd, funders of the “Rhino Rescue” project since 2005,
- BOH plantations Sdn Bhd, supporters of orang-utan conservation and reforestation projects since 2005, and
- Nestlé Products Sdn Bhd, which has empowered women in the Setiu Wetlands since 2007 through a Sustainable Development Programme.

WWF-Malaysia is truly lucky to have such a large network of supporters and friends, and we extend our heartfelt thanks to each and every one of you. Working together, united for nature, I am confident that we will be able to leave our children a living planet.

PROFESSOR EMER. DATO’ DR ABDUL LATIFF MOHAMAD
WWF-MALAYSIA CHAIRMAN
Thank You For Lending Nature Your Voice

“Egg=Life” Campaign
From 22nd April to 30th September 2009, WWF-Malaysia undertook the “Egg=Life” campaign aimed at improving the protection of marine turtles in Malaysia. Turtles play a critical role in keeping marine ecosystems healthy, the same ecosystems that sustain our fisheries and tourism industries that provide food and livelihoods for millions of people.

From 26th July to 8th August 2009, three young ladies called the “Telur Rangers” – Chong Huey Meim, Grace Duraisingham and Nelleisa Omar – undertook a road trip in their “telur mobile” to help save turtles. They stopped at venues all over Peninsular Malaysia, collecting signatures from the public in support of WWF-Malaysia’s “Egg=Life” campaign.

WWF-Malaysia’s “Egg=Life” campaign generated more than 100,000 pledges from the public to:
1. support laws that will ban the sale and consumption of all turtle eggs throughout Malaysia,
2. support the call for comprehensive and holistic Federal legislation to conserve marine turtles, as well as
3. never consume turtle eggs, or trade in turtles and their parts.

Each signature will lend weight to efforts aimed at improving turtle protection legislation in Malaysia. Current Federal law on turtles is limited. Under the Federal Constitution, it is the States that have the authority to make laws on turtles. State laws vary from state to state are simply inadequate.

WWF-Malaysia will continue to strive and advocate for the best legal protection possible for turtles. Please visit wwf.org.my for announcements on our advocacy efforts; we hope to share more details by January 2010.

WWF-Malaysia extends our heartfelt gratitude to our campaign partners:
1. “Egg=Life” campaign creative partner Leo Burnett Malaysia and Arc Worldwide, as well as
We also thank the following organisations that each collected 1,000 signatures or more in support of our “Egg=Life” campaign:
1. City Harvest Church,
2. Fairview International School,
3. HELP University College, Damansara Heights,
4. HSBC Electronic Data Processing (Malaysia) Sdn Bhd,
5. Lumut naval base, Royal Malaysian Navy,
6. SMK Majakir Papar in Sabah,
7. Multimedia University (Melaka campus),
8. Olympia College Kuantan,
9. Sunway University College,
10. Taylor’s College (Sri Hartamas campus),
11. Taylor’s University College Environmental Club (Subang Jaya campus),
12. Tunku Abdul Rahman College, Kuala Lumpur,
13. UiTM Melaka,
14. UiTM Shah Alam,
15. Universiti Malaysia Terengganu, and
16. VISTA Eye Specialist.

We also thank everyone who signed up in support of the “Egg=Life” campaign who we could not list here. Your support is valuable for turtle conservation efforts.

Call to improve the Protection of Wild Life Act 1972

The four NGOs in the Malaysian Conservation Alliance for Tigers – Malaysian Nature Society, TRAFFIC SEA, Wildlife Conservation Society and WWF-Malaysia – created an online petition to urge the Malaysian government to beef up the Protection of Wild Life Act 1972. From December 2007 to July 2009, more than 50,000 signatures were collected. It is hoped that these signatures will add weight to efforts aimed at enhancing the Act through recommendations including the call for the establishment of wildlife management plans as well as higher deterrent penalties and mandatory prison sentences for those who hunt and trade wildlife illegally. Please look out for more information at wwf.org.my. WWF-Malaysia sincerely thanks everyone who lent their vote to the call to improve the Protection of Wild Life Act 1972.
Earth Hour 2009
WWF-Malaysia extends sincere thanks to everyone who showed concern about climate change by participating in Earth Hour 2009 and switching off non-essential lights from 8:30pm to 9:30pm on 28th March.

4,088 cities around the world – four times more than WWF’s original target of 1,000 cities – participated in the global movement. Malaysia was well represented as Kuala Lumpur, Labuan, Penang, Putrajaya, Sabah, Sarawak, Selangor and Terengganu all supported Earth Hour 2009.

Many Malaysian landmarks – including KLCC Twin Towers, Menara KL, Pejabat Perdana Menteri, Dataran Merdeka and the Penang Bridge – switched off their lights during Earth Hour.

More than 75,000 Malaysians as well as more than 400 companies, schools and organisations signed up online to support Earth Hour.

An estimated 6 million Malaysians – more than the original target of 5 million – participated in Earth Hour 2009, and this was shown in the energy savings of 600 megawatts during 8:30pm to 9:30pm on 28th March 2009.

The overwhelming support for Earth Hour 2009 is an encouraging start in efforts to mitigate climate change, although the event is not in itself a solution to the threat of global warming. After Earth Hour has achieved the first crucial step of raising public awareness about the need to combat global warming, WWF-Malaysia hopes that Malaysians, and the people of the world, will continue to demonstrate their concern about climate change by taking steps towards achieving energy efficiency.

Among the simple steps that everyone can take to help save energy are:
1. switch off unused lights,
2. switch unused appliances off standby,
3. switch to energy efficient light globes,
4. reduce use of hot water, and
5. minimise the use of air-conditioners.

Each supporter’s signature matters as 2009 is a critical year in determining the future of our planet. In December this year the world’s leaders will meet at the United Nations Climate Change Conference in Copenhagen to write and potentially sign a successor to the Kyoto protocol. Earth Hour 2009 aimed to provide a platform for 1 billion people from around the world to express their desire for unified and urgent action on climate change in the lead up to Copenhagen – and the power of our collective voice increases with every sign up. The outcome of the Copenhagen Conference will be shared with the public at wwf.org.my.

WWF-Malaysia thanks our Prime Minister, Ministry of Federal Territories, the Selangor and Penang State Governments as well as the Kuala Lumpur City Hall for supporting Earth Hour ’09. We also thank our key Earth Hour partner Leo Burnett Malaysia, especially the late Yasmin Ahmad; venue sponsors KL Tower and CapSquare; Media Prima Berhad, Astro, Radio Television Malaysia, ICR Malaysia and Honda Malaysia; as well as all the individuals and corporations who have pledged their support in this effort to help mitigate climate change.

WWF-Malaysia is honoured to have worked with Leo Burnett Malaysia on Earth Hour 2009. The campaign won one of only two gold awards at the Malaysia Effie Awards 2009. Started in 1968, Effie awards Ideas that Work – the great ideas that achieve real results and the strategy that goes into creating them.

WWF-Malaysia mourns the passing of Earth Hour 2009 Ambassador Yasmin Ahmad in July and extends our condolences to her family and friends.

Partnership with WWF makes good business sense. It means moving towards sustainable business practices that would help ensure the long-term supply of natural resources that fuel industries. It means meeting corporate social responsibility obligations and building a positive brand profile – vital steps to win customers along with government and corporate partners in today's increasingly competitive markets.

Many corporations have recognised that working with WWF-Malaysia benefits them, and we are grateful to have had the opportunity to work with leaders from various industries:

- Automotive
- Fast Moving Consumer Goods
- Plantations
- Telecommunications
- Financial institutions
- Hospitality
- Property developers

Working with WWF makes good business sense and will enable your company to benefit from partnering one of the world’s most well loved brands. Established in 1961, with offices in more than 100 countries today, we are the most recognised independent conservation organisation on Earth.

