40 YEARS OF CONSERVATION
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Special thanks to all staff of WWF-Malaysia who contributed content, photos and feedback for the Annual Review.

Thank you
Digital Impressions Sdn Bhd for partially sponsoring the design, layout and colour separation of the Annual Review 2012.

Percetakan Imprint (M) Sdn Bhd for partially sponsoring the printing of the Annual Review 2012.

Printed by
Percetakan Imprint (M) Sdn Bhd (62044-X)
No 566, Jalan 20, Taman Perindustrian Ehsan Jaya
52100 Kepong
Selangor DE

Panda logo
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Cover photo
Logo ©WWF
The WWF panda logo when WWF-Malaysia was founded in 1972; used from 1961 to 1978 globally. Please see page 28 for the evolution of the panda logo through the years

Published by
WWF-Malaysia
49, Jalan SS23/15
Taman SEA
47400 Petaling Jaya
Selangor DE

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The printing process and paper used for this publication are Forest Stewardship Council (FSC) certified. FSC is an independent, non-governmental, not-for-profit organisation that promotes the responsible management of the world’s forests. Established in 1993 as a response to concerns over global deforestation, FSC is a pioneer forum where the global consensus on responsible forest management convenes and through democratic process, effects solutions to the pressures facing the world’s forests and forest-dependent communities.
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 congratulate WWF-Malaysia on turning 40 this year. I am very pleased to note that WWF-Malaysia has recorded numerous and significant successes in the conservation of biological diversity and sustainable development over these years.

Some recent projects, like that of the Sabah government which incorporated WWF-Malaysia’s Action Plan recommendations for the orang-utan, elephant and rhinoceros of Sabah into the proposed Sabah Biodiversity Strategy and Action Plan (2012 – 2022), and the first Hawksbill Turtle Ecotourism Model in Malaysia which was launched in Melaka in October 2011, are some notable achievements. Further, the WWF-Malaysia’s Eco-Schools Programme, introduced in 2010 and which focuses on nurturing students’ environmental leadership, and which is growing from strength to strength with 26 registered schools from around the country is highly commendable.

Indeed, WWF-Malaysia has come a long way and has achieved much for conservation since its humble beginning in 1972. From just one full-time employee focusing on wildlife conservation in 1972, the organisation now has more than 180 members of staff working on more than 90 projects that encompass the broad goals of biodiversity conservation and sustainable management of our natural resources.

Today, WWF-Malaysia’s work is equally challenging as 40 years ago, taking into consideration the country’s aspiration to achieve developed nation status by 2020. WWF ultimately aims to build a future in which humans live in harmony with nature. However, despite all the efforts of WWF, humans are not yet living in harmony with nature. It is my earnest hope that everyone will play their part in assisting WWF-Malaysia to achieve this noble goal.

Our future, and the future of all species, depends on tackling Earth’s conservation challenges successfully. It is no small task. But with the partnership and collaboration from government agencies, corporations, donors, supporters and other stakeholders, I believe that WWF-Malaysia will be able to achieve its mission.

I commend WWF-Malaysia for its dedicated and continuous commitment to create a bright, sustainable future for all Malaysians.

HIS ROYAL HIGHNESS SULTAN AZLAN MUHIBBUDDIN SHAH
SULTAN OF PERAK DARUL RIDZUAN

08 November 2012
Patron
DYMM Paduka Seri Sultan Perak Darul Ridzuan, Sultan Azlan Shah

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General Manager of Marketing
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*Members of ExCo as of September 2012
This world is our only home. As our world’s population soars to more than 7 billion this year, every single person on this planet needs to work together towards more sustainable lifestyles and rethink the direction that the world is heading to.

WWF is one of the world’s largest and most respected independent conservation organisations, with almost 5 million supporters and a global network active in over 100 countries.

In Malaysia, WWF-Malaysia has been working steadily to promote harmony between human beings and nature for exactly four decades this year. WWF-Malaysia has come a long way since its early days focused on wildlife conservation. Today, our work encompasses marine and forest conservation, business and industry engagement, environmental education as well as policy advocacy.

We also undertake scientific field research, public awareness campaigns, agreements with local communities to improve their livelihoods while enabling their participation in conservation as well as training and supporting other environmental protection organisations in Malaysia.

This year, WWF-Malaysia reflects on 40 years of environmental protection work in Malaysia and we feel honoured to have won the support of our partners and supporters who help us achieve various conservation wins. It is now time to take stock of what it is that we are doing and where we are heading. This Annual Report will help us do that.

Malaysia provides the marine and terrestrial habitat for 13 out of 36 priority species under the WWF global conservation programme, which focuses on conserving biodiversity of priority places and species, reducing the ecological footprint in the areas of energy/carbon, commodities and water, as well as tackling a set of global priority drivers.

WWF-Malaysia's efforts directly address the nation’s conservation needs, by contributing to six Global Initiatives; Tigers Alive, Heart of Borneo, Coral Triangle, Market Transformation, Forest and Climate Initiative and Smart-Fishing. WWF-Malaysia also participates in other platforms for collaboration among the WWF offices, including the Global Forest and Trade Network programme and Asia Pacific Growth Strategy.

We have worked on a number of important initiatives throughout the past 40 years, in collaboration with our partners. In 1972, WWF-Malaysia conducted its first ever project by assisting the National Parks Board (now Sabah Parks) with a survey of Pulau Gaya, off the coast of Kota Kinabalu. It is now part of the Tunku Abdul Rahman Park established in 1974. WWF-Malaysia has been actively involved in the establishment of protected areas in Batang Ai-Lanjak Entimau, Sarawak up to current efforts to have Kedah’s Ulu Muda Forest Reserve established as a State Park and to set up the Tun Mustapha Park in Sabah.

The achievements reflect a strong commitment of governments, corporations, education and research institutions as well as individuals. Working with numerous partners WWF-Malaysia has proved that through collaboration it is possible to advance the conservation agenda.

Even after four decades of dedicated conservation efforts, there are numerous challenges that lie ahead of us – climate change and the need to locally reduce our national carbon footprint and advocate for the development of renewable energy will certainly feature prominently. The Malaysian government has set out various development plans to drive the country towards being fully developed in line with Vision 2020. These will have a tremendous impact on nature and the environment, and therefore should go hand-in-hand with the sustainable management of natural resources and biodiversity conservation.

None of us can afford to disregard the future of our brilliant planet, so we will be taking every opportunity to help people connect with the natural world, and appreciate its importance for our wellbeing. Our expanding conservation agenda in Malaysia reflects national and global recognition of the urgent need to conserve our homeland’s incredible biodiversity. As the scope of our work grows, WWF-Malaysia is constantly on the look out for passionate and inspiring individuals to join our organisation.

