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MESSAGE BY
HIS ROYAL HIGHNESS SULTAN AZLAN MUHIBBUDDIN SHAH
THE SULTAN OF PERAK DARUL RIDZUAN
AND PATRON OF WWF-MALAYSIA

It gives me great pleasure to deliver my message as patron of WWF-Malaysia in this 2010 Annual Review.

WWF International will celebrate its 50th Anniversary in 2011. At the same time, WWF-Malaysia will celebrate 39 years of conservation work in our homeland. I am pleased to note the scope of conservation work and successes that have been achieved. This includes more than 75 on-going projects by WWF-Malaysia, supported by more than 45,000 individuals.

This year, WWF-Malaysia was able to generate much public support for the “Tx2: Double or Nothing!” campaign aimed at doubling the number of wild tigers in Malaysia and the world by the next lunar Year of the Tiger in 2022.

2011 has been declared the International Year of Forests by the United Nations General Assembly. Indeed, no effort to conserve our tigers or other wildlife is possible if we do not first protect their forest home. Our very own quality of life depends upon healthy forest ecosystems, which serve as the source of freshwater supply as well as nature’s shield against global warming and flash floods. Our forests also provide the natural resources that sustain our forestry and ecotourism sectors while supporting local communities. It is my sincere hope that our forests, and our tigers, can be protected for many generations to come.

I commend WWF-Malaysia for their dedicated and tireless efforts to protect our natural treasures, and I thank the Malaysian public who has made these conservation successes possible. If we work together, I am confident that we will be able to save our tigers – the creatures that adorn our national crest, as well as their forest home, and ultimately safeguard a good quality of life for ourselves, our children and their children.

HIS ROYAL HIGHNESS SULTAN AZLAN MUHIBBUDDIN SHAH
SULTAN OF PERAK DARUL RIDZUAN
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.
PRESIDENT’S MESSAGE

2010 has been a busy year for WWF-Malaysia, with conservation successes achieved through engagement with partners and stakeholders as diverse as the ecosystems we are trying to conserve. We welcomed the WWF Tiger Network Initiative to our Petaling Jaya headquarters and hosted the WWF Annual Conference in Kota Kinabalu, Sabah.

WWF-Malaysia also had the privilege of hosting the WWF Annual Conference in May 2010, for the second time in 11 years. The 150 delegates from the global WWF Network had the opportunity to experience conservation realities on the ground, especially in the Danum Valley Conservation Area. We are confident that the fruitful discussions during the conference will motivate WWF staff to deliver conservation results with even more drive and passion.

Our successes would not be possible without our 45,000 individual supporters, 5,000 more in the Financial Year from July 2009 to June 2010 than the previous Financial Year, representing a growth of 12.5% despite the economic challenges of the past two years. WWF-Malaysia truly thanks our supporters.

We received much public support for the on-going “Tx2: Double or Nothing!” campaign in Malaysia, which is aimed at raising awareness and funds for tiger conservation to help double the number of wild tigers in the world by the next Year of the Tiger (2022). On the ground, we have worked closely with the authorities in the Hulu Perak District to form the first district-wide joint enforcement taskforce to combat poaching and encroachment in and around the Belum-Temengor Forest Complex.

Wildlife conservation within Malaysia received a significant boost with the passing of the Wildlife Conservation Act 2010. The passing of this act celebrated WWF-Malaysia’s five-year-long aggressive advocacy with this act. Our concerns about weak clauses of the preceding bill which could result in weakened enforcement were recognised by the Ministry of Natural Resources and Environment. WWF-Malaysia is now confident that the current act is much stronger and will lead to better protection of endangered species.

This Year of the Tiger did not see marine conservation neglected. In 2009, our “Egg=Life” campaign garnered more than 100,000 signatures from the public in support of WWF-Malaysia’s call for better legal protection of our nation’s endangered turtles through Federal laws. Pursuant to the campaign, a memorandum was presented to the Prime Minister on 7th April 2010.

Our advocacy for the gazettement of the Tun Mustapha Marine Park in Sabah, Malaysia has gained much momentum with the increased involvement of state government agencies, local coastal communities, commercial fisheries and more recently, several politicians. This has allowed for the creation of a holistic collaborative management frame-work which will pave the way for effective management of the marine park once it is officially created.

In addition to our policy and advocacy work, business and industry engagement wins have also been encouraging. An increasing number of oil palm and timber industry players are investing funds in better and sustainable management practices such as establishment of riparian corridors, increased commitment to certification of palm oil and timber and enhanced steps to promote biodiversity conservation in plantations and concessions.

From March 2009 to May 2010, more than 11,000 trees were sold to various companies for reforestation work in the Kinabatangan by the Komuniti Anak Pokok Kinabatangan/Seedlings Community of Kinabatangan (KAPOK) programme established by WWF-Malaysia, which comprises small-scale nursery owners in the area. Ecotourism operators are also increasingly participating in the voluntary conservation levy scheme spearheaded by WWF-Malaysia.

WWF-Malaysia is grateful to our partners and supporters who helped us achieve these conservation wins that spur us in our efforts to leave our children a living planet.

Dato’ Seri Tengku Zainal Adlin
WWF-Malaysia President
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. It also means enhancing the loyalty and motivation of your valuable human resources as studies have shown employees prefer to work for companies associated with a good cause, like environmental conservation, compared to those that are not.