Diverse Partnerships
There are many ways that corporations can work with WWF-Malaysia:

1. Sustainable business practices
WWF-Malaysia has the expertise to help your company plan more environmentally-friendly and responsible business practices. This will help reduce operating costs in the long-run and is a wise investment in the future, safeguarding the natural resources on which corporations and communities depend. For example, local corporations in forest industries are joining WWF's Global Forest & Trade Network. They are targeting European and US markets, where consumers are increasingly demanding wood products from sustainably managed forests.

2. 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.

3. Licensing & 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.

4. Corporate Club
The Corporate Club provides companies with opportunities to learn about important environmental issues, the impact of business and industry, the opportunities and challenges; and more importantly, how to become part of the solution. Members will have a platform for meaningful dialogue with other companies and stakeholders on common issues.

5. Event Sponsorship
WWF-Malaysia events give corporations the opportunity to build employee morale and enhance their corporate image while contributing to environmental conservation.

6. Donations in Kind
Contributions in kind mean cost savings for us, ensuring that more of our funds – your donations – go directly to our conservation projects. Examples include software worth RM275,000 from Microsoft Foundation Campaign.

Dawn in the Heart of Borneo.
Conservation Successes

Since 1972, WWF-Malaysia has worked on important conservation projects, from saving endangered species such as tigers and turtles, to protecting our highland forests, rivers and seas. We also undertake environmental education and advocacy work to achieve conservation goals. By conserving our natural resources, WWF-Malaysia is helping to protect our livelihoods, food and water supply, thus securing our good quality of life and our children’s bright future.

The following pages provide an overview of the conservation successes achieved during the 2009 Financial Year (July 2008 to June 2009).

Borneo Species Programme

In the Heart of Borneo, an adult male Sumatran Rhino, estimated to be about 20 years old, was monitored and tracked by WWF-Malaysia since July 2006 through surveys, patrols, motion-triggered camera and video trap footage. In August 2008, it was spotted wandering in an oil palm plantation in a weak and dehydrated state. The rhino was rescued and then later relocated to a safer location in a wildlife reserve 40 kilometres away. The translocation operation took 11 days, from 3rd to 13th August, and was led by Sabah Wildlife Department and supported by WWF-Malaysia and BORA.

Based on long-term field survey data, rhino monitoring activities in other forests by the programme team strongly show that the home range of the rhinos is affected by oil palm expansion near the eastern coastline of Sabah. The rhinos’ key habitat in this forest could still be connected; especially between the Tabin Wildlife Reserve and Lower Kinabatangan River region. Further conversion of natural forests, especially those located adjacent to swamp-mangrove forests, into mono-plantation (particularly oil palm) would further eliminate the important corridor connecting these two key rhino areas. WWF-Malaysia is now working closely with the relevant oil palm companies, whose lands are located adjacent to swamp-mangrove forests, to restore the corridor and also address the issue of illegal encroachment.

WWF-Malaysia’s Rhino Patrol and Monitoring Unit walked a whopping 431.04km through dense forests from July 2008 to May 2009 in search of rhino signs in the eastern part of Sabah. Despite the hilly terrain in the Greater Danum Valley Conservation Area, they did not give up and their hard work paid off. A new set of rhino footprints was found and the footprint’s measurement, 22.5 centimetres wide, had never been recorded before. Therefore, it could be the footprints of a different individual foraging far from other parts of Danum, or it could be from outside the Danum Valley Conservation Area.

In June 2009, WWF-Malaysia’s Borneo Species Programme team captured images of the near-extinct Sumatran rhino in the Heart of Borneo, a female believed to be about 20 years old, thus strengthening the argument to sustainably manage the forests in this area. Strong support in terms of enforcement in the forest reserves by the Sabah Forestry Department, Sabah Wildlife Department and Sabah Foundation, with support from the Royal Malaysian Police, could ensure the survival of this endangered species in Borneo.

Consistent monitoring of the rhino population here has so far identified the presence of two rhino calves in the Heart of Borneo. The future of rhinos in Borneo now depends on how effectively the forest reserves can be managed sustainably with monitoring carried out and support through appropriate activities by the relevant authorities. WWF-Malaysia is working with the Sabah Forestry Department to look into sustainably managing Forest Management Units.
There were also notable successes in orangutan conservation efforts, with surveys completed that would provide critical data to conservationists in order to boost their wildlife protection work. From August 2007 to April 2009, a total of 52 individual orang-utans were identified and studied in North Ulu Segama (NUS), within the Heart of Borneo. They were photographed so each could be identified and individual profiles developed. Each animal was differentiated through detailed observation of features including the following:

1. sex and age, determined based on facial morphology such as head hair, skin around the eyes and mouth as well as whiskers and beards,
2. physical appearance, such as body size, visible scars and total body hair, as well as
3. distinctive behaviour of each individual.

Studies done on the orang-utans include:

1. behavioural and diet changes,
2. health status,
3. density and population survey through orang-utans’ nest count using a combination of aerial and ground surveys every six months, as well as
4. orang-utan’s nest decay rate. Permanent trails were established in the study area, and the decay status was observed and recorded every month. Different areas of forest may have different decay rates, depending on the condition of the forest and tree species that the orang-utans build their nests in. An accurate estimate for orang-utan nest decay rate is crucial as it is one of the parameters in a formula that is commonly used to estimate the population size.

In February 2009, a wild orang-utan mother and baby that had been hanging on to a laran tree for a week due to a flood in Lower Segama were rescued. A rescue team comprising staff from the Sabah Wildlife Department and WWF-Malaysia were sent to the site and a rope bridge was set up about four metres from the shore. The orang-utan grabbed the rope bridge as it was thrown to her and descended with her baby clinging tightly on to her. Making sure both their heads were above water, she swam across to safety. At the shore, the orang-utans fed for about 30 minutes before heading back into the forest. Previous documentation had stated that orang-utans do not swim, supposedly due to their fear of water. However, this new discovery shows that orang-utans are actually able to swim in desperate situations with the help of a tool.

An aerial survey was carried out between 16th February to 19th May 2009 to gather a rapid assessment on the orang-utan distribution and density pattern in the Kinabatangan North Area, comprising Segaliud Lokan Forest Reserve, Deramakot Forest Reserve and Tangkulap Forest Reserve. Findings include the following:

1. the Upper Kinabatangan north side represents 30% of the orang-utan population in Sabah, and
2. the density of orang-utans is highest in Segaliud Lokan Forest Reserve compared to the other two reserves.

As of July 2009, a total of 211.59 hectares (ha) of degraded forest in NUS (12,000 ha) had been restored with pioneer and dipterocarp species as well as fruit trees (5%); more than 30% of which are orang-utans’ food. WWF-Malaysia signed a Memorandum of Understanding with the Sabah Forestry Department on 27th February 2009 to commence forest restoration covering another 460 ha in NUS over a three-year period.
Important data that can be used to boost elephant protection efforts was also gained by WWF-Malaysia. 11 Bornean Pygmy Elephants that were collared in 2005 showed that elephants need a larger space to survive in the Lower Kinabatangan area. The elephants moved an average of five km a day, ranging from one to nine km per day, in Lower Kinabatangan depending on the vegetation types, compared to the elephants’ movement in central forests which averages only about one km a day. The high frequency of elephant movement in Lower Kinabatangan shows that the habitat quality in Kinabatangan is either low or very limited, forcing the elephants to move very frequently in search of food.