We are fully committed to raising adequate funds to see that this strategy is implemented and to ensure that we are financially independent by 2020. Fostering partnerships and strategic alliances will be one of our key endeavours in ensuring that we tap into the human capital, beyond our own organisation, to jointly deliver on our goals. We are resolved to bring others on board our mission and to share our vision of a sustainable future.

Therefore, we hope that our efforts to save our living planet to safeguard human wellbeing will continue to earn your support. We could not have gotten where we are without you; and as we enter into our 41st year in 2013, we need your support more than ever.

Thank you.

Dato’ Dr Dionysius Sharma
WWF-Malaysia Executive Director / CEO
BENEFIT YOUR BUSINESS, 
PARTNER THE PANDA

Partnering WWF-Malaysia – through the various ways highlighted in these two pages – will enable you to bring these benefits to your business:

• Provide cost savings in the long term and ensure the future supply of natural resources that fuel industries by moving towards sustainable business practices.
• Meet corporate social responsibility obligations.
• Build a positive brand profile – vital steps to win customers along with government and corporate partners in today’s increasingly competitive markets. WWF is the most recognised independent conservation organisation on Earth and one of the world’s most well loved brands.
• Enhance 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.
• Help safeguard not only your company, but also human wellbeing, by reducing human footprint and moving towards the sustainable management of our natural resources.

1. Sustainable Business Practices
WWF-Malaysia has the expertise to help your company plan more environmentally-friendly and responsible business practices in the areas of timber, paper-pulp, palm oil and fisheries. The work will ensure that supply chains are sustainable and that industries conform to guidelines and criteria established by the regulatory authorities and market forces. Production methods are also examined to minimise impact on natural landscapes and to encourage improvement. WWF-Malaysia supports certification of timber, paper-pulp and palm oil products, through the Forest Stewardship Council and the Roundtable on Sustainable Palm Oil to promote sustainable management of our natural resources. WWF-Malaysia also supports Fisheries Improvement Projects aimed at improving fishing practices to achieve sustainable seafood.

2. Green Office
WWF-Malaysia has the expertise to help your company transition to a “Green Office” concept. 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.

3. Project Sponsorship
Long term financial support offers security and continuity for projects that help conserve our natural resources, uplift local communities and educate the younger generation. Enhance your positive brand profile and win new customers by demonstrating your corporate responsibility.

4. 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.
Malaysia is identified as one of the 17 mega-diverse nations on this planet with extraordinary biological diversity. Therefore, we should be truly appreciative of the richness of flora and fauna that exists within our natural tropical rainforests. What a loss it would be if we, due to our own short-sightedness, forsake it all and do not teach our children to recognise its worth and learn to treasure and preserve it.

The phrase “Two are better than one” carries with it a great truth, especially in the case with the partnership between BOH Plantations Sdn Bhd (BOH) and WWF-Malaysia. As Malaysia’s oldest tea growing and manufacturing company, BOH has joined forces with WWF-Malaysia in various animal and sustainable conservation programmes around the country.

An early project was the Habitat Restoration Project (Habitat), focusing on the plight of the orang-utans and the restoration of their habitat in Sabah due to unchecked deforestation. As part of it, the Tea for Trees programme (2008 – 2010) centred on engaging the public to play a part by adopting a tree and BOH goodie bags were given away as a sign of appreciation for their support.

Young people were also engaged to participate through the New Hope for Orang-utan School Programme, where students were taught about the importance of conservation and issues facing this species.

Continuing their alliance, BOH and WWF-Malaysia organised the BOH Forest Friends School Programme. Supported by the Ministry of Education (MoE), this programme is targeted at 100 national schools in Peninsular Malaysia. The programme consists of environmental talks and a virtual forest competition to highlight the consequences of deforestation. As part of it, the Tea for Trees programme (2008 – 2010) centred on engaging the public to play a part by adopting a tree and BOH goodie bags were given away as a sign of appreciation for their support.

Boheyduki, known as the elephant-ears, is a plant that grows by the side of river banks. It has the flowering season of May to early June. It is also an important food source for wildlife in the Gunung Leuser National Park. The flowers are a bright red and attract bats while the fruits are a bright red and attract birds.

WWF-Malaysia events give corporations the opportunity to build employee morale through contributing to environmental conservation and enhance your corporate image. WWF signature events like Earth Hour regularly generate about RM1 million of equivalent advertising value in positive media coverage and enjoy extensive online support from Malaysians.

Event Sponsorship
WWF-Malaysia events give corporations the opportunity to build employee morale through contributing to environmental conservation and enhance your corporate image. WWF signature events like Earth Hour regularly generate about RM1 million of equivalent advertising value in positive media coverage and enjoy extensive online support from Malaysians.

6. Workplace Giving
Help build staff morale by enabling them to conveniently donate to nature conservation every month, and demonstrate your corporation’s exemplary environmental responsibility by matching these contributions.

7. Symbolic Corporate Adoption
Make a symbolic corporate adoption of a tiger or a turtle and help conserve Malaysia’s endangered wildlife and their forest or marine habitats. Symbolic corporate adopters will receive a framed certificate, a tangible reminder that your corporation is committed to saving wildlife and ecosystems that provide our food, water and raw materials for industries.

8. 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 WWF-Malaysia. Our team can custom design suitable partnerships to best benefit your business.
BIG GREEN WINS

SUCCESSES IN TERRESTRIAL CONSERVATION

- 1981 – WWF-Malaysia and our partners surveyed Lanjak-Entimau in Sarawak for the purpose of recommending its gazettement. The Lanjak-Entimau Wildlife Sanctuary was gazetted in 1983.
- 1998 – Perlis State Park is declared by the then Chief Minister of Perlis based on several years of work initiated and led by WWF-Malaysia.
- 2000 – Started working extensively on Asian rhino and elephant conservation in Sabah and on tiger conservation in Peninsular Malaysia.
- 2005 - WWF-Malaysia began a strategic programme on Protected Areas (PAs) in Peninsular Malaysia.
- 2008 - PAs work began in Sabah and Sarawak.

BRINGING BACK MALAYSIA’S TIGERS, RHINOS, ELEPHANTS, ORANG-UTANS AND TURTLES

In Sabah, WWF-Malaysia’s terrestrial animal species conservation efforts are encompassed in a programme identified as the Conservation of Global Priority Mammal Species and Their Habitats. WWF-Malaysia works closely with TRAFFIC-Southeast Asia, the wildlife trade monitoring network which is a joint programme of WWF and the International Union for Conservation of Nature, to combat wildlife poaching and illegal wildlife trade. A significant recent achievement was WWF-Malaysia’s recommendations for orang-utan, elephant and rhinoconservation of Sabah being incorporated into the proposed Sabah Biodiversity Strategy and Action Plan (2012 – 2022).