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:

1. Automotive  
2. Financial institutions  
3. Fast Moving Consumer Goods  
4. Hospitality  
5. Plantations  
6. Property developers  
7. Telecommunications

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 and 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 about the benefits of moving towards sustainable and responsible business practices.

5. 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.

Contact corporaterelations@wwf.org.my for more information on how your business can benefit from partnering the panda.
WWF-Malaysia hosted the 2010 WWF Annual Conference, themed “Biodiversity, Footprint and Our Future”, in Kota Kinabalu from 11th to 13th May. 150 WWF representatives from around the world discussed various aspects of ecological footprints as well as global drivers that WWF will need to tackle to succeed in conserving biodiversity.

During the conference, local conservation leaders were presented with international awards. The WWF Award for Conservation Merit is given in recognition of demonstrated long-standing commitment to local, grass-roots conservation and was presented to Datuk Sam Mannan, Director of the Sabah Forestry Department, and Kevin Hiew Wai Phang, currently retired but who once served as Head of Marine Parks, Department of Fisheries Malaysia, and WWF-Malaysia’s Senior Advisor for the Coral Triangle Initiative. A WWF Award for Conservation Merit was also presented to Ken Scriven, who founded WWF-Malaysia and has led conservation efforts in Malaysia since the 1970’s, although he was originally from the UK. The WWF Gold Panda Award is given in recognition of significant financial contributions to WWF. This year, it was awarded to Puan Noraini Hashim in recognition of her long-standing and enthusiastic support of environmental conservation and of WWF.

WWF-Malaysia also recognised three conservation leaders with local awards. The WWF-Malaysia Local Community Conservation Leader Award was won by Pak Cik Karim bin Othman of Kampung Mangkok, Setiu for his significant contribution to marine turtle conservation. The WWF-Malaysia Champion of Environmental Citizens Award was presented to Hilary Chiew for her incisive reporting of green issues and environmental education leader Susan Pudin from Sabah.

Art for Nature 2010: Survival
From 25th July to 2nd August 2010, the Art for Nature exhibition was held in Rimbun Dahan Gallery in Kuang, Selangor. It showcased works by Malaysian and international artists that explored the “survival of the fittest” concept and addressed questions related to mankind’s need to evolve.

Sponsored by Hijjas Kasturi Associates, Art for Nature is an annual charity art exhibition. This year, the event raised RM121,407.80 that was channelled to WWF-Malaysia’s nature conservation efforts.

WWF-Malaysia thanks the participating artists:

<table>
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<th>En Abdul Multhalib Musa</th>
<th>En Ahmad Fuad Osman</th>
<th>En Ahmad Shukri Mohamed</th>
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<td>Mr Anthony Pelchen</td>
<td>En Aswad Ameir</td>
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<td>En Bayu Utomo Radjikin</td>
<td>Ms Bibi Chew</td>
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<td>Mr Dominic Johns</td>
<td>En Fauzul Yusri</td>
<td>En Hamir Soib</td>
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<td>En Ilham Fadhli Shaimy</td>
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<td>Mr Ivan Lam</td>
<td>En Jalaini Abu Hassan</td>
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<td>Mr Justin Lim</td>
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<td>En Latif Padzali</td>
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<td>En Masnoor Ramli</td>
<td>En Mohd Faiz bin Md Shukor</td>
<td>Mr Munkao</td>
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<td>En Ramlan Abdullah</td>
<td>En Roslisham (Ise)</td>
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<td>En Saiful Razman</td>
<td>En Samsudin Wahab</td>
<td>Ms Shia Yih Ying</td>
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<td>Ms Terry Law</td>
<td>Puan Umibai zurah Mahir @ Ismail</td>
<td>Mr Wong Perng Fey</td>
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<td>Ms Yau Bee Ling</td>
<td>En Yusof Majid</td>
<td>Mr Zaw Win Pe</td>
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Camera-trap photos of a rhino believed to be pregnant. The first image was captured at 9:37pm on 25th February 2010 and the rhino stayed in the wallowing area for a good four minutes before she went off.
Borneo Species Programme

There was notable success in rhino conservation efforts when footage of rhinos was captured by camera traps in several locations in Sabah. In February 2010, footage of a rhino, suspected to be pregnant, was obtained in the Greater Danum Valley. The photos were captured by camera traps set up by WWF-Malaysia’s Rhino Patrolling and Monitoring Unit.

Meanwhile, in Tabin Wildlife Reserve on 1st April 2010, camera trapping efforts by the Sabah Wildlife Department, Borneo Rhino Alliance (BORA) and WWF-Malaysia resulted in footage of a previously unrecorded rhino. The “new” rhino is different from “Puntung”, a three-legged female rhino who is known to roam the area. Since the April photo shows a female rhino with four intact legs, WWF-Malaysia’s Borneo Species Programme team concluded that at least two female rhinos can be found in the central area of Tabin Wildlife Reserve.

WWF-Malaysia’s Rhino Patrolling and Monitoring Unit will continue to monitor rhino activity in the Greater Danum Valley while undertaking active patrolling against illegal hunting in other rhino habitats. These are crucial components of efforts aimed at protecting the critically endangered rhinos.