At least 140 species of plants consumed by these elephants have been recorded. Food sources, including woody climbers, grasses, trees and bamboos are the major diet of Bornean Pygmy Elephants in the rainforest area, showing that the natural lowland forest is the main habitat for elephants.

In March 2009, through close collaboration among WWF-Malaysia, the Sabah Wildlife Department and Serijaya Estate, two elephants were collared in Gunung Rara Forest Reserve. The collared elephants were released in the vicinity of Serijaya Estate in order to find out their degree of aggressiveness and the main routes that they used to enter the estate. Their movements are being followed via satellite.

The Borneo Species Programme team also developed a video documentary entitled “Saving the Endangered Species of Borneo” aimed at increasing public awareness, especially among the younger generation, about the importance of sustainable management of our natural resources and the need to save the endangered species of Borneo.
Environmental Education Programme

In March 2009, the findings from the 2007 “Environmental Citizenship: Emerging Perspectives in Malaysia” nationwide study were socialised in an Environmental Citizenship Conference in INTEKMA Shah Alam. The three-day conference saw the findings being presented to a range of target groups. During the conference, resolutions from the participants were collated based on the findings presentation. The process continued with the socialisation of the resolutions in a focus group workshop in June 2009, where the draft Environmental Education (EE) Policy was developed. In July 2009, the draft EE Policy went through its first review during a working committee meeting. Ultimately, after going through further review and refinement processes, the draft EE Policy will be presented to the Ministry of Education, who will consider including it in the existing National Education Policy.

WWF-Malaysia works closely with the Curriculum Development Division (CDD), Ministry of Education, towards infusing EE into the national curriculum by 2010. Towards this objective, WWF-Malaysia, CDD and local universities organised two workshops to develop the Form 3 EE Kit with the participation of teachers from pilot schools, senior teachers and university lecturers. In addition to the two workshops, WWF-Malaysia also organised a special outdoor event at Kuala Selangor. This hands-on experience for 160 students and 14 teachers from the four pilot schools was carried out with collaboration from the Kuala Selangor District Office, BERAS NASIONAL, the Federal Agricultural Marketing Authority and the Malaysian Nature Society.

Global Forest & Trade Network (Malaysia)

The Global Forest & Trade Network (Malaysia) (GFTN-MY) is the Malaysian chapter of WWF’s Global Forest & Trade Network, a worldwide partnership between forest and trade companies committed to eliminate illegal logging as well as improve the management of threatened and valuable forests. GFTN-MY provides its members with access to a vast global network of responsible businesses. As of July 2009, GFTN-MY has three forest participants that manage 400,000 ha of natural forest, 108,900 ha of which are Forest Stewardship Council certified - meaning they are sustainable and responsibly managed - with the rest moving towards certification. The GFTN-MY now has nine trade participants with an annual sales turnover of USD150 million and has established 14 market links for forest products from Malaysia with an estimated value of USD5.1 million. Moreover, stakeholder consultations for the National High Conservation Value Forests Toolkit were successfully concluded, which will enable Malaysia to have our own national-level interpretation of High Conservation Values, thus enhancing the sustainable management of our forests.
WWF-Malaysia’s Kinabatangan-Corridor of Life Programme team engages with oil palm companies towards implementing sustainable business practices and to set aside high conservation value areas within plantation lands for ecotourism. WWF-Malaysia also rehabilitates degraded patches of forest in order to facilitate the movement, feeding and breeding of the wildlife that are important assets to Sabah’s lucrative ecotourism industry. From 2005 to Sept 2009, WWF-Malaysia and our partners have worked together to replant about 100,000 trees, restoring about 350 ha of degraded forest areas in the Lower Kinabatangan.

The natural environment in Sabah’s Kinabatangan area has always been an important resource for local communities and is intrinsically linked to their livelihoods. With their income source threatened by the reduction and degradation of forests in the area, through activities such as river pollution, illegal logging and land clearing, it is lucky that they have an alternative livelihood option in the KAPOK programme. Komuniti Anak Pokok Kinabatangan (KAPOK), a programme run by WWF-Malaysia, engages 39 small-scale nursery owners from four villages in Kinabatangan: Kampung Blit, Kampung Perpaduan, Kampung Sentosa Jaya and Kampung Abai, to support forest restoration work in Kinabatangan by supplying high quality tree seedlings. This helps to boost their income. Supplied with nursery tool kits, capacity building activities on nursery management and business skills as well as study visits to the best-managed nurseries in Sabah, KAPOK members are able to fully utilise such benefits to produce high quality seedlings for potential buyers. A 2006 survey conducted by WWF-Malaysia showed that 94% of KAPOK members were at the hardcore poor level with an income of less than RM541 per home per month. By July 2009, KAPOK members had supplied more than 3,500 seedlings to several oil palm companies, tree planting contractors, lodge operators and home stay operators in Kinabatangan. KAPOK membership continues to grow, bringing benefits to forest restoration as well as the livelihoods of local communities.

Since October 2005, WWF-Malaysia’s Kinabatangan-Corridor of Life Programme team has been assisting government agencies in Kinabatangan to investigate and take action on encroachment activities within protected areas, particularly the Lower Kinabatangan Wildlife Sanctuary (LKWS). There has been great success to date. Many illegal activities such as felling of timber have been stopped, illegal settlers have been removed from the LKWS and there is a very visible presence of enforcement in the LKWS area, which was previously not seen. In February 2009, another milestone was achieved when the Patrolling Unit succeeded in convincing a lodge owner to evacuate a site inside the sanctuary. In April, a staff house belonging to a plantation was also removed from the riparian reserve area.

WWF-Malaysia has also had success in initiating a sustainable financing mechanism for conservation, the Voluntary Conservation Levy (VCL). Initiated in December 2006, the VCL requests tourists who visit the Lower Kinabatangan to make a voluntary contribution of RM20 or US$5, which will be channelled towards supplementing the manpower of various government agencies in safeguarding the area’s rich natural resources. This includes funding patrolling and enforcement officers. The VCL has been adopted by 5 lodges in the Lower Kinabatangan:
1. Borneo Eco Tours Sdn Bhd (Sukau Rainforest Lodge),
2. Nasalis Larvatus Tours Sdn Bhd (Nature Lodge Kinabatangan in Blit),
3. North Borneo Safari Sdn Bhd (Barefoot Sukau Lodge, formerly known as Sukau Tomanggong Riverview Lodge),
4. Sipadan Dive Centre Sdn Bhd (Proboscis Lodge/Bukit Melapi Lodge), and
5. S.I. Tours Sdn Bhd (Kinabatangan Riverside Lodge).

On the 29th of June 2009, the Kinabatangan-Corridor of Life Tourism Operators Association (KiTA) was launched by Datuk Masidi Manjun, Minister of Tourism, Culture and Environment, Sabah. The adoption of the VCL and Tree Planting sites in K-CoL by all KiTA members was the highlight of the launch.

Engagement with business and industry within the K-CoL area will continue to help the realisation of the programme’s vision and mission.
Peninsular Malaysia Forests Programme

Peninsular Malaysia Species Conservation Programme

In Perak, the Wildlife Protection Unit (WPU) was set up in Gerik to reduce poaching activities within the Belum-Temengor Forest Complex together with enforcement authorities such as the Department of Wildlife and National Parks (DWNP), the police and the army. The role of the ten-man team is to help gather intelligence on illegal activities for enforcement authorities to act upon. To date, 73 snares have been destroyed by the WPU and enforcement agencies within the forest complex. Nine poachers/traders have been arrested as a result of regular patrols. In addition, the WPU provided information that resulted in the destruction of a camp set up by Cambodian encroachers. This is a significant achievement and our TRAFFIC informant network, comprising informants who provide intelligence on poaching activities to the WPU and DWNP, indicates that poachers are now wary of the increased patrolling in the area.