Our tiger conservation efforts are making headway in Belum-Temengor, Perak; a vital tiger landscape. The Malaysian government has committed to construct a viaduct for wildlife crossing at the Belum-Temengor forest corridor, based on findings of WWF-Malaysia’s wildlife field surveys and site assessment to finalise the viaduct location in the area. The wildlife crossing will enable tigers, and other wildlife, to move around to find food and mates, instead of being trapped in forest patches.

- 1979 – WWF-Malaysia assisted the Game Branch of the Sabah Forest Department in a faunal survey that led to the formulation of the Sabah Wildlife Conservation Plan.
- 2000 – Started working extensively on Asian rhino and elephant conservation in Sabah and on tiger conservation in Peninsular Malaysia.
- 2005 – In Sabah, WWF-Malaysia began focusing on orang-utan conservation.
An orang-utan photographed in Sabah.
LIVING RIVERS AND FORESTS

The Women’s Society of Kampung Mangkuk, Setiu (PEWANIS), a community based organisation that WWF-Malaysia helped establish, has now gained greater confidence and capability to spearhead conservation efforts in the Setiu Wetlands, Terengganu, alongside income generating activities compatible with the sustainable use of the wetlands’ resources. With PEWANIS, WWF-Malaysia has broadened our conservation outreach to include more students and teachers from schools in the Setiu district through educational activities focused on wetlands conservation. From July 2011 to June 2012, we have engaged with about 2,315 students, teachers and visitors through environmental education. Working with our partners, WWF-Malaysia has replanted a total of 4,630 mangrove seedlings in the Setiu Wetlands as of June 2012. The Setiu Wetlands ecosystem serves as fish nurseries, flood control and habitat to the world’s largest population of critically endangered painted terrapins.

In early 2012, PEWANIS introduced a low-impact tourism package, the culmination of entrepreneurial and personal capacity building training by WWF-Malaysia and our partners over the years. A portion of the profits will be channeled to the PEWANIS fund for conservation awareness building activities and to help the underprivileged in the village. Up to March 2012, PEWANIS has accommodated 300 visitors.

In addition to the Setiu Wetlands, WWF-Malaysia also has a field project in another priority area: the Liwagu sub-catchment in Tambunan, Sabah. We are engaging with the relevant government agencies and industry stakeholders on issues concerning the sustainable management of freshwater ecosystems and responsible freshwater infrastructure development.

PEOPLE POWER

WWF-Malaysia and TRAFFIC-SEA jointly produced a documentary titled “On Borrowed Time”, aimed at garnering greater support and enhanced enforcement efforts towards addressing the wildlife poaching crisis in the Belum-Temengor Forest Complex. The documentary was named the Best Malaysian Film in the Eco Film Festival 2011, an award given to an environmental film that inspires, motivates and encourages conservation actions.

In conjunction with the International Year of Forests 2011, WWF-Malaysia produced the “Forests and me” video to drive public awareness and support of forest conservation. It premiered on 16th September 2011 at the MalaysiaKu 2011 public event to celebrate Malaysia Day.

As an important step towards promoting public participation and inputs into development planning processes, two public briefing sessions were conducted on the proposed Kuala Lumpur Outer Ring Road project based on the Detailed Environmental Impact Assessment on 12th and 14th January 2012.
SAVING CRITICAL LANDSCAPES

Partnering with Universiti Malaysia Sabah and the Sabah Wetlands Conservation Society, WWF-Malaysia conducted a scientific expedition in the Liwagu sub-catchment in Sabah’s part of the Heart of Borneo (HoB) landscape. The expedition derived baseline and scientific information that are vital for supporting the sustainable management of the catchment area.

As part of the consultancy team engaged by the Northern Corridor Implementation Agency (NCIA), WWF-Malaysia prepared a Biodiversity Assessment report for the Belum-Temengor forest. This report forms a major component of the Integrated Master Plan for Belum-Temengor commissioned by NCIA. It is a holistic plan that will guide sustainable tourism development at Belum-Temengor with minimal impacts on the natural ecosystems of this critical biodiversity conservation area.

HELPING COMPANIES

WWF launched the Malaysian chapter of the Green Business Network aimed at raising awareness and catalysing sustainability within the private sector in the context of a green economy in the HoB in early 2012. Through this network, WWF is helping to facilitate exchange of experience between the private sector for developing cost-effective solutions that show how the biodiversity of the HoB can become engines for green growth and sustainability into the future.

- 2000 - WWF-Malaysia began engaging the Business & Industry sector aimed at improving sustainability of sectors with significant ecological footprint.
- 2003 – The Roundtable on Sustainable Palm Oil (RSPO), which WWF helped to form, aims to set robust standards to ensure strong environmental safeguards in palm oil production. Being part of the global network of conservation NGOs within the RSPO set-up, WWF-Malaysia actively promotes the adoption of sustainable practices in the production of palm oil.
- 2007 - WWF-Malaysia helped establish a Malaysian Producer’s Group, the Malaysian chapter of the Global Forest and Trade Network (GFTN). Through GFTN-Malaysia, we are facilitating trade links among companies committed to achieving and supporting responsible forestry, in order to create market conditions supportive of forest conservation while providing economic and social benefits for businesses and people.
- 2012 - WWF-Malaysia partnered with the Northern Corridor Implementation Agency (NCIA) to launch the Malaysian chapter of the Green Business Network aimed at raising awareness and catalysing sustainability within the private sector.

Creating Shared Value in Setiu, Terengganu

In line with its corporate philosophy of Creating Shared Value, Nestlé (Malaysia) Berhad partnered with WWF-Malaysia in 2006 to conserve the Setiu Wetlands in Terengganu. Through environmental awareness, capacity building to participate in conservation as well as income generation opportunities for the local community, it has improved the environmental conditions of the wetlands and the lives of the local community. Home to the world’s largest remaining population of critically endangered painted and river terrapins and nesting ground for the endangered green turtles, the Setiu Wetlands boasts a rich repository of fauna and flora. Some of the conservation activities by different stakeholders in the area includes more than 4,200 mangrove seedlings been replanted in the wetlands and the turtle and environmental conservation awareness is at all time high among the local community. The women of Setiu or PEWANIS (Women’s Society of Kampung Mangkok, Setiu) have also benefited from this partnership since Nestlé and WWF-Malaysia embarked on the ‘Women in Setiu Wetlands: Sustainable Development Programme’ in 2007.
SUCCESSES IN MARINE CONSERVATION

Malaysia’s seas are home to some of the world’s richest coral reefs, mangrove forests, seagrass beds and other important habitats as well as an integral part of the Coral Triangle – the Amazon of the Oceans. Unfortunately this treasured blue world faces serious threats. Coral reefs are threatened by overfishing, destructive fishing, inappropriate development and climate change. Marine turtle and terrapin populations continue to decline, as do fish and seafood stocks. WWF-Malaysia works with partners, including the government, local communities and the private sector to protect important and threatened marine habitats, save endangered species such as marine turtles and terrapins as well as ensure the sustainable use of marine resources. Fisheries, tourism, coastal protection and livelihoods depend upon healthy and efficiently functioning marine ecosystems.