With the number of rhinos being so low in Sabah, drastic action such as relocating all isolated rhinos into one breeding centre to mate is vital, and this proposal was discussed during the Species Action Plan Workshop. This workshop was organised by WWF-Malaysia on 10th and 11th June 2010 and it resulted in Sabah’s chapters for the Species Action Plans (SAP) for orang-utans, rhinoceros and elephants being successfully developed.

The SAP is a joint-effort by Sabah Wildlife Department, WWF-Malaysia, French NGO HUTAN, BORA and Danau Girang Field Centre. Representatives from tourism agencies, government sectors, the Malaysian Palm Oil Council, NGOs and the private sector discussed and provided input into the final draft of the SAP. Participants shared recommendations to resolve issues and thus help conserve these three species in Sabah.

Six commonalities of the SAP were identified:
(i) The need to reconnect forests that are isolated with the larger forest landscape by restoring forest corridors,
(ii) The need to establish proper forest management plans in line with the SAP for orang-utans, rhinoceros and elephants, which includes restoring degraded forest habitat for orang-utans, no conversion of natural forests that are important for elephant movement and enforcement work,
(iii) Monitoring and research need to be continued, supported by local stakeholders, to provide indicators of whether the action plan is implemented effectively,
(iv) The need to increase capacity building and expertise in wildlife population census and monitoring, including breeding programmes,
(v) Strategic awareness programmes need to be implemented together with enforcement activities, as well as
(vi) The need to identify and develop sustainable financing mechanisms to support clouded leopard, orang-utan, rhinoceros and elephant conservation work.

Developing a SAP is an important early step towards enhancing the effectiveness of wildlife conservation efforts.
There were also successes in orang-utan conservation efforts, including the publication of two reports by WWF-Malaysia’s Borneo Species Programme team in journals:

   - Summarising spatial distribution density, movement patterns and food resources to study the impacts of logging and forest conversion on the orang-utan population.

   - The importance of maintaining a proper database on forest restoration programmes for orang-utans in Borneo

Both publications captured in part WWF-Malaysia’s orang-utan research, which has been carried out since 2005. The first publication discusses the impact of logging and forest conversion on the orang-utan population and movement pattern while the second paper focuses on the step-by-step approach to the forest restoration programme, which was initiated by WWF-Malaysia, and able to successfully address orang-utan conservation issues in North Ulu Segama, Sabah. WWF-Malaysia’s Borneo Species Programme team also managed to map spatially the orang-utan distribution in all seven key habitats in Sabah. Future efforts will focus on these forest habitats.

**Heart of Borneo**

In addition to the conservation successes related to wildlife conservation within the Heart of Borneo outlined above, there were also notable achievements in local community outreach. Working with WWF-Indonesia and Forum Masyarakat Adat Dataran Tinggi Borneo/Alliance of the Indigenous People of the Highlands in the Heart of Borneo (FORMADAT), WWF-Malaysia is developing and marketing Green and Fair products from the Heart of Borneo highlands. Among the products identified was nutritious *Adan* rice, which is planted by many of the local communities in the highlands using organic and sustainable traditional farming practices. Other potential Green and Fair products are mountain salt, wild cinnamon, *Tenem* (wild pepper used in cooking), *Benamud* (millet or *Setaria italic*; the seeds are used for making snacks and cakes) and *Jerangkau Merah* (a plant with potential herbal medicinal value). The Green and Fair products were promoted most notably at the July 2010 World Rainforest Music Festival in Kuching, Sarawak.

Together with our partners, WWF-Malaysia initiated the first pilot field project focusing on the theme of sustainable management of freshwater resources and water catchment called the “Building Resilience of Freshwater Sources: Liwagu Sub-catchment in Tambunan, Sabah” project. It commenced in January 2010 and was officially launched on 26th April 2010 by Deputy Chief Minister and Minister of Infrastructure Development of Sabah Tan Sri Datuk Seri Panglima Joseph Pairin Kitingan. The minister’s presence at the project launch was a positive indication of the Sabah state government’s commitment to freshwater conservation. The project has three core targets:

1. Improving the protection and sustainable management of freshwater resources,
2. Enhancing management, conservation and restoration of wildlife in the project area, as well as
3. Enhancing the capacity and participation of local communities in catchment and natural resources management.

**Environmental Education Programme**

WWF-Malaysia’s “Environment and You” project team’s achievements over the past year included working with our partners to hold a second workshop for teachers in July 2009 which resulted in the development of the second draft of the Environmental Education Kit; an important step towards infusing Environmental Education into the National Curriculum. This was followed by an environmental education event held in Matang Mangrove Forest in October 2009, reaching out to 70 students from SMK Damansara Jaya and Pinang Tunnggal.
In March 2010, the Environmental Education Kit for Form Three was introduced to the four pilot schools in Malaysia while teachers from these schools participated in a capacity building trip to Indonesia. The trip exposed the teachers to methods of organising eco-friendly school programmes in schools as well as instilling environmental awareness among schoolchildren and staff. The trip resulted in the development of draft Green Action Plans by teachers of the pilot schools, followed by a workshop for principals where the past, current and future conservation actions by all the schools were presented.

Later in the year, WWF-Malaysia became the first organisation in South East Asia to be appointed the National Operator of the Foundation for Environmental Education (FEE). This international NGO promotes sustainable development through Environmental Education, and one of the programmes under FEE is Eco-Schools aimed at environmental management, certification and sustainable development education for schools. WWF-Malaysia plans to take the Eco-Schools programme to national and private schools throughout Malaysia to improve students’ behaviour on sustainable development issues through classroom study as well as community action.