Further east, a community-based WPU comprising 22 volunteers was set up in Jeli, Kelantan. This volunteer group appears to have reduced elephant encroachment into plantations and villages in the Lubok Bongor sub-district. The WPU in Jeli reported that elephant crop raids have dropped from five incidents in August to just one incident in September 2008. Reducing the incidences of human-wildlife conflict also reduces associated costs to villagers of such events – crop and property damage can reach millions of ringgit – and saves wildlife from potentially fatal reprisals. This WPU has also established a Dikir Barat group, which involves singing in groups of between 10 to 15 members, led by a leader. The reason for putting together this group was to unite and entertain one another while waiting for their routine patrols every night. The WPU’s Dikir Barat performance, which incorporates messages on wildlife conservation and human-wildlife conflict, has been showcased over 10 times around the Jeli district.

In order to obtain greater commitment to address encroachment issues in the Belum-Temengor area, WWF-Malaysia presented their findings in a meeting convened by the Gerik District Officer with DWNP, the police, Perak State Parks Corporation, Forestry Department and the army. This meeting triggered the Perak State Security Council to form a joint task force to enhance law enforcement efforts within the forest complex. On 1st June 2009, a road block was set up along a critical area along the East-West highway in the Belum-Temengor Forest Complex and is currently manned by different agencies each day.

There were also significant achievements in wildlife monitoring. Preliminary surveys detected six individual tigers within an area of 100km² in Temengor Forest Reserve in Perak. Surveys will continue in two other forests, Gunong Basor and Baling Forest Reserves in Kelantan, to determine the conservation status of tigers and tiger prey. A scientific paper was published in the international peer-reviewed journal, Oryx. The reference is: Rayan, D.M. & Shariff, W.M. 2009. The importance of selectively logged forests for tiger (Panthera tigris) conservation: a population density estimate in Peninsular Malaysia. Oryx 43: 48-51. Another scientific paper was published in the IUCN/SSC Small Carnivore Specialist Group newsletter. The reference is: Mark Rayan & Shariff 2008. New locality records of the Crab-eating Mongoose (Herpestes urva) in Peninsular Malaysia as revealed by camera-trapping. Small Carnivore Conservation 39: 26–29. A report entitled “General Guide to Camera-trapping Large Mammals in Tropical Rainforests with Particular Reference to Tigers” was also developed for forest managers and field biologists interested in using camera-traps to estimate the abundance of large mammals, especially tigers. Finally, the team also recorded the first known video footage of wild dogs (Cuon alpinus) in Peninsular Malaysia.

(Conservation Successes continued on page 22)
Project Funds Urgently Needed

WWF-Malaysia’s conservation efforts include these large programmes:

The Peninsular Malaysia Forests Programme aims to protect the natural resources within a contiguous forested area to provide environmental, social and economic benefits to the nation. This programme encompasses Malayan tiger and Sumatran rhino conservation efforts. It includes projects aimed at conserving Fraser’s Hill in Pahang, Gunung Stong State Park in Kelantan and the Ulu Muda area in Kedah.

The Heart of Borneo Programme is a conservation initiative that encompasses 31% or 240,000 square kilometres of land in the centre of the island, creating an opportunity to conserve pristine tropical rainforests on a large scale – for the benefit of local communities, the nation and the world.

The Borneo Species Programme aims to conserve the critically endangered Sumatran rhino, the iconic orang-utan and the Bornean pygmy elephant.

The Kinabatangan – Corridor of Life Programme aims to establish a forest corridor along both sides of the Kinabatangan River that connects isolated forest reserves, enabling wildlife, local communities and economic development to thrive and support each other there.
What We Do

National Level Projects:
1. Strengthening the Protected Areas System in Peninsular Malaysia
2. Environment and You: Strengthening Environmental Education in the National Curriculum
3. Sumatran Rhino Conservation Programme
4. Peninsular Malaysia Seas Programme
5. Climate Change
7. Denso Youth for Earth Action (DENO SE YEA)
8. Global Forest and Trade Network- Malaysia
9. Timber Procurement Policies in Malaysia
11. Implementation of Credible Forest Certification System
12. Developing and Environmental Education Policy

National Level Activities:
1. Advocacy in National Conservation Policy
2. Land Use Strategies Planning in peninsular Malaysia
3. Environmental Education (Formal and Community Education)
4. Engaging with the Palm Oil Industry and the Roundtable on Sustainable Palm Oil towards Sustainable Development and Biodiversity Conservation
5. Activities of Malaysian Forest and Trade Network (MFATN)
6. Engaging with the Forest Managers and Related Trade to promote Responsible Sourcing and Responsible Forestry
7. Developing the National High Conservation Value Forests' Checklist and Toolkit with the Forestry Sector
8. Establishment of a FSG National Initiative in Malaysia
9. Engaging/Participating in the EU-Malaysia Forest Law Enforcement and Trade Consultation Processes
10. Capacity Building on Forest and Carbon Issues with IMO

Legend:
- Water
- Mangrove and Peatswamp
- Forest

Scale: 1:4,500,000

Note: Map credits to: World Forest Programme, Department of Agriculture, Peninsular Malaysia 2004, Department of Forestry Peninsular Malaysia 2007 and Sabah Forestry (2006-2007)
Site Specific Projects:

**Peninsular Malaysia Seas**
1. Ma’ Daerah, Trengganu
   - Green Turtle Conservation in Ma’Daerah
   - Ma’Daerah Community Awareness and Educational Project on Turtle Conservation
2. Setiu, Trengganu
   - Community-based Green Turtle and Painted Terrapin Conservation in Setiu
   - Setiu Community Awareness and Educational Project on Turtle Conservation
3. Melaka
   - Conservation of Hawksbill Turtles of Melaka
   - Engaging Communities in Turtle Conservation
   - Melaka Community Awareness and Educational Project on Turtle Conservation
   - Turtle By-catch Studies

**Peninsular Malaysia Forest:**
4. Royal Belum State Park, Perak
   - Rhino Rescue Project
   - Community Engagement and Awareness for Species Conservation
   - Strengthening Species Protection Through the Wildlife Protection Unit
5. Temenggor Forest Reserve, Perak
   - Tiger Conservation in the Belum-Temenggor-Stong Forest Complex
   - Community Engagement and Awareness for Species Conservation
6. Jeli, Kelantan
   - Tiger Conservation in the Belum-Temenggor-Stong Forest Complex
   - Community Engagement and Outreach for Species Conservation
7. Gunung Stong State Park, Kelantan
   - Implementation of the Gunung Stong State Park Management Plan and Capacity Building of the Kelantan State Forestry Department and Local Community
8. Fraser’s Hill, Pahang
   - Community-based Conservation Project Towards Sustainability
9. Setiu, Trengganu,
   - Sustainable Management of Setiu Wetlands
   - Planting of Mangroves and Other Species Along the Coastal Areas of Setiu
   - Women in the Setiu Wetlands: A Sustainable Development Project
10. Ulu Muda, Kedah
    - Strengthening the Protected Areas System in Peninsular Malaysia
    - Ulu Muda Component

Legend:
- Peninsular Malaysia Seas (PM Seas)
- Peninsular Malaysia Forest (PMF) Landscape
- Water
- Mangrove and Peatswamp
- Forest

Source: Data from ESAR, Forest data from Department of Agriculture, Peninsular Malaysia 2004, Department of Forestry Peninsular Malaysia 2007.
The Environmental Education Programme encourages society to participate in environmental conservation and encompasses WWF-Malaysia’s work towards developing an Environmental Education policy within the National Curriculum.