HEALTHY OCEANS AND MARINE HABITATS

As part of environmental awareness and capacity building among island residents to enable them to help manage marine resources, WWF-Malaysia conducted seagrass, seawater and reef monitoring activities with dive operators, the Department of Fisheries Sabah, Sabah Parks and local community representatives in Mabul Island, Semporna. The quality of seawater around Mabul presented at the post mortem of Mabul Marine Week 2011 led to the establishment of a temporary association called the Mabul Marine Management Body in December 2011. Comprising dive operators, the management body collectively manages the rubbish collection point and plans actions based on the common concern for the environmental conditions in Mabul. It will also form the collaborative management structure to implement the Collaborative Environmental Monitoring Programme for Mabul.

After several handicraft trainings conducted in 2011 by WWF-Malaysia and our partners, women from the islands of Maliangin in the Kudat-Banggi Priority Conservation Area (PCA) and Omadal in the Semporna PCA are able to produce not only mats, but more saleable pandanus leaf woven products, such as coasters, place mats, shopping bags and the popular bangles. The men are now helping the women to prepare the base of the bangles by collecting recycled plastic bottles and cutting these into strips. Income generated from this alternative livelihood reduces the island communities’ dependency on marine resources and improves their socioeconomic wellbeing.

The Ma’Daerah Heritage Community Association (MEKAR), a community-based group founded by WWF-Malaysia to enhance conservation efforts, and a group of teachers in Kerteh, Terengganu, developed a Daily Lesson Plan in 2008. It infused turtle conservation issues into the Bahasa Malaysia curriculum for Primary School students, and has expanded to Setiu, Terengganu, when it was introduced to 28 teachers from 14 schools in the district last year.
A hatchling returning to the sea.
The “Protect our Turtles” campaign was carried out in Kerteh, Terengganu, at Mesra Mall in conjunction with World Turtle Day Celebrations in 2011, featuring an array of activities for the public. WWF-Malaysia received some 400 pledges from members of the public who committed not to eat turtle eggs and support turtle conservation efforts. To keep up the momentum, WWF-Malaysia organised the World Sea Turtle Day celebrations at three locations: Kuala Terengganu, Melaka and Semporna, on 16th June 2012.

In Melaka, the first Hawksbill Turtle Ecotourism Model in Malaysia was launched in October 2011. This multi-stakeholder initiative brought together Ismah Beach Resort as the first resort operator to embark upon responsible turtle tourism in Melaka, working closely with the state Department of Fisheries (DoF) and WWF-Malaysia. The first phase of this project is a one-year pilot test at Padang Kemunting nesting beach with Ismah Beach Resort. The resort is committed to providing an educational experience to tourists while minimising the impact on turtles and their habitat by using guidelines prepared together with WWF-Malaysia and the state DoF. The pilot test will involve local youths in the implementation of the turtle tourism model who can potentially spearhead turtle conservation activities within the local communities. It is hoped that a sustainable ecotourism model will be successfully implemented and replicated by more tourist resorts and operators by 2013.

Pursuant to this initiative, WWF-Malaysia and our partners organised a “Guidelines for Sustainable Turtle Ecotourism in Peninsular Malaysia” workshop in April 2012 to socialise the draft guidelines with stakeholders as well as gather feedback and consensus in order to produce a viable set of national guidelines for sustainable turtle ecotourism in Peninsular Malaysia.

- 1972 – WWF-Malaysia undertook its first ever project by assisting the National Parks Board (now Sabah Parks) with a survey of Pulau Gaya, off the coast of Kota Kinabalu, Sabah. Pulau Gaya is now part of the Tunku Abdul Rahman Park established in 1974.
- 2004 – Ma’Daerah is gazetted as a Turtle Sanctuary by the Terengganu State Government after WWF-Malaysia had been working there since 1999.

At the annual “Coral Triangle Initiative - Regional Business Forum” organised by WWF-Malaysia and our partners held from 10th to 11th October 2011, the private sector and senior policy makers at the highest level of government from the six Coral Triangle countries explored opportunities for the promotion and implementation of sustainable solutions. At the forum, the partnership among Sabah Wildlife Department (SWD), Pom-Pom Island Resort and The Reef Dive Resort Mataking, two nesting islands for Green and Hawksbill turtles, was recognised, strengthening the public-private partnership to protect marine turtles. The resorts are trained by SWD to conduct continuous turtle monitoring activities and identify threats to turtle nests. A recognition of partnership was also awarded to the Kudat Fishing Boat Owners’ Society for supporting Sabah Parks and the DoF Sabah in the establishment and gazettement of the proposed Tun Mustapha Park in Kudat, Sabah. As a member of the Interim Steering Committee working group, the society contributes to the fisheries management plan for the proposed park.

WWF-Malaysia also undertakes satellite telemetry work comprising tagging and tracking turtles via a GPS system which enables the transmitter to log the migratory routes of turtles from their nesting to foraging grounds. In 2011, three satellite transmitters were deployed in Kerteh and Setiu, Terengganu, and another three in Melaka. Results show that turtles from Terengganu beaches migrate to the Coral Triangle region and Hawksbill turtles from Melaka beaches migrate to the Riau Islands of Indonesia. This data can help formulate a strategy for effective turtle conservation work in this region.
WWF-MY’s Peninsular Malaysia Seas and the Sulu Sulawesi Marine Ecoregion Programmes contribute to the Coral Triangle Global Initiative

“The Coral Triangle is a 6 million km² area spanning Malaysia, Indonesia, the Philippines, Papua New Guinea, Timor-Leste and the Solomon Islands. WWF seeks to protect the resilience and the native species of the Coral Triangle through collaboratively managed practices and create economic opportunities for the people.”
CONSERVATION PROGRAMMES IN PENINSULAR MALAYSIA

Peninsular Malaysia Species
- Anti-poaching
- Wildlife monitoring
- Human-wildlife conflict mitigation
- Ecological linkages advocacy
- Sustainable revenue generation

Protected Areas for Thriving Ecosystems
- Advocate for the gazettation of priority sites as protected areas
- Improved management effectiveness of proposed and existing protected areas
- Lobby for effective management of buffer zones
- Improve conservation awareness of army
- Mainstream protected areas into the national consciousness

Peninsular Malaysia Seas Programme
- Terengganu green turtle and painted terrapin conservation
- Melaka hawksbill turtle conservation
- Fisheries and aquaculture
- Business and industry engagement

