Cover picture shows "s Hilfe nuts," which are the fruit of the Loeng kabang (Shorea tree). A valuable economic product harvested in the forest, these nuts provide an important source of edible food for people and wildlife alike.

The photo in the background throughout this report represents artwork from all over the world.
The year 1987 saw the 15th year of WWF in Malaysia and it is with pleasure that I am able to report another successful year of progress. As part of the WWF family, now represented by national organisations in 23 countries of the world, WWF-Malaysia has played a small but significant role in trying to protect the environment and to save wildlife and wild places. Over the past 15 years, Malaysians have become increasingly aware of the need to look after the environment. We now need to improve our rate of growth by getting more Malaysians to understand that with their support we are actually investing in their future and the well-being of the country.

We have had our successes. We have assisted government authorities with the identification and establishment of national parks and wildlife reserves yet we have learned that it is not enough to expect that such habitats will be secure. The long term success of protected areas depends ultimately on their management and the economic, political and social environments. Our Conservation Strategy project which draws up comprehensive conservation guidelines for each State, on a State-by-State basis, addresses these issues and it enables us to interact with State Governments at high level. As WWF International President HRH The Duke of Edinburgh, stated last year, "There are those who know and understand the serious consequences for the future health of this planet if ecosystems are wantonly destroyed; and there are those who have the power, or the influence, or the resources to prevent that destruction. The solution is to establish two-way communication between these groups.

On the financial side, I am pleased to report that we had our best year ever. We were able to raise the sum of $742,648 and in addition, received international grants through WWF International for $118,220. Thus our total income was $860,868 as compared with $732,290 in 1986, an increase of $128,578 or 17.5%.

As I stated last year, the Board of Trustees had decided that with an increasing workload, the time had come to strengthen and expand our staff and to provide further training opportunities. This programme has made good headway and will be continued into 1988. With the additional investment in staff, administrative and overhead expenses naturally showed an increase rising to $247,066 as compared with $195,606 in the previous year. Work was undertaken on 34 projects with an expenditure of $480,390 whilst $446,631 was allocated to 26 new projects.

While we continue to spend the bulk of our funds on scientifically-based conservation field projects, we are stepping up allocations for education, training and awareness. Our Education Department with its mobile education unit continued with its programme for the production of charts and in audio-visual media for schools and training institutions.

Together with the Ministry of Education we are exploring ways and means of increasing environmental awareness amongst school children, especially with the production of resource teaching materials. This programme will be accorded particular emphasis in 1988 since there is a shortage of interesting and stimulating material in Balsac Malaysia.

It will be noted that we have changed our name to World Wide Fund for Nature to more accurately reflect the broader aims and objectives of the Fund. We shall however continue to use the WWF acronym and the Panda logo.

We have much to do during the coming year. Our Scientific Committee is well advanced in preparing a long-term conservation programme which will enable us to plan ahead and especially to explore funding possibilities for the larger and more expensive projects. Arrangements are in hand to recruit additional staff especially graduate biologists. In addition, it is hoped that, providing funds can be found, we shall be able to arrange for others to attend specialised training courses.

In closing, I would like to thank all our supporters, both corporate and individual, for their contributions to our success in 1987. As I have said before, conservation action is like everything else costs money. Our target in 1988 is to raise the sum of $950,000 and I would ask all our supporters to be especially generous this year. All donations which are fully tax deductible, should be made payable to WWF Malaysia and sent to me at P.O. Box 10769, 50724 KUALA LUMPUR.

Tan Sri Khir Johari
President
INCOME AND EXPENDITURE ACCOUNT 1987

Income
- Donations from Corporations
- Donations from Foundations
- Donations from Individuals
- Government Grants
- International Grants
- Sale of conservation promotion materials and services
- Income from commercial promotions
- Interest
- Consultancy income
- Other income

Expenditure
- Conservation projects – ex Malaysian funds
- Education projects – ex Malaysian funds
- Conservation projects – ex International grants
- Education projects – ex International grants
- Fund Raising expenses
- Administrative expenses

(Deficit) Surplus for the year

<table>
<thead>
<tr>
<th>Year</th>
<th>Income</th>
<th>Expenditure</th>
</tr>
</thead>
<tbody>
<tr>
<td>1987</td>
<td>$860,868</td>
<td>$732,290</td>
</tr>
<tr>
<td>1986</td>
<td>$732,290</td>
<td>$860,868</td>
</tr>
</tbody>
</table>

Fund-Raising (8%)
Operating Expenses (21%)
Available for Future Projects (15%)
Education Projects (11%)
Conservation Projects (45%)
Since 1981, WWF Malaysia’s largest and longest running project has been the Conservation Strategy Malaysia (CSM) project whereby we are providing conservation strategies on a state-by-state basis. These strategies, which are drawn up in collaboration with the state governments, outline a management approach to the sustainable utilisation of all natural resources: forests, wetlands, fisheries, wildlife, etc.

The project is part of an international effort to keep our planet healthy and productive, but in Malaysia we have very much gone our own way by producing detailed strategies that are aimed at providing practical guidelines for government decision-makers at every level. During 1987, the project team worked closely with the State Planning and Development Unit of Selangor Darul Ehsan to produce a report that can be used hand-in-hand with the State’s industrial and agricultural master plans. The state government made this work possible by a generous grant.

At the end of 1987, the draft strategy was almost complete when the team took a further important step by producing five specially action-oriented reports on urgent issues. These included reports on specific recommendations on such matters as sustaining the productivity of Pulau Tengah’s mangroves in the Lang Baruds and developing the conservation education and amenity potential of Bukit Tinggi Forest Reserve in Sepang District. The most recent of the special reports took a hard look at land-use planning in southern Selangor. This demonstrated that multibarrier planning for mining, agriculture and forestry could benefit all three sectors and conserve more natural habitat for the State.

In 1988, the team looks forward to completing the strategy for Selangor and