The Peninsular Malaysia Seas Programme aims to have, by the year 2020, sustainable fisheries as well as a healthy marine and coastal environment that also supports local communities. It includes marine turtle conservation work in Melaka and Terengganu.

The Sulu-Sulawesi Marine Ecoregion Programme – Apex of the Coral Triangle is the world’s epicentre of marine biodiversity. WWF-Malaysia works with WWF-Philippines and WWF-Indonesia here to conserve a marine ecoregion that remains a highly productive, globally unique centre of biodiversity able to provide for local communities’ needs.
The Ministry of Defence (MINDEF) agreed to conduct the “Defenders of Nature” (DON) programme for the army, in collaboration with DNWP and WWF-Malaysia. The DON programme was first introduced by DWNP in 2006. This year, DWNP and WWF-Malaysia collaborated to conduct the DON II programme, specifically targeted at the Malaysian Army Second Division. For many years, this Division has been patrolling Peninsular Malaysia’s northern region forests to secure our border from encroachment. Second Division consists of army brigades stationed in Perlis, Kedah, Penang, Perak, Kelantan and Terengganu. By targeting this Division, it was hoped that the army’s awareness on conservation issues would increase, especially in the Belum-Temengor Forest Complex. The DON II programme, which targeted 50 officers leading their respective platoons in the field, introduced theories and concepts of environmental conservation. A questionnaire was distributed to assess the levels of awareness among the participants. Results of this survey indicate that the awareness levels were raised for certain issues based on before-after questionnaires. With greater awareness, WWF-Malaysia hopes to work with MINDEF to develop a comprehensive strategy to combat encroachment and illegal hunting in the northern landscape.

Protected Areas Programme

The Perlis State Park was gazetted by the Perlis State Government on 3rd July 2008 encompassing an area of approximately 4,279.81ha. This significant milestone was achieved after more than 20 years of efforts by WWF-Malaysia and other stakeholders.

WWF-Malaysia, in collaboration with the Ministry of Natural Resources (NRE) and the Danish International Development Assistance (DANIDA), is finalising a master list of protected areas in Malaysia. Once finalised, this master list will serve as a key tool for conservation planning in the country. The Malaysian Parks Newsletter, published by NRE with technical support by WWF-Malaysia, continues into its third year. This newsletter is aimed at promoting greater information-sharing amongst protected area management authorities and raising public awareness on protected area issues.

Efforts to develop a management plan for Royal Belum State Park continue, with two surveys commissioned. Further north in the Ulu Muda forests, a mini-expedition was conducted in March 2008 to a recently-discovered limestone area in Ulu Muda, jointly organised with Forest Research Institute Malaysia and Speleocorp. It resulted in the discovery of three new caves and new records of plants for Kedah. 3,000 copies of a booklet on nature tourism and wildlife conservation at Ulu Muda was produced and distributed to stakeholders and key libraries in the country and around the world. A study on the economic value of Muda River water to the industrial sector in Penang and Kedah has been completed and the study report will be used as a background document for raising awareness among major water users in Penang. WWF-Malaysia was commissioned by the Penang State Forestry Department to produce a preliminary management plan for the proposed Bukit Panchor State Park. In preparing the management plan, the Protected Areas Programme team took part in a scientific expedition organised by the Forestry Department, conducted field assessments and mapped existing trails.
**Peninsular Malaysia Seas Programme**

In Setiu Wetlands, Terengganu, marine turtle and painted terrapin conservation efforts have been revived, following a gap of two years due to manpower and funding constraints. WWF-Malaysia helped to set up and co-manage two turtle and painted terrapin hatcheries, when in the past there was only one hatchery in the wetlands.

Also in Setiu Wetlands, WWF-Malaysia has worked with the local community to establish a mangrove nursery and undertake mangrove replanting efforts. About 1,500 mangrove and *nipah* (a palm tree species) seedlings have been planted in experimental plots and degraded areas with the purpose of halting erosion and restoring the habitat. This is a community-based initiative under the national programme, “Replanting of Mangroves and other Suitable Species in Coastal Areas” with support from the Ministry of Natural Resources and Environment.

There were also significant achievements in turtle conservation over the past year. In Melaka, three satellite transmitters were successfully deployed on three hawksbill turtles and their migration tracked to their foraging grounds. All journeyed southwards in the Straits of Malacca and were tracked to their foraging homes in Riau, Indonesian and Singaporean waters. Results from this research are crucial for a better understanding of marine turtles’ post-nesting movement and habitat use. It will also support the need for regional co-operations and partnerships because turtles’ habitats extend beyond Malaysian territorial waters.

In Melaka, a record high of 471 hawksbill egg clutches were secured for incubation in the hatchery. Previous annual nestings recorded have not reached 400. All hawksbill turtle nests on Pulau Upeh during the peak nesting season of 2008 (April to August) were successfully protected while the nesting turtles were tagged and monitored with the help of interns and volunteers.

WWF-Malaysia, collaborating with the Department of Fisheries Malaysia and Maritime Institute of Malaysia, launched the Bahasa Malaysia version of the book “Ecosystem-based Management in Marine Capture Fisheries” (EBMF) in Putrajaya on 2nd April 2009. WWF-Malaysia also translated a Marine Protected Areas (MPAs) booklet into Bahasa Malaysia as a complement. These books help fisheries managers to better understand the concept of EBMF and MPAs as management tools for sustainable fisheries. The launch of the EBMF book in local language is the first step to introduce this concept to the Malaysian Government through support from WWF-Malaysia and WWF’s Coral Triangle Programme.
WWF-Malaysia has taken steps forward to address the Live Reef Fish Trade issue. The Kudat and Semporna teams worked with the Department of Fisheries, Sabah and TRAFFIC-Southeast Asia to conduct a Non-Detrimental Findings study towards the revision of the export quota of the endangered coral reef fish, humphead wrasse (*Cheilinus undulatus*), which included consultations with fish-cage operators and exporters. A revised quota is now being considered by the Department of Fisheries, Sabah. This collaboration is considered a watershed for facilitation of enabling policies for the fisheries management of Live Reef Fish Trade throughout Sabah.

WWF-Malaysia and the Department of Fisheries are also in the process of establishing an agreement between traders of life reef fish, in order to promote sustainability. It is suspected that much of the live reef fish traded through Kudat probably comes from southern Palawan in the Philippines. Sabah appears to be a hub for live reef fish trade in the region. Government initiatives involving several nations, such as the Sulu-Sulawesi Marine Ecoregion (SSME) Programme and the Coral Triangle Initiative, have recognised the importance of managing the trans-boundary nature of this trade.

WWF’s team in Semporna Priority Conservation Area has made headway in the management of marine resources in Semporna. The team has successfully helped to establish a platform for collaborative management to look into the issues of tourism management in Semporna. Thus, the Semporna Tourism Action Council (STAC) was formed. It is in line with the Sabah Development Corridor Blueprint, to ensure sustainable utilisation and harvesting of natural resources.

Under the STAC, a sub-committee named the Mabul Committee was set up to begin working on issues affecting Mabul Island and its surrounding coral reefs. This committee is a model of all tourism stakeholders cooperating to better manage the island with local communities. Currently, the Mabul Committee, consisting of dive resort owners and operators, has set up its own waste management system with the local community on the island. Three collection points have been allocated and dive resorts are taking turns to take the rubbish out to mainland Semporna for proper disposal.
Conserving Eco-systems and Uplifting Communities

WWF-Malaysia realises that in order to build a future in which humans live in harmony with nature, we need to undertake environmental education as well as improve the living standards of local communities through engaging them in conservation. Therefore, when they work to protect our natural resources to safeguard the good quality of life of us all, they are also working towards building a brighter future for themselves, their communities and their children.