**Global Forest and Trade Network – Malaysia**

With land use changes including deforestation and forest degradation contributing up to 15% of the total carbon emission that causes climate change, the need for the supply and consumption of greener timber products is urgent. WWF supports the golden forest certification standard, the Forest Stewardship Council (FSC), which ensures that all certified production forests maintain a good balance between economic, social and environmental benefits. WWF’s Global Forest and Trade Network (GFTN) is designed to provide a platform for committed forest companies to achieve certification.

One significant success was GFTN - Malaysia’s engagement with Sarawak forest industry leaders. Ta Ann Holdings Berhad, one of the biggest logging operators in Sarawak, signed up for the programme to move towards FSC certification. The company has recently achieved third party legality verification in part of their management areas, a prerequisite to access environmentally sensitive markets and eventually obtain FSC certification.

WWF-Malaysia also compliments the Sabah Forestry Department’s efforts to move towards FSC certification. All long term logging licensees will implement “reduced impact logging” by 2011 and achieve forest certification by 2014. Two of the forest areas managed directly by the Sabah Forestry Department, which includes habitats for endangered orang-utans and endemic Bornean pygmy elephants, have completed the assessment for certification through the support of WWF’s GFTN programme.
**Kinabatangan – Corridor of Life Programme**

Since 2005, WWF-Malaysia has rehabilitated degraded patches of forest by replanting native tree species, with the aim of improving the connectivity of wildlife habitats to facilitate the animals’ movement, feeding and breeding. From 2005 to July 2010, WWF-Malaysia and our partners have worked together to replant about 109,857 trees, restoring about 385 hectares of degraded forest areas in the Lower Kinabatangan. The forests and wildlife are crucial assets to Sabah's lucrative tourism industry. Moreover, forest inventory and ground truthing work within the priority areas of the Forest Restoration and Habitat Management Strategy was completed in September 2009. A detailed report was produced and it provides information on immediate areas for restoration and alternative approaches. Some of the existing reforestation sites, established since 2004, are within these priority areas. To ensure long term monitoring of the dynamics and restoration of vegetation within this special landscape, six permanent vegetation plots were established with the technical assistance from the Forest Research Centre in Sabah. The agency will be the central reference for any interests on vegetation dynamics in the Kinabatangan – Corridor of Life (KCoL).

WWF-Malaysia also successfully engaged local communities as well as businesses in KCoL conservation efforts. In August 2009, a capacity building course was organised for the small-scale tree nursery owners that make up Komuniti Anak Pokok Kinabatangan/Seedlings Community of Kinabatangan (KAPOK), a local community group established by WWF-Malaysia. KAPOK members went through a week-long training course that covered nursery management skills, basic identification of plant disease, plant nutrients, planting techniques and composting. KAPOK has been the major seedling provider for reforestation work in Kinabatangan, enabling the local community to play a role in conservation while boosting their livelihoods. From March 2009 to May 2010, more than 11,000 trees were sold to various buyers within the Kinabatangan, including oil palm companies, tour operators, government agencies and local NGOs.

WWF-Malaysia also conducted the “Sustainable Palm Oil - From Tree to Table” workshop in collaboration with the Malaysian Palm Oil Association on 14th January 2010. About 70 participants from palm oil companies around the KCoL area attended. From the workshop, participants took home the core message that demand for sustainable palm oil is inevitable because consumers are becoming more concerned about the sustainability of the products that they buy. Hence, palm oil producers must be willing to follow the current trend and move towards sustainable business practices.

WWF-Malaysia’s KCoL team engaged with the tourism industry as well. KCoL Tourism Operators Association (KiTA) members have been actively promoting the Voluntary Conservation Levy (VCL) and have adopted the opt-out method for VCL collection in their respective lodges. To date, over RM80,000 has been successfully collected through the VCL since its implementation in 2007. The funds collected through this programme will be channelled to conservation work in KCoL. To promote sustainable tourism in the Kinabatangan, KiTA has also included the development and implementation of a standardised Better Management Practice as one of KiTA’s goal for the year 2010.
An orang-utan photographed in Sabah.
Established in 1972, WWF-Malaysia’s nature conservation efforts include the following:

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

**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 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.

**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 encompasses sustainable forestry, protected area management and tiger conservation efforts.

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

**The Policy Programme** WWF-Malaysia advocates for effective environmental policy in the areas of land use, environmental legislation, sustainable conservation financing, institutional frameworks and environmental governance.

WWF-Malaysia also participates in the following international conservation programmes:

**The Global Forest and Trade Network** is a worldwide partnership between forest and trade companies committed to eliminate illegal logging as well as improve the management of threatened and valuable forests.

**The Heart of Borneo Programme** is a conservation initiative involving Brunei, Indonesia and Malaysia 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.
Nationwide

Forest Conservation
- Forest Law Enforcement Governance and Trade
- Credible Forest Certification System
- Global Forest and Trade Network – Malaysia
- High Conservation Value Forest Toolkit and Assessment
- Forest and Carbon
- Responsible Sourcing and Responsible Forestry

Palm Oil
- Sustainable Agriculture
- Responsible Practices
- Roundtable on Sustainable Palm Oil

Coral Triangle Programme
- National and Regional Plans of Action

Formal and Community Education and Awareness
- Environment Education in National Curriculum
- Formal Education Community Engagement
- Sustainable Teacher Training Institute
- Community Education and Engagement

Policy
- Advocacy in National Conservation Policy
- Advocacy for Sustainable Land Use

Climate Change
- Vulnerability Assessment
- Bioenergy
The Sulu-Sulawesi Marine Ecoregion Programme (SSME) – 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.