NATIONAL PROGRAMMES

Sustainable Palm Oil
- Advocate spatial planning with consideration of HCV and degraded land
- Sustainable sourcing
- Yield improvements

Freshwater Conservation
- Promoting water stewardship to address catchment degradation
- Promoting responsible water infrastructure and securing sustainable flows
- Protecting representative freshwater habitats
- Adapting to climate change

Forest Conservation Programme
- Promoting forest sustainability
- Promoting and advancing forest governance and legality
- Increasing values of standing natural forest and its ecological functions (REDD+ Readiness)
CONSERVATION PROGRAMMES IN SABAH AND SARAWAK

Sabah Species and Habitat Programme
- Conservation research
- Patrolling and monitoring
- Awareness and education
- Habitat connectivity
- Habitat restoration

Terrestrial Protected Areas (PA) in Sabah and Sarawak
- Update PA database
- Develop management plans for PAs
- Assessment of PAs using METT
- Identify PA’s ecological representation
- Establish a system to monitor transboundary PAs

Sarawak Programme
- Sustainable landuse planning
- Sustainable hydropower
- Empowering local communities in natural resource management

Sulu Sulawesi Marine Ecoregion Programme
- Kudat-Banggi Priority Conservation Area
  a) Promote environmental stewardship
  b) Alternative livelihood
  c) Collaborative enforcement and management
  d) Ecosystem-based fisheries management (EBFM)
  e) Marine Protected Areas
- Semporna Priority Conservation Area
  a) Conservation of marine ecosystem
  b) Conservation of target species
  c) Sustainable fisheries management
- Live reef fish trade

CROSS CUTTING WORK
- National Environment Policy and Land Use
- Environmental Education
  a) Environment and you
  b) Formal education community engagement
  c) Sustainable teacher education institutes
- Community Education and Engagement
- Climate Change
WWF-MY’s Sabah Species and Habitat Programme, Terrestrial Protected Areas in Sabah and Sarawak Programme, Sarawak Programme, Sustainable Palm Oil, Freshwater Conservation and Forest Conservation Programme contribute to the Heart of Borneo Global Initiative.

“WWF is working with the 3 Borneo nations (Brunei, Indonesia and Malaysia) to conserve 220,000 km² of rainforest - almost 1/3 of the Island - through a network of protected areas and sustainably-managed forests. WWF-MY supports the implementation of the Heart of Borneo Strategic Plan of Action with the Sabah and Sarawak state governments.”
In Peninsular Malaysia, the egg buy-back (EBB) scheme led by WWF-Malaysia is critical to the aim of releasing turtle hatchlings to the sea. Buying back eggs from licensed egg collectors has been instrumental in protecting a large number of these turtle eggs, which are not only vulnerable to natural threats but also poaching by humans, with many being sold in markets and then consumed. The amount of eggs incubated has increased, in part because WWF-Malaysia contributes an additional RM1.00 to licensed egg collectors for every egg that hatches. A total of 18,212 eggs were purchased via the EBB scheme in Terengganu in 2011 compared to 14,800 eggs in 2010. For Melaka, WWF-Malaysia bought back about 22,000 eggs. (*No comparative figures for 2010 are available as the scheme started there only in 2011.) In Melaka, 568 hawksbill & 15 painted terrapin egg clutches were secured for incubation in 2011, the highest ever recorded.

In Melaka, 568 hawksbill & 15 painted terrapin egg clutches were secured for incubation in 2011, the highest ever recorded.

**FISHING IS NOT A PROBLEM; OVERFISHING IS**

Malaysians derive more protein from fish than any other country in Southeast Asia. Fishermen depend on fishing for livelihoods but fish stocks have declined (some as high as 95%) since the 1970s. WWF-Malaysia therefore emphasises sustainable fishing solutions to solve some of the biggest threats to our oceans. The 2011 Save Our Seafood (SOS) campaign, with the SOS guide, was the first step in the process of educating consumers about the status of our fishing industry and enabling them to make informed choices when consuming or purchasing seafood. The next step was to work with retailers and suppliers to boost awareness on sustainable seafood issues.

The first Sustainable Seafood Awareness Day in Kota Kinabalu, jointly organised with Shangri-La’s Tanjung Aru Resort and Spa, was officiated by Datuk Masidi Manjun, Minister of Tourism, Culture and Environment Sabah, on 8th December 2011.

Participants, including hoteliers, restaurant owners and seafood suppliers, learned about sustainable and eco-friendly fishing. Shangri-La’s counterpart in Penang organised a similar event on 8th June 2012, a testament to increasing support from hoteliers keen to source sustainably harvested fish.

The issue of overfishing in Malaysia which WWF-Malaysia has been seeking to address with the government and other stakeholders through the Ecosystem Based Management of Fisheries (EBMF) recently received a boost when the EBMF Steering Committee was set up and held its first meeting on 8th May 2012. This milestone, achieved as a result of WWF-Malaysia’s consistent advocacy over the last four years, is a significant step on the road to developing an EBMF Framework that will help revive and sustain marine resources.

Schoolchildren learning about turtle conservation through interactive games during workshop conducted by WWF-Malaysia and the Melaka Department of Fisheries.

_In Melaka, 568 hawksbill & 15 painted terrapin egg clutches were secured for incubation in 2011, the highest ever recorded._

**“At BROS, we embrace the saying that without a sense of giving, there can be no sense of community. That is why BROS strongly believe in supporting organizations dedicated to well-being of our community. It is our way of giving back to those who have supported us.”**

Mr. Terence Lee Soon Teck
Chief Executive Officer
Living Wing Sdn Bhd

**Bottle for Better Living**

Since 2004, BROS reusable water bottles set the trend through superior quality, innovation and better design. Committed to better health, BROS encourages more people to get hydrated without compromising the environment by serving as an alternative to disposable bottled water.

For the past 3 years, BROS has been partnering with WWF-Malaysia through co-branded bottles of various themes such as Saving Malayan Tiger, Marine Turtles, and recently, Live Green, Act Now. Apart from channelling part of proceeds to WWF for every bottle sold, BROS reusable water bottle is a simple way to reduce plastic waste and at the same time, deliver strong environmental messages.

Photo: ©WWF-Malaysia/Liza Jaafar
In the late 1990’s and beyond, WWF-Malaysia’s policy expertise expanded to a degree that allowed us to act as consultants to the government in developing policies related to biodiversity. These include the National Biodiversity Policy, The National Eco-Tourism Plan and the National Highlands Study.

WWF-Malaysia is now seen and viewed as an important stakeholder in most government consultations involving policy issues. This is indeed a milestone for an NGO in Malaysia.