WWF-Malaysia continues capacity building for the nature guides and other stakeholders at the Gunung Stong State Forest Park to build their skills to optimise ecotourism opportunities and participate in conservation of the protected areas. Courses conducted included map-reading and a study visit to Perlis State Park as well as a one-day kayaking expedition down Sungai Pergau to assess its ecotourism potential.

In Fraser’s Hill, Pahang, we work with local community interest group “Fraser’s Hill Environmentally Sustainable Heritage (FRESH)”, which was established by WWF-Malaysia, on an on-going community-based biodiversity monitoring programme. To empower the local community at Fraser’s Hill to earn additional revenue through participation in ecotourism and conservation activities, we also developed a curriculum on Basic Training for Nature Guiding in Fraser’s Hill. One of the modules, the one on bird watching, has been certified by the Ministry of Tourism through the Pahang Tourist Guides Association as an approved Continuing Tourism Related Education programme. The Ministry is currently in the process of certifying the entire teaching curriculum that comprises 9 modules. WWF-Malaysia also conducted training programmes for Forest Research Institute of Malaysia in-house guides, and will extend this to the Fraser’s Hill local community, including resort operators.

Outreach efforts did much to raise environmental awareness in the past year. Four awareness talks were held at three schools in Gerik, Perak, educating 620 students on the importance of wildlife and its conservation. Awareness talks were also conducted for the urban community, with more than 1000 adults and students attending the talks at 13 different locations. In addition, WWF-Malaysia participated in outreach events at markets in the town centre and schools with partners from the Malaysian Conservation Alliance for Tigers (MYCAT).

Further south in Melaka, it was marine wildlife that took centre stage when WWF-Malaysia conducted awareness talks and school visits to Padang Kemunting Turtle Management Centre for more than 350 students from six schools; two secondary and four primary schools. The schools were chosen based on proximity to turtle nesting beaches.
In order to raise awareness on wildlife conservation issues among predominantly Muslim communities, religious leaders can be seen as powerful conservation ambassadors. As such, a two-day workshop entitled *Bengkel Kesedaran Pemuliharaan Alam Sekitar dan Hidupan Liar Dalam Islam* (Environmental and Wildlife Conservation in Islam) was held for religious leaders and teachers in Jeli, Kelantan. The event, co-organised by the Kelantan Islamic and Malay Ceremonial Council, the Malaysian Institute of Islamic Understanding with WWF-Malaysia, saw some 23 participants drafting sermons for Friday prayers and compiling Qur’an verses, hadith and sirah (stories of prophets) that were relevant to positively influencing human attitudes towards illegal hunting and human-wildlife conflict. At the end of the workshop, four draft sermons, including a list of Qur’an verses and hadith were produced.

In Terengganu, WWF-Malaysia worked with local community interest group, Persatuan Khazanah Rakyat Ma’Daerah (MEKAR) to organise the 22nd June 2008 “Pemuliharaan Alam Sekitar dan Penyu dari Sudut Islam” (Nature and Turtle Conservation from an Islamic Perspective) Workshop, which was facilitated by the Malaysian Institute Of Islamic Understanding. The workshop’s purpose was to link Islamic teachings to environmental conservation, particularly turtle protection. The outcome of the workshop was a Friday prayers sermon text. With the support and approval of the state religious department, the sermon was read at more than 400 mosques in Terengganu. Subsequently, WWF-Malaysia staff Reuben Clements, River Foo, Syahaneem Othman, Umi Rahman, Sharifah Ruqaiyah and Rahayu Zulkifli produced a paper on the topic “Islam, Turtle Conservation and Coastal Communities” for the Conservation Biology journal. By sharing these successes, it is hoped that such activities can be replicated in the service of conservation in other countries.
MEKAR and WWF-Malaysia in collaboration with the Department of Fisheries organised an inaugural "Turtle Rescue and Resuscitation Workshop" in Terengganu. This was the first of its kind workshop to be held in Malaysia. More than 90 fishermen from the Dungun and Kemaman districts attended the April 2008 workshop, learning from WWF-Indonesia experts how to rescue turtles trapped in their fishing gear and release the animals safely into the ocean. The training was replicated in Melaka in partnership with Department of Fisheries where approximately 40 fishermen witnessed firsthand techniques to release turtles that were accidentally trapped back to the sea. With such skills, the fishermen no longer need to watch helplessly as turtles accidentally caught in their fishing gear suffocate and die.

Over a series of workshops, MEKAR and WWF-Malaysia, in collaboration with Jabatan Pendidikan Negeri Terengganu and selected local teachers, produced a Daily Lesson Plan (DLP) that would assist teachers to incorporate topics on turtles into the primary school curriculum. The DLP was distributed to more than 30 primary schools in the Kemaman and Dungun districts in February 2009.

In order to instil awareness on turtle conservation among local villagers in Kemasek, Kerteh and Paka, most of whom have never seen a nesting turtle before, MEKAR and WWF-Malaysia developed a structured turtle observation programme from June to August 2009, where villagers had the opportunity to spend a night at the Ma'Daerah turtle sanctuary to witness turtles laying eggs. Eight camps were organised throughout these three months. MEKAR and WWF-Malaysia also helped to spread the turtle conservation message by securing the support of Terengganu FM. From April to September 2009, listeners across the state were educated on the importance of conserving Terengganu's popular icon - the marine turtle.

MEKAR also gave a talk on the importance of spearheading conservation at the local community level to the villagers of Kampung Mangkok in Setiu Wetlands, Terengganu, during an event on local community entrepreneurship and environmental awareness. Using MEKAR as a model, WWF-Malaysia envisions a similar community-based organisation to be set up in Kampung Mangkok in the future.

In Setiu Wetlands, Terengganu, WWF-Malaysia has mobilised local women's group Pengusaha Wanita Setiu (PEWANIS) to champion wetlands conservation and seek alternative sources of income. The local women have been actively involved in activities such as mangrove replanting and beach clean-ups. Pilot testing of cottage industry products has been initiated while capacity building and awareness programmes have been conducted for the women, so they can participate in conservation while gaining more sources of income. A community centre has also been established in Kampung Mangkok, Setiu. The centre serves as the production house for the pilot cottage industry products; the venue for community meetings and activities as well as tuition and English classes for the women and local children. It also has a mini-library, information and visitor centre.
Marine conservation work in Sabah also involves local communities. The Sulu-Sulawesi Marine Ecoregion Programme teams in the Kudat-Banggi and Semporna Priority Conservation Areas (PCAs) implement projects supporting ecosystem based management of coastal fisheries and habitats. These projects are aligned with the SSME Tri-National Conservation Plan—action plans on Sustainable Fisheries, Marine Protected Areas as well as Charismatic and Endangered Species—and WWF’s Coral Triangle Programme.

WWF’s team in Kudat-Banggi PCA is tasked to build community support for the proposed 1.02 million hectares Tun Mustapha Park (TMP) with more than 80,000 people living within and around it. Sustainable resource management of such a large park involves zoning of areas for many different uses, including fisheries management and protection of biodiversity, which requires resource users to participate in resource management through collaborative management.