WWF’s Tiger Network Initiative works in 13 habitats stretching from Russia to Indonesia and aims to halt the decline of wild tiger populations and ensure a future for tigers, along with the people and places that rely on their conservation.

Thank you, WWF-Malaysia individual supporters! Your contributions have funded 25 critical conservation projects from July 2009 to June 2010, 2 more than in the previous financial year. The projects that you have made possible can be categorised into the following programmes and include:

- Combating illegal wildlife trade in the Belum Temengor Forest Complex,
- Conservation of terrapins and turtles in the Setiu Wetlands,
- Environmental education,
- Forest and protected area conservation,
- The Peninsular Malaysia Seas Programme, including ecosystem based management and bycatch as well as marine turtle conservation projects,
- The SSME, and
- WWF-Malaysia’s Policy Programme.

Thank you for taking a stand to save lives and conserve our valuable natural resources, thus safeguarding our good quality of life and our children’s bright future.
Two Malayan tigers photographed by camera-trap.
Peninsular Malaysia Species Conservation Programme

In the past year, WWF-Malaysia successfully engaged various target audiences to participate in conservation. WWF-Malaysia’s Peninsular Malaysia Species Conservation Programme team conducted the first Orang Asli outreach programme in RPS Banun, Gerik, in collaboration with Universiti Malaya and with support from the Department of Orang Asli Affairs, aimed at garnering support to collectively report encroachment and poaching activities to enforcement authorities. Participants unanimously agreed to establish voluntary community watch groups in each village to detect encroachers in order to better protect wildlife in their areas.

WWF-Malaysia also successfully organised its first conservation-themed dikir barat competition among villages in Jeli district, a human-wildlife conflict hotspot in Kelantan. Six teams participated and performed songs with themes that included Islam in conservation, poaching and illegal wildlife trade to a crowd of more than 1000 people.

In conjunction with the lunar Year of the Tiger, WWF-Malaysia launched the “Tx2: Double or Nothing!” campaign, aimed at generating funds urgently needed and building public awareness to help double the number of wild tigers in Malaysia, by the next Year of the Tiger (2022). The campaign was launched with an event where 1000 people had their faces painted to resemble tigers, signifying the target of 1000 wild Malayan tigers by 2022. The event successfully brought attention to the target of our National Tiger Conservation Action Plan for Malaysia and the plight of our endangered Malayan tigers, with coverage in local as well as international media. Voice your support for tiger conservation by signing up at www.tx2.my

In addition to that, baseline data on the population density of tigers are being established for Temengor Forest Reserve. Thus far, nine adult tigers have been identified in area of about 300km². Through camera-trap photographs, the team found that two resident females within the study area have two cubs each, which shows evidence of breeding tigers in the area.

WWF-Malaysia’s Wildlife Protection Unit (WPU) assisted the Department of Wildlife and National Parks in rescuing a five-year old tiger that was caught in a snare set by poachers merely a few hundred metres off the East-West Highway. The 120kg tiger was taken to the Malacca Zoo for further treatment but it unfortunately succumbed to internal injuries two weeks after it was rescued. Through their patrols, the WPU has also helped gather intelligence that enabled the authorities to arrest 11 people for various wildlife related crimes within the Belum-Temengor forest complex. The WPU deactivated 141 snares found within the area from December 2008 to early 2010.

An enforcement workshop that WWF-Malaysia co-organised with TRAFFIC Southeast Asia and the Gerik District Office in Perak saw authorities agreeing to collaborate in combating poaching and illegal wildlife trade within the Belum-Temengor forest complex. The authorities also aimed to establish a channel for sharing information among the enforcement agencies and conduct activities to increase public awareness of wildlife conservation issues.
Protected Areas Programme

In October 2009, WWF-Malaysia’s Protected Areas project team organised the third Protected Area Master List workshop in collaboration with the Ministry of Natural Resources and Environment (NRE) and the Danish International Development Assistance to present the final draft of the Master List of Protected Areas in Malaysia and to obtain stakeholder feedback. It also aimed to formulate strategies for resolving outstanding issues such as overlapping areas and data discrepancies as well as develop general recommendations on the future of the master list. The Protected Areas Master List of Malaysia will be a key tool for national conservation planning and for reporting requirements related to the National Policy on Biological Diversity and Convention on Biological Diversity.

WWF-Malaysia was also appointed by UNDP to prepare a project document for the proposed UNDP-GEF protected areas project which will be implemented by NRE and aimed at developing a performance-based financing system for protected areas in Malaysia.

WWF-Malaysia’s work in Gunung Stong State Forest Park was highlighted to representatives of Kelantan state agencies during a conservation seminar organised by the Kelantan State Economic Planning Unit and supported by WWF-Malaysia. In collaboration with the Kelantan state government, WWF-Malaysia also produced a booklet on nature tourism and biodiversity conservation at the park. Copies of the booklet were distributed to stakeholders and key libraries in the country and around the world. In nearby Perak’s Royal Belum State Park, WWF-Malaysia conducted a brief assessment of tourism resources there as part of on-going efforts to produce a management plan for the state park.