Policy strategies in the last eight years have focused tremendously on land use issues and environmental law in recognition that these two aspects contribute significantly towards sustainability and good governance.

WWF-Malaysia has managed to advocate for fundamental changes in legislation such as the Wildlife Conservation Act 2010 and even called for amendments to the Federal Constitution that would facilitate more effective legislation to govern and protect turtles. This matter went up to the highest level of government, the Honourable Prime Minister, when WWF-Malaysia submitted a Memorandum to him, fondly referred to as the “Turtle Memorandum” on 7th April 2010.

In early 2011, WWF-Malaysia’s Policy work was structured under a new division called the Policy and Education Division. Under this structure, policy frameworks were extended to other areas of work such as community engagement and awareness, climate change, formal education, and the latest: energy-related work. Purely focusing on biodiversity and species conservation issues in the last 40 years, WWF-Malaysia’s efforts will now include energy work.

Previously, WWF-Malaysia’s involvement in energy related issues was largely ad hoc. With government plans to explore nuclear power as well as construct increasing numbers of hydropower dams and coal fired power plants to meet future energy demands, WWF-Malaysia recognised the need to develop, for the first time, a holistic programme on energy to more effectively address the key issues affecting our conservation goals. WWF-Malaysia is in the midst of developing such a programme which will focus on renewable energy and energy efficiency, and include the scope of work as well as goals for the next three to five years. We hope to complete the framework document for this energy programme in 2013.

While WWF-Malaysia’s policy related lobby work has primarily been with traditional government ministries and agencies, WWF-Malaysia has recognised the need to engage new entities within the government structure that can further environmental policy. WWF-Malaysia’s most recent engagement was with the Performance Management and Delivery Unit (PEMANDU) where WWF-Malaysia has proposed to PEMANDU to develop a National Key Result Area (NKRA) on the Environment.

In view of the fact that the NKRAs have been deemed the “priority areas” for the nation, which are measured against a Key Performance Indicator system; coupled with the notable achievements reported in the Government Transformation Programme Annual Reports, WWF-Malaysia is of the opinion that an NKRA on Environment would greatly benefit the nation and its people.

• Though WWF-Malaysia is identified as a science based organisation, policy advocacy has always had a strong foothold in its mission. Initially, policy work in relation to biodiversity conservation was on general issues, mostly calling on the government to implement policies on sustainability. We tended to work on policy issues in an ad hoc manner and somewhat reactively to issues arising. More recently, WWF-Malaysia policy work has emerged with a more strategic structure, with the objective of being seen as conservation experts on recommending relevant policies.
Through the years, WWF-Malaysia managed to affect millions of schoolchildren who participated in our environmental education (EE) activities to such a degree that some of them became keen conservationists and joined us as staff. We have raised the scope and standard of our EE efforts to influence the nation’s education system. Since 2002, active engagement was established with government agencies, especially the Ministry of Education. Towards achieving the goal of infusing EE into the National Curriculum, WWF-Malaysia held more than 10 workshops, capacity building sessions and field trips from July 2011 to June 2012, building the skills of more than 130 principals and teachers. These participants, from four schools with a total of about 800 schoolchildren, will infuse EE into their classes and set an example for other teachers.

WWF-Malaysia and our partners have successfully engaged all the 27 teacher education institutes nationwide, giving student teachers a voice in deciding how these institutes can be run for the benefit of the environment. It is hoped that sustainable lifestyles will be integrated into these campuses, and ultimately, these sustainability and EE principles will be taught by these future teachers to their students.

WWF-Malaysia also obtained the support and approval from the Ministry of Natural Resources and Environment and the Ministry of Education in 2010 to introduce the Eco-Schools Programme to Malaysian schools. This international programme was founded by the Foundation of Environmental Education based in Denmark. The Eco-Schools programme focuses on building students’ environmental leadership, and is growing from strength to strength with 26 schools, comprising a total of about 17,729 students and 1,377 teachers, from around the country registered. Students guided by teachers and other adults, such as support staff, parents and local community leaders, will embark on activities to solve environmental issues within the school grounds through the implementation of the seven step methodology focusing on the nine themes of the Eco-Schools programme. This programme aims not only to raise the students’ environmental management skills but also to improve their individual and group development towards boosting academic achievement.
Since our establishment in 1972, WWF-Malaysia recognised education as an integral part of conservation. Nurturing environmental awareness and an interest in conservation among the younger generation was the aim of the Mobile Education Unit. Through this programme, conservation education in the form of talks and demonstrations was made available in schools throughout Peninsular Malaysia. From 1977, more than 1 million schoolchildren – including current WWF-Malaysia staff – learned about conservation, natural habitats and endangered species through WWF-Malaysia’s Mobile Education Unit.

During the 1980’s, as support from sponsors and demand for outdoor education increased, environmental talks in selected schools were supplemented with a field visit that provided students with an opportunity for contextual and experiential learning by linking their conceptual understanding to reality. Some of the popular sites included WWF-Malaysia project sites like Fraser’s Hill, Terengganu’s Setiu Wetlands and the Melaka Turtle Hatchery.

“Our partnership with WWF-Malaysia has helped us move closer to our sustainability goals. It’s also proof positive that WWF Malaysia is willing to work with SMEs.”

Dr. C. W. Tan
Chief Executive Officer
Nukleus Innerwear Sdn Bhd

SUSTAINABLE APPAREL

Nukleus is a revolutionary brand for fashionable, sustainable and affordable men’s and women’s underwear and basics. All its creations are produced from the finest eco materials, such as GOTS-certified organic cotton and Tencel from Austria’s Lenzing Group. In addition, all its core components are certified Oeko-Tex Standard 100, the world’s highest standard for human ecological safety, giving you peace of mind.

Nukleus Innerwear Sdn Bhd has been contributing part proceeds of the sale of its apparel towards WWF-Malaysia’s conservation efforts since 2009.
As a result of Ricoh’s support, we could demonstrate to local residents that it is possible to restore forests in places with difficult conditions such as wetlands and flood areas.

Mr. Darrel Webber
Project Manager
Kinabatangan Corridor of Life (2005-2010)

In October 2000, Ricoh Malaysia partnered with WWF to initiate the Kinabatangan Forest Recovery Project. The project concentrated on forests of the Kinabatangan floodplain to support the rich biodiversity and high concentrations of wildlife found in these floodplain forests. In addition to this, the project directly involved and provided income for the local community, fostering the development of local skills and knowledge, and raising awareness about the forest’s significance and conservation. The project also provided important information regarding forest ecology and silviculture practice in these floodplain forests, with results and experiences of this project’s activities already being utilised in and encouraged other planting programs, along Kinabatangan River. As a result of the partnership, 50 hectares was successfully reforested under the Kinabatangan Forest Recovery Project.