The Kudat team is discovering communities that proactively manage marine resources in TMP. Kampung Berungus in Pitas is one of them. The Pengerusi JKKK, Encik Abdul Karim, was found to be already strongly committed to preventing fish bombing and cyanide fishing in his village. Supported by Encik Jamili and the youth of the village, they are aware that these destructive fishing practices destroy the very resources that their livelihoods depend upon. Being former practitioners, they know and understand the negative impacts of the destructive practices and are therefore more effective in managing and protecting their resources.
Another example is the Pulau Maliangin community. Pakcik Musana was instrumental in initiating Maliangin Sanctuary as a pilot site to demonstrate the benefits of a Marine Protected Area (MPA) — including alternative livelihood creation; increased fish catch through the spill-over effect of a no-take zone; improved biodiversity; and the implementation of the collaborative management. The Kudat team and Musana’s community are working closely to determine the Maliangin Sanctuary boundary and set up a Maliangin Committee with the Registrar of Society to formalise the establishment of Maliangin Sanctuary.

Communities in Kampung Berungus and Maliangin Sanctuary are showing that local communities can manage their own resources given the opportunity and proper support. This gives much hope for the collaborative management and conservation of the proposed TMP.

WWF-Malaysia’s community outreach efforts for nature conservation span from coral reefs to highland ridges. We have built the local communities’ skills to undertake forest restoration activities in Bario, in the highlands within the Heart of Borneo (HoB). WWF-Malaysia works through local community interest group, Forum Masyarakat Adat Dataran Tinggi Borneo (FORMADAT). Planning has been undertaken to engage local communities in conservation initiatives, which will also provide them with alternate sources of income that have the potential to enhance their quality of life. Such initiatives include ecotourism, sustainable farming and products. We have arranged for meetings with community leaders in the HoB’s highlands, including Bario, Ba Kelalan and Long Semadon in Sarawak as well as Ulu Padas in Sabah, and work continues. Potential products identified for further exploration include Adan rice and Benamut (traditional millet from the highlands). In addition, more mini-transboundary loops for trekkers were also identified, such as Bario – Lembudud in Kalimantan and Pa’ Dalih – Long Layu in Kalimantan. This is to enhance ecotourism in the highlands and transboundary tourism in the HoB.
WWF-Malaysia sincerely thanks our partners. Without them, these conservation successes would not have been possible:

**Malaysian Government**
- Department of Fisheries Malaysia
- Department of Fisheries – Melaka State
- Department of Fisheries, Sabah
- Department of Fisheries – Terengganu State
- Department of Marine Park Malaysia
- Department of Wildlife and National Parks (PERHILITAN)
  - Economic Planning Unit
  - Prime Minister's Department
- Environment Action Committee
- FAMA District Office, Kuala Selangor
- Forest Research Institute of Malaysia
- Forestry Department
- Peninsular Malaysia Institute of Biodiversity, PERHILITAN
- Institut Kefahaman Islam Malaysia
- Integrated Agriculture Development Area Office, Kuala Selangor
- Jabatan Agama Islam Terengganu
- Jabatan Pelajara Negeri Perak
- Johor National Parks Corporation
- Kelantan State Forestry Department
- Kelantan State Economic Planning Unit
- KPM Terendak Military Camp, Melaka
- Kiniabatang District Office
- Kota Marudu District Office
- Kuala Selangor District Council Office
- Kuala Selangor Nature Park
- Kudat District Office
- Majlis Daerah Kuala Krai Selatan
- Majlis Daerah Raub
- Majlis Tindakan Pelancaran Negeri Pahang
- Malaysian Maritime Enforcement Agency – Sabah
- Malaysian Timber Certification Council
- Malaysian Palm Oil Association
- Malaysian Remote Sensing Agency (MACRES)
- Marine Police – Kudat Office
- Maritime Institute of Malaysia (MIMA)
- Ministry of Education
- Ministry of Education – Curriculum Development Division
- Ministry of Education – Education Planning and Policy Research Department
- Ministry of Education – School Division
- Ministry of Environment and Local Government – Town and Country Planning Department
- Ministry of Natural Resources and Environment
- Ministry of Plantations, Industries and Commodities
- Ministry of Tourism
- Ministry of Youth and Sports
- National Oceanography Directorate of Ministry of Science, Technology and Innovation
- Penang State Forestry Department
- People's Volunteer Corps (RELA) – Kampung Lubok Bongor, Jeli, Kelantan
- Perlak State Forestry Department
- Perak Integrated Timber Complex
- Perak State Economic Planning Unit
- Perak State Parks Corporation
- Perbadanan Kemajuan Bukit Fraser
- Pitas District Office
- Pusat Pelajaran Daerah Jeli
- Royal Malaysian Police
- Sabah Chief Minister's Department
- Sabah Economic Planning Unit
- Sabah Environmental Protection Department
- Sabah Forest Industries Sdn Bhd
- Sabah Forest Department
- Sabah Foundation
- Sabah Lands and Survey Department
- Sabah Ministry of Tourism, Culture and Environment
- Sabah Natural Resources Office
- Sabah Parks
- Sabah State Secretary's Office
- Sabah Wildlife Department
- Sarawak Biodiversity
- Sarawak Chief Minister's Office
- Sarawak Forest Department
- Sarawak Forestry Corporation
- Sarawak Immigration Department
- Sarawak Land and Survey Department
- Sarawak Ministry of Planning and Resource Management
- Sarawak Ministry of Urban Development and Tourism
- Sarawak Natural Resources and Environmental Board
- Sarawak State Planning Unit
- Sarawak State Secretory's Office
- Sarawak Timber Industry Development Corporation
- Sarawak Tourism Board
- Selangor State Education Department
- Selangor State Education Department
- Sepompa District Office
- Sepompa Municipal Council
- Southeast Asian Fisheries Development Centre – Malaysia Office
- State Education Department, Johor
- State Education Department, Kedah
- State Education Department, Kelantan
- State Education Department, Melaka
- State Education Department, Pahang
- State Education Department, Selangor
- Terengganu State Forestry Department
- Vet Services Department – Jeli

**Private Sector and NGOs**
- Adesilium Foundation
- Anco Furniture Sdn Bhd
- Arung Hayat Resort
- Asiaprima RCF Sdn Bhd
- Asian Development Bank
- Banggi Youth Club
- Big John Scuba
- Billabong Scuba Dive Lodge
- BKB Hevea Products Sdn Bhd
- Borneo Divers Mabul Resort
- Borneo Dreams Tour & Travel Sdn Bhd
- Borneo Jungle River Island Tour And Bhd
- Borneo Rainforest Lodge
- Borneo Rhino Alliance (BORA)
- Borneo Sea Pompoming Island Resort
- Borneo Tsang Furnishing Sdn Bhd
- BP Asia Pacific (Malaysia) Sdn Bhd
- Celebes Explorer
- Cymao Plywood Sdn Bhd
- DENSO International Asia Pte Ltd
- DENSO, Japan
- DENSO, Malaysia
- Fraser's Hill Environmentally Sustainable Heritage (FRESIH)
- Garnuera Berhad
- Global Environmental Centre
- HUTAN
- Inspiration Furniture Sdn Bhd
- Kudat Buddhist Association
- Kudat Turtle Conservation Society
- Kumpulan Pengurusan Kayu Kayaan Terengganu (KPKKT)
- Mabul Island Backpakers
- Malaysian Conservation Alliance for Tigers (MYCAT)
- Malaysian Nature Society
- Marine Conservation Society (UK)
- Marine Research Foundation
- Maximum Marks Sdn Bhd
- McCorry Group of Companies
- Ming Ritzi Sdn Bhd
- North Borneo Safari
- Padiberas Nasional Berhad (BERNAS)
- Pahang Tourist Guides Association
- Pengusaha Wanita Setiu (PEWANIS)
- Persatuian Khasanah Rakyat Ma’Daerah
- Persatuian Pemrik Kapal
- Pesatuan Kedai Botanical Gardens
- Project Orion
- Raya Intan Sdn Bhd
- The Reef Dive Resort
- Ronn's Adventures
- Roundtable on Sustainable Palm Oil (RSPO)
- Sabahat Gunung Stong
- Sarawak Timber Association
- Sawit Kinabalu
- The Scouts Association of Malaysia
- Scuba Junkie Mabul Resort
- Seaventures Dive Resort
- Sipadan-Mabul Resort
- Sipadan-Mabul Resort
- Sipadan-Kapalai Dive Resort
- Sipadan-Mabul Resort (SMART)
- Spadon Pom-pom Island Resort
- Spadon Schluck
- Spadon Water Village Resort
- Spekecorp
- Tent Pita Pte Ltd
- UNICO Desa Plantation Berhad
- Yayasan Anak Warisan Alam