WWF-Malaysia’s Protected Areas project team also boosted public environmental awareness. A media trip was conducted in July 2009 to Kedah’s Ulu Muda as part of efforts to highlight the logging threat in the area. Media representatives were given a first-hand view of the area and gained a better understanding of the related issues. Among the interesting areas visited were Sira Ayer Hangat (Hot Springs Salt Lick) and the recently-discovered Bukit Labua Caves. The participants were also very fortunate to chance upon flocks of plain-pouched hornbills flying in a “V” formation. WWF-Malaysia also conducted talks and set up exhibitions at various locations during World Water Day on 22nd March 2010 and other public events. The main messages highlighted included the significant link between forests or water catchment areas and freshwater resources as well as the threats to these ecosystems.

Peninsular Malaysia Seas Programme

WWF-Malaysia has managed to get Malaysians concerned about marine conservation. Following the success of WWF-Malaysia’s “Egg=Life” turtle conservation campaign in 2009, which garnered 100,000 signatures from the public in support of enhancing turtle protection legislation, WWF-Malaysia submitted a Memorandum to the Prime Minister seeking better legal protection of Malaysia’s endangered turtles through Federal law on 7th April 2010. WWF-Malaysia is optimistic that the Federal Government will address and initiate action on this issue which will strongly contribute towards conservation of our turtles. Download the memorandum at wwf.org.my.

Concerned about the prevalence of turtle egg consumption in Malaysia, WWF-Malaysia and TRAFFIC Southeast Asia conducted a survey and released a report
entitled, “Marine Turtle Egg Consumption and Trade in Malaysia”. The report provided a better understanding of consumer profiles as well as identified the source and trade routes of the eggs. It is hoped that the results from this study will contribute towards the key priorities of the “National Plan of Action for Conservation and Management of Sea Turtles in Malaysia”, which includes a national ban on consumption and commercial sale of turtle eggs and other products, as well as enhancing public awareness and facilitating participation of local communities in conservation programmes. Download the report at wwf.org.my.

WWF-Malaysia and the Malaysian Nature Society launched the Save Our Seafood campaign on 8th June 2010 in conjunction with World Oceans Day, to raise awareness on the status of Malaysia’s bottom-dwelling fish stocks which in some places have declined by as much as 90%. To this effect, the first Malaysian sustainable seafood guide was presented to the public to guide them in making responsible seafood choices; seafood that is caught or farmed sustainably, using environmentally-friendly fishing methods. Malaysians can now use this pocket-sized guide, available in both English and Bahasa Malaysia, as a reference when ordering or purchasing seafood. The guide can be downloaded for free at wwf.org.my.

On ground successes were also achieved at WWF-Malaysia project sites. In Melaka, turtle poaching activities were continuously monitored and reduced at key beaches, yielding 380 nestings of hawksbills recorded for 2009. WWF-Malaysia continuously engages with the Melaka state government and government agencies in highlighting the integral need to protect Pulau Upeh and other key mainland beaches. It is hoped that the state government recognises the importance of these premier nesting homes of the hawksbill turtles in Peninsular Malaysia when considering development plans for the state.

In Terengganu, turtle and terrapin conservation efforts in Setiu were revived with two hatcheries constructed in Kuala Baru Selatan and Kampung Mangkok. During the 2009 and 2010 nesting seasons, more than 16,000 painted terrapin and green turtle eggs were bought from licensed egg collectors in Terengganu and incubated in two project sites, Setiu and Paka-Kerteh. These eggs would otherwise have been sold at markets.

Significant progress was achieved in Terengganu in terms of engaging the local community in conservation efforts. The local women’s group in Setiu was formalised as a society following the confirmation of their registration from the Terengganu Registrar of Societies on 18th May 2010. The group is now known as Persatuan Wanita Kampung Mangkok Setiu/Kampung Mangkok, Setiu Women’s Society (PEWANIS). This important milestone will boost the confidence of PEWANIS members and motivate them to continue improving their families’ livelihoods through income generating activities that are compatible with the Setiu Wetlands, such as nature related tourism activities. They also play an effective role as conservation ambassadors in encouraging local communities to participate in efforts such as mangrove replanting. Working with PEWANIS, WWF-Malaysia has motivated increased participation in mangrove replanting efforts by the local community, especially schoolchildren and teachers as well as visitors. About 3,000 mangrove seedlings have been replanted in the Setiu Wetlands around the Kuala Baharu area over the past two years.

WWF-Malaysia has also worked with PEWANIS to conduct environmental awareness activities. After receiving training and guidance from WWF-Malaysia, PEWANIS played a significant role in organising six awareness events at the community centre in Kampung Mangkok known as the Pink House. They also participated in three exhibitions throughout Terengganu which gave PEWANIS members the opportunity to showcase their conservation efforts to communities outside their home town as well as members of the public. There were also eight visits by Scouts, companies and educational institutes to the Pink House. The visitors learned about various initiatives by PEWANIS and participated in making traditional banana chips. They learned more about local conservation efforts through talks by PEWANIS and the educational exhibition at the centre. The visitors also took part in mangrove replanting activities organised by PEWANIS and WWF-Malaysia.
A green turtle photographed with coral in the SSME.
Sulu-Sulawesi Marine Ecoregion Programme at the Apex of the Coral Triangle

In addition to the successes of marine conservation efforts in Peninsular Malaysia, WWF-Malaysia also achieved good progress in Sabah. WWF-Malaysia’s Sulu-Sulawesi Marine Ecoregion Programme (SSME) implements projects in the Kudat-Banggi and Semporna Priority Conservation Areas (PCAs) supporting coastal fisheries, habitats and endangered species conservation. These projects are aligned with the SSME Tri-National Conservation Plan and the National Plan of Action for the Coral Triangle.