RICOH
imagine. change.

“As a result of Ricoh’s support, we could demonstrate to local residents that it is possible to restore forests in places with difficult conditions such as wetlands and flood areas.”

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Project Manager
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Earth Hour began with WWF-Australia as a single-city initiative in 2007. It has since grown into a global movement where hundreds of millions of people from every continent join together to acknowledge the importance of protecting our planet – by switching off non-essential lights for one hour. Through Earth Hour, WWF will continue to educate and raise awareness about the climate crisis and offer ideas and solutions that people can merge into their daily lives. WWF-Malaysia first celebrated Earth Hour in 2009.

Earth Hour 2011 showcased a growing global community committed to taking environmental actions that go beyond the hour. Since then until the recent Earth Hour on 31st March 2012, 20,000 people across the nation pledged at ground events and via wwf.org.my to “Live Green: One switch at a time.” Every quarter, a simple action towards a more sustainable lifestyle was highlighted at wwf.org.my; for example, one “Live Green” pledge asked people to commit to save energy by switching off all electrical items not in use, instead of leaving these on standby mode.

WWF-Malaysia hopes that more than 20,000 Malaysians will pledge to “Live Green” towards more sustainable lifestyles between now and Earth Hour 2013.

During Earth Hour 2012, WWF-Malaysia Executive Director/CEO Dato’ Dr Dionysius Sharma said, “This year’s “I Will If You Will” theme is a fun way to underline a great truth: to protect our precious natural resources – and move towards energy efficiency and sustainability – we must work together. WWF-Malaysia will continue to undertake our conservation work if you will continue to generously support us. Please pledge to “Live Green” at wwf.org.my towards more sustainable lifestyles even beyond Earth Hour.”

WWF-Malaysia sincerely thanks our conservation partners whose support has enabled us to achieve these big wins for environmental protection. See our full list of conservation partners at wwf.org.my.

“LIVE GREEN” CAMPAIGN LAUNCHED DURING EARTH HOUR

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Campaign launched to protect marine turtles

WWF-Malaysia targets 40,000 pledges from public

Vote for your favourite Idol

WWF warning on the need to conserve wetlands
### FINANCIAL REPORT

**SUMMARISED ANNUAL FINANCIAL STATEMENT**

<table>
<thead>
<tr>
<th></th>
<th>unaudited 12 months to June 2012 RM’000</th>
<th>12 months to June 2011 RM’000</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Income</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Donations from Corporations</td>
<td>830</td>
<td>1,078</td>
</tr>
<tr>
<td>Donations/Legacies from Individuals</td>
<td>18,517</td>
<td>16,711</td>
</tr>
<tr>
<td>Public Sector Funding</td>
<td>499</td>
<td>927</td>
</tr>
<tr>
<td>WWF Network Grants</td>
<td>16,286</td>
<td>15,899</td>
</tr>
<tr>
<td>Interest Income</td>
<td>642</td>
<td>619</td>
</tr>
<tr>
<td>Others</td>
<td>181</td>
<td>418</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>36,955</strong></td>
<td><strong>35,652</strong></td>
</tr>
<tr>
<td><strong>Expenditure</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Conservation expenditure</td>
<td>27,510</td>
<td>26,414</td>
</tr>
<tr>
<td>Fundraising expenditure</td>
<td>5,929</td>
<td>7,115</td>
</tr>
<tr>
<td>Administration &amp; Finance expenditure</td>
<td>2,523</td>
<td>1,803</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>35,962</strong></td>
<td><strong>35,332</strong></td>
</tr>
<tr>
<td><strong>Net Surplus for the year</strong></td>
<td></td>
<td><strong>993</strong></td>
</tr>
</tbody>
</table>

#### Conservation Expenditure (Unaudited 12 months to June 2012)

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount RM’000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Forests</td>
<td>3,038</td>
</tr>
<tr>
<td>Species</td>
<td>9,367</td>
</tr>
<tr>
<td>Marine</td>
<td>6,154</td>
</tr>
<tr>
<td>Education</td>
<td>1,310</td>
</tr>
<tr>
<td>Freshwater</td>
<td>1,749</td>
</tr>
<tr>
<td>Policy and Advocacy</td>
<td>1,748</td>
</tr>
<tr>
<td>Capacity Building and Communications</td>
<td>1,665</td>
</tr>
<tr>
<td>Conservation Technical Support</td>
<td>2,479</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>27,510</strong></td>
</tr>
</tbody>
</table>
For FY2012, total income grew by 4% to RM37.0 million from RM35.7 million reported a year earlier. The increment was mainly driven by growth in donations from individuals and network grants. Donations from corporations and funding from public sector fell by 23% and 46% respectively.

Conservation expenditure increased by 4% during the financial year. Major investments were on species, Heart of Borneo initiatives and Coral Triangle initiatives. The net surplus of approximately RM1.0 million will be used to fund ongoing projects in the following financial year in line with our conservation strategy.

Caroline Russell
Honorary Treasurer
WWF-MALAYSIA THROUGH THE YEARS

PETALING JAYA HEADQUARTERS

WWF-Malaysia’s first office, which the team occupied from 1972 to 1991.

WWF-Malaysia’s current headquarters in Petaling Jaya.

KOTA KINABALU AND KUCHING OFFICES

WWF-Malaysia’s Kota Kinabalu office.

WWF-Malaysia’s Kuching office.

<table>
<thead>
<tr>
<th>Year</th>
<th>Expenditure on conservation (to closest RM million)</th>
<th>Number of visits to wwf.org.my per month on average (to closest 100)</th>
<th>Number of <a href="http://www.facebook.com/wwfmy">www.facebook.com/wwfmy</a> friends at the end of each FY (to closest 100)</th>
</tr>
</thead>
<tbody>
<tr>
<td>*FY 1972</td>
<td>- (established on 9 Feb 1972)</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>FY 1982</td>
<td>0.2</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>FY 1992</td>
<td>2.9</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>FY 2002</td>
<td>9.0</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>FY 2008</td>
<td>19.4</td>
<td>**9,800</td>
<td></td>
</tr>
<tr>
<td>FY 2009</td>
<td>16.1</td>
<td>12,900</td>
<td>***6,100</td>
</tr>
<tr>
<td>FY 2010</td>
<td>20.8</td>
<td>17,300</td>
<td>19,600</td>
</tr>
<tr>
<td>FY 2011</td>
<td>26.4</td>
<td>30,400</td>
<td>43,600</td>
</tr>
<tr>
<td>FY 2012</td>
<td>27.5</td>
<td>60,000</td>
<td>70,000</td>
</tr>
</tbody>
</table>

*FY = Financial year, for example FY 2012 is from July 2011 to June 2012
**wwf.org.my was launched in early 2007, with 1,071 visits in April 2007
***www.facebook.com/wwfmy was launched in early 2009 starting with 0 supporters