**Universities and Educational Institutions**
- Cardiff University, UK
- Japanese Environmental Education Forum
- The One Academy of Communication Design
- SMK Damansara Jaya, Selangor
- SMK Lanchang, Pahang
- SMK Pinang Tunggal, Kedah
- SMK Taman Kota Jaya, Johor
- Universiti Kebangsaan Malaysia
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- Universiti Malaysia Terengganu
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Conservation Director
Dr Arun Venkataraman

*Members of ExCo as of September 2009
Together, they are determined to improve their quality of life.

In the rustic serenity of Terengganu, these wives and mothers are moving purposefully to improve the lives of their families by learning new skills that will bring in sustainable additional income. Thus, “The Pink House” in Kampung Mangkuk has become a dynamic classroom for these women to learn the basics of entrepreneurship funded through the Nestlé-WWF Setiu Sustainable Development Project. Encouraging each other, perseverance and determination continue to drive their motivation to make a positive difference in their lives.
Financial Statement

STATEMENT OF ACCOUNTS

INCOME

<table>
<thead>
<tr>
<th>Source</th>
<th>12 months to June 2009</th>
<th>12 months to June 2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Donations from Corporations</td>
<td>1,911,861</td>
<td>2,149,709</td>
</tr>
<tr>
<td>Donations from Trusts &amp; Foundations</td>
<td>391,520</td>
<td>77,784</td>
</tr>
<tr>
<td>Donations/Legacies from Individuals</td>
<td>13,082,952</td>
<td>11,268,904</td>
</tr>
<tr>
<td>Government/Aid Agencies Grants</td>
<td>697,346</td>
<td>814,278</td>
</tr>
<tr>
<td>WWF Network Grants</td>
<td>16,909,365</td>
<td>10,838,616</td>
</tr>
<tr>
<td>Sale of Goods/Services/Royalties</td>
<td>115,369</td>
<td>108,984</td>
</tr>
<tr>
<td>Promotions &amp; Events</td>
<td>413,572</td>
<td>205,474</td>
</tr>
<tr>
<td>Others</td>
<td>425,011</td>
<td>534,952</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>33,946,997</strong></td>
<td><strong>25,998,701</strong></td>
</tr>
</tbody>
</table>

EXPENDITURE

<table>
<thead>
<tr>
<th>Expenditure</th>
<th>12 months to June 2009</th>
<th>12 months to June 2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conservation expenditure</td>
<td>20,418,732</td>
<td>19,384,295</td>
</tr>
<tr>
<td>Cost of Generating Funds &amp; Awareness</td>
<td>6,128,153</td>
<td>4,366,956</td>
</tr>
<tr>
<td>Operating expenditure</td>
<td>700,197</td>
<td>1,045,664</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>27,247,082</strong></td>
<td><strong>24,796,915</strong></td>
</tr>
</tbody>
</table>

Income

12 months to June 2009 (unaudited)

Expenditure

CONSERVATION EXPENDITURE (Unaudited 12 months to June 2009)

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Forests</td>
<td>3,200,517</td>
</tr>
<tr>
<td>Species</td>
<td>8,132,124</td>
</tr>
<tr>
<td>Marine</td>
<td>3,354,555</td>
</tr>
<tr>
<td>Education</td>
<td>926,424</td>
</tr>
<tr>
<td>Freshwater</td>
<td>1,836,977</td>
</tr>
<tr>
<td>Policy &amp; Advocacy</td>
<td>732,562</td>
</tr>
<tr>
<td>Capacity Building &amp; Communications</td>
<td>1,190,983</td>
</tr>
<tr>
<td>Conservation Technical Support</td>
<td>1,044,591</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>20,418,732</strong></td>
</tr>
</tbody>
</table>
Supporter Acknowledgements

July 2008 – June 2009

RM 100,000 & above
Organisations
Honda Malaysia Sdn Bhd
Merck & Spencer

RM 50,000 & above
Organisations
Boh Plantations Sdn Bhd
HSBC Bank Malaysia Berhad
Nestlé Products Sdn Bhd
RICOH Company Ltd

RM 10,000 & above
Organisations
Alliance Bank Malaysia Berhad
Bandar Raya Developments Bhd
Credit Suisse
EO Malaysia
ERE Consulting Sdn Bhd
Expomal International Sdn Bhd
Hijjas Kasturi Associates Sdn Bhd
Juitaviden Sdn Bhd
JERUTUN Greetings (M) Sdn Bhd
PERMAI HSAN SDN BHD
Pioneer Technology (Malaysia) Sdn Bhd
PM Group Bhd
RSH (MALAYSIA) SDN BHD
Seasteel Hotel
TotalChild Sdn Bhd
Traders Hotel Kuala Lumpur

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Mr Abu Hassan Bin Ismail
Mr Aidil Hanan Bin Adnan
Mr Allan Cheah Fook Sang
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Ms Cheam Siew Siew
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Mr Cheng Heong Yang
Mr Cheng Tei Kian
Ms Chuin Ly Hae
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Mr Choy Chai Ming
Mr Choy Fook Kun
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Ms Wang Chiew Ngo
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Mr Wong Kor Chuan
Ms Wong Lee Kiong
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Mr Yap Bee Yong
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Mr Yap Kheng Han
Ms Yap Lay Bee
Mr Yeap Kim Soon
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AsiaExis Sdn Bhd (AEE)
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Batu Pahat Mall
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Bestmart
Bintang Hypermarket Kajang
Boh Plantations Sdn Bhd,
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Cadbury Confectionery (M)
Sdn Bhd
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China Chamber of Commerce (CCC) & Industry of KL & Selangor
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Community Shapers Sdn Bhd
Danga Bay
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Digi Telecommunications Sdn Bhd
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Faculty of Veterinary Medicine,
University Putra Malaysia
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Genting First World Hotel
Giant Hypermarkets
Great Eastern Mall
Intel Technology Sdn Bhd
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Setiawangsa
Jaya Jusco Stores, MidValley
Jaya Jusco Stores, Permas Jaya
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Kompleks Sg Buloh
Kuala Lumpur Golf & Country Club
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Menara Landmark
Menara Maybank
Menara T M
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Mr Yeoh Cheng Twan
Mdm Yong Siew Yoon
Ms Yoong Pao Ping
Mr Yudhisrha Jeganathan
Ms Yue Wai Lium

Photography: ©WWF-Malaysia/Lee Shan Khee

Baby orang-utans need care and support from their mothers to thrive, just as WWF-Malaysia needs your support to continue our nature conservation work. Thank you for your support.
WWF-Malaysia (World Wide Fund for Nature-Malaysia), the national conservation trust, currently runs more than 75 projects covering a diverse range of environmental protection work aimed at conserving our natural resources to secure our good quality of life and our children’s bright future. Our mission is to stop the degradation of the planet’s natural environment and to build a future in which humans live in harmony with nature by:

1. conserving the world’s biological diversity,
2. ensuring that the use of renewable natural resources is sustainable, and
3. promoting the reduction of pollution and wasteful production.

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