WWF’s team in Kudat-Banggi PCA supports the proposed 1.02 million hectare Tun Mustapha Park. Sustainable resource management of such a large area involves zoning uses, including fisheries management and protection of biodiversity, with resource users collaborating with management authorities.

The Maliangin Sanctuary was established to demonstrate the benefits of a Marine Protected Area (MPA), including an alternative livelihood programme of woven mats being sold to the “Melaka Satu Daerah Satu Industri/Melaka One District One Industry” market. Persatuan Pendiduk Pulau Maliangin (Maliangin Island Community Association) is now registered as a society, formalising the local community’s efforts to better manage their reefs and fisheries. Communities in Kampung Berungus and Pulau Tigabu have expressed interest to follow Maliangin to establish their own MPAs. Persatuan Pemilik Kapal Nelayan Kudat/The Kudat Fishermen’s Boat Owners Association supports the establishment of the Tun Mustapha Park, demonstrating that the fishing industry is also keen to participate in the collaborative management of resources.

WWF-Malaysia’s Live Reef Fish Trade programme has made progress with a series of meetings with live fish traders in Sabah. The meetings focussed on improving fisheries as well as gathered feedback and solutions from the traders. This will conclude with a live reef fish traders’ association for the promotion of sustainability of the trade. In January 2010, the Department of Fisheries, Sabah, banned the export of CITES Appendix II-listed humphead wrasse (Cheilinus undulatus), to address dwindling wild stocks and to curb their illegal import from southern Philippines. A buy-back and release programme jointly implemented by the Department of Fisheries, Sabah Parks, fish traders, Universiti Malaysia Sabah and WWF-Malaysia released more than 800 adult humphead wrasse into protected areas. These fish are expected to multiply and replenish stocks.

WWF’s team in Semporna PCA continues to engage the Semporna Tourism Action Council (STAC) and address issues of tourism management as well as collaborative conservation. Through the STAC, the annual Mabul Marine Day has expanded to Mabul Marine Week with support from all tour operators on Mabul. The STAC and WWF-Malaysia organised tour operators to jointly participate in the July 2010 Malaysian International Dive Expo under the auspices of the Sabah Tourism Board to promote collaborative management and sustainable diving in Semporna.

Collaborative management between local communities and resorts is being pursued through turtle conservation. A workshop and hatchery training was conducted in June 2010 with participation from government authorities, enforcement agencies, resorts and local communities in the north-eastern Semporna islands where most turtles nest. The stakeholders envisioned a collaborative programme for turtle conservation, proposed a turtle conservation committee to collect and share data on nestings as well as discussed a Nest Adoption Programme to help raise awareness and funds for local communities to participate in protecting the species.
WWF-Malaysia sincerely thanks our partners. Without them, these conservation successes would not have been possible:
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Chief Operating Officer
Mr Sudeep Mohandas

Conservation Director
Dr Arun Venkataraman

*Members of ExCo as of September 2010
Statement of Accounts

Income

<table>
<thead>
<tr>
<th>Description</th>
<th>12 months to June 2010</th>
<th>12 months to June 2009</th>
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<tbody>
<tr>
<td>Donations from Corporations</td>
<td>1,543,201</td>
<td>1,911,861</td>
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<td>Donations from Trusts &amp; Foundations</td>
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<td>Donations/Legacies from Individuals</td>
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<td>Sale of Goods/Services/Royalties</td>
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<td>Promotions &amp; Events</td>
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<td>Others</td>
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<td>Total</td>
<td>30,960,276</td>
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Expenditure

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<th>Description</th>
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<td>Conservation expenditure</td>
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Conservation Expenditure

(Unaudited 12 months to June 2010)

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<td>Capacity Building and Communications</td>
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<td>Conservation Technical Support</td>
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<td>Total</td>
<td>20,953,321</td>
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ACKNOWLEDGEMENTS

July 2009 – June 2010

SUPPORTER

RM100,000 & above
Organisations
Boh Plantations Sdn Bhd
Honda Malaysia Sdn Bhd
HSBC Bank Malaysia Berhad
ITOCHU Corporation
Nestlé (M) Berhad

RM10,000 & above
Organisations
Ernst & Young
My Solar Concept Sdn Bhd
Nike Sales (Malaysia) Sdn Bhd
RICOH Japan
RSH (Malaysia) Sdn Bhd

Individuals
Ms Jennifer Cheong Ngei Faan
Ms Kate Lim
Y Bhg Dato' Yap Kim San

RM1000 & above
Organisations
AIMS Data Centre Sdn Bhd
Alliance Financial Group Berhad
Alligator Cards Services Sdn Bhd
Avantex Sdn Bhd
Elken Sdn Bhd
Encorp Berhad
Green A Services (M) Sdn Bhd
Green Hope Consultancy Sdn Bhd
Holiday Inn Glenmarie Kuala Lumpur
KL Fertility & Gynaecology Centre
Penulaju Sdn Bhd
Permai Ihsan Sdn Bhd
Puncak Moriah Engineering Sdn Bhd
Seafest Hotel
Syarikat Wellchem Sdn Bhd
Taylor’s Business School - The Gorilla Initiative
The Society for the International School of Kuala Lumpur
TotalChild Sdn Bhd

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Mrs A Chandrasekharan
Dr Abed Bin Omn
Mr Abu Hasan Bin Ismail
Mr Afnizam Bin Mohd Juri
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Y Bhg Datuk Alexander Khoo Kay Mian
Dr Anavangot Damodaran
Y Bhg Datin Anjali Chandran
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Mr Asun Armas Entabang Anak Watt Lanyau
Ms Azrinawati Binti Linus
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Ms Chan Wai Ling
Ms Chan Viva
Mr Chow Joon Shyan
Ms Cheah Saw Ha
Mr Cheah Wai Seng
Mr Cheng Teh Kian
Ms Cheong Sok Kheun
Ms Chew Ghee Cheong
Ms Chew Kwee Lyn
Ms Chew Swee Lan
Ms Chin Lye Ha
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Mr Chin Vui Kiong
Mr Chong Shui Fook
Mr Choo Ah Ngee
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Mr Chu Wai Chung
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Mr Ho Kum Chen
Mr Ho Sui Loon
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Mr Hoo Lai Fook
Mr Hoo Lien Wee
Ms Hor Lai Fern
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Mr James Ooi
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Mr Jason Choi Kam Heng
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1 Borneo Lifestyle
Hypermall
111 Eye
3nity
Affin Bank Berhad
All Malaysian Bloggers Project
Amcorp Mall
Amang Park Shopping Centre
Asia Events Exsic Sdn Bhd
Association of Private Hospitals of Malaysia
Astro
Atlas Corporation Sdn Bhd
Batu Pahat Mall
Best Buds Magazine
Blue Violet Sdn Bhd
Boh Plantations
Botanic Resort Club
Bukit Bintang Plaza
Carrefour Hypermarkets
Centro Mall
Cheras Leisure Mall
Chup Chop
City Plaza
Cold Storage, One Utama
Dasein Academy of Art
Dataran Pahlawan Melaka
Megalamm
Dewan Bandaraya Kota Kinabalu
Digital Impressions Sdn Bhd
Digital Mall Klang
Directors Think Tank Sdn Bhd
Eastin Hotel
EcoKnights
Evergreen Publisher Sdn Bhd
Expalomal International Sdn Bhd
Facebook Group KL Flash Mob
Fairs & Events Management Sdn Bhd
FGS Dong Zen Temple
For Fresh People Kitchen & Kafe
Genting Awana
Glaxo Smith Kline
Great Eastern Mall
gua.com.my
Gurney Plaza
Hartamas Shopping Centre
HSBC Bank Malaysia Berhad
Ikano Power Centre
Institut Tadibirian Awam Negara (INTAN)
International School of Kuala Lumpur
IOI Mall, Bandar Putra Kulai
IOI Mall, Puchong
Jaya Jusco Stores, Taman Equine Shopping Centre
Jaya Jusco Stores, Taman Universiti
Johor Specialist Hospital
Johor Upen
JPJ - Permaisuri (Cheras)
KDU College
Kelab Kuching Malaysia
Kembra Kai Magazine
Keu Control Engineering Sdn Bhd
KL Lifestyle
Kluang Parade
Kota Raya Complex
Kuala Lumpur - Ultimate Guide
Le Meridien Kota Kinabalu
Leo Burnett Malaysia
LEO Club of Tropicana Treency
Little Penang Café
Loh Guan Lye Hospital
Lot 10 Shopping Centre
Low Yat Plaza
Mahkota Parade
Mahalal Libur
MAP
Maybank Investment Bank Berhad
MBPJ
M&C Saatchi
Media Prima Berhad
Menara Citibank
Menara MAA - Johor Bahru
Menara Petronas
Menara TM
Menara Tun Razak
Mercu Uern
Metro Point Complex
Mirage Post Sdn Bhd
MK Land Holdings Berhad
Morphis Inc. Sdn Bhd
MPH Bookstores, Bukit Bintang
MPH Bookstores, City Square
MPH Bookstores, Great Eastern Mall
MPH Bookstores, Gurney Plaza
MPH Bookstores, One Utama
MPH Bookstores, Subang Parade
MPH Bookstores, The Spring
Nexus Resort & Spa Karamunai
Nuffnang
Pavilion Kuala Lumpur
Piradius Sdn Bhd
P K N S Komplex Shah Alam
Penang International Sports Arena (PISA)
Percetakan Imprint Sdn Bhd
Perling Mall
Petrosains, The Discovery Centre
Pets Lover Magazine
Petster Network Sdn Bhd
People Potential
Plaza Vads
Pusat Sains Negara
Random Alphabets
Raslan Loong
Regency Specialist Hospital
Rotary Club of Pudu District
Sasyaz Holdings Sdn Bhd
S P Setia Bhd Group
SEGi University College
Sekolah Jenis Kebangsaan Tamil Masai
Shangri-La Kota Kinabalu
Shinjiru Technology Sdn Bhd
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