EVOLUTION OF THE PANDA LOGO

RM100,000 & above
Organisations
HSBC Bank Malaysia Berhad
Nestlé Products Sdn Bhd
Senheng® Electric (KL) Sdn Bhd
The Coca-Cola Company

RM10,000 & above
Organisations
Avanttex Sdn Bhd
Boh Plantations Sdn Bhd
GCH Retail (Malaysia) Sdn Bhd
Hijjas Kasturi Associates Sdn Bhd
Isetan of Japan Sdn Bhd
Lee Foundation
Mid Valley City Sdn. Bhd.
Mont’Kiara International School Sdn Bhd
Nukleus Innerwear Sdn. Bhd.
Yayasan Perlindungan Hidupan Liar Malaysia

Individuals
Abdul Multhalib Musa
Fauzul Yusri
Stephen Hagger
Lee Oi Loon
Teoh Su Yin
Y Bhg Dato’ Seri Nazir Ariff
Y Bhg Dato’ Teo Chiang Quan
Y Bhg Dato’ Yap Kim San
Y Bhg Dato’ Saw Eng Lock

RM5000 & above
Organisations
Ace Ed-Venture (M) Sdn Bhd
Frangipani Hotels & Resorts Sdn Bhd
G Hotel
Living Wing Sdn Bhd
PPB Group Bhd

Individuals
Oceu Apriastwijaya
Yong Siew Yoon
Ang Teck Loon
Abdul Razak Mat Akin
Subarau A/L Mothaloo

RM1000 & above
Organisations
Aident Corporation Sdn Bhd
AIMS Data Centre Sdn Bhd
Alliance Precast Industries Sdn Bhd
Bosch Rexroth Sdn Bhd
Credit Suisse Securities (Malaysia) Sdn Bhd
Green A Services (M) Sdn Bhd
KDU College Sdn Bhd
KL Fertility & Gynaecology Centre Sdn Bhd
Macquarie Group Foundation Limited
Metropolitan TV Sdn. Bhd.
Pacific Development Sdn Bhd
Penulaju Sdn Bhd
Permai Ihsan Sdn Bhd
Piasau School (Primary 4)

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Y Bhg Dato’ Teo Chiang Quan
Y Bhg Dato’ Yap Kim San
Y Bhg Dato’ Saw Eng Lock
AID AGENCIES
The Nature Conservancy: Responsible Asia Forestry and Trade Program (RAFT)

GOVERNMENT
Sabah State Government

WWF NETWORK
WWF International
WWF-Canada
WWF-Denmark
WWF-Germany
WWF-Indonesia
WWF-Japan
WWF-Netherlands
WWF-Singapore
WWF-Sweden
WWF-Switzerland
WWF-UK
WWF-US

Donation-in-Kind
Organisations
1 Borneo Lifestyle Hypermall
1 Mont Kiara Mall
Alamanda Putrajaya Shopping Complex
Anggerik Mall Shah Alam
Ariva Gateway Kuching
ArtImage
Axis Atrium Shopping Center
Batu Pahat Mall
Bintang Megamall
Biojohor Organisers
Boulevard Shopping Mall
Bursa Malaysia
Centrepoint Kota Kinabalu
Cold Storage Great Eastern Mall
Danga City Mall
Dataran Pahlawan Melaka Megamall
DHIL IT Service Cyberjaya
Digital Impressions Sdn Bhd
Empire Shopping Gallery
Fahrenheit 88
Festival City Mall
Freeform Sdn Bhd
Giant Hypermarkets
Golden Highway Auto-City
Golden Screen Cinemas Sdn Bhd
Great Eastern Mall
Green Festival Melaka Organisers
Green Heights Mall

Hatten Square
Hospital Universiti Kebangsaan Malaysia
IKEA Damansara
IOI Mall Bandar Putra Kulai
Jaya One Shopping Centre
Johor Bahru City Square
KK Plaza
Kluang Mall
KSI City Mall
Kuala Lumpur Convention Centre
Kuala Lumpur International Airport
Kuantan Parade
Kuching International Airport
Kuching PC Fair 2012 Organisers
Kuching Sentral
LCCT Terminal
Lot 10
Mahkota Parade
Maglis Bandaraya Johor Bahru
Malaysia Airports Holdings Sdn Bhd, Senai Airport
Megalong Mall Penangpang
Menara Ambank Bangunan Raja Chulan
Menara Axis
Menara TM
Mydin Hypermarket MITC Melaka
Mydin Hypermarket Terengganu
ntv7 Yuan Carnival
One Utama Shopping Centre
Park City Mall
Percetakan Imprint
Permy Mall
Premio Innovate
Putrajaya International Hot Air Balloon Organisers
Riverside Shopping Complex
Sarawak Plaza
Selangor Turf Club
Shah Alam Convention Centre
SONY EMCS (Malaysia) Sdn Bhd
South City Plaza Mall
Subang Parade
Sunway Carnival Mall
Sunway Giza Mall
Sunway Pyramid
Tabuan Plaza
Tenaga Nasional Berhad, Kepong
Tenaga Nasional Berhad, Klang
Tenaga Nasional Berhad, Kulai
Tenaga Nasional Berhad, Melaka Tengah
Tenaga Nasional Berhad, Muar
Tenaga Nasional Berhad, P. Pinang
Tenaga Nasional Berhad, Pasir Gudang
Tenaga Nasional Berhad, Seberang Jaya
Tenaga Nasional Berhad, Seremban
Tesco Hypermarkets
The Hills Shopping Mall
The Spring
Tropicana City Mall
Wetex Parade Shopping
Wisma MAA Sarawak
Wisma Merdeka
Wisma Merdeka Kota Kinabalu
Wisma MPL
Wisma Perkaso
Wisma Selangor Dredging

Educational Institutions
Asian Institute of Medicine, Science and Technology (AIMST) University
Asia Pacific University of Technology and Innovation (APU)
Fairview International School
HELP University College
Innovative International College
International Islamic University, Centre for Foundation Studies
International Medical University, Malaysia
JIT SIN independent School
Masterskill Global College
Monash University Sunway
Taylor’s College Subang Jaya
Universiti Teknologi MARA (UITM) Dungun
Universiti Teknologi MARA (UITM) Shah Alam

Panel of Lawyers
Cheang and Ariff
Jayadeep Hari and Jamil
Kamarulzaman bin Mohd. Razak
S. Vanugopal and Partners
Advocates and Solicitors

Dr Cheah Chee Boon
Dr Cheah Chee Hong
Dr S. Vanugopal and Partners

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Why we are here
To stop the degradation of the planet’s natural environment and
to build a future in which humans live in harmony with nature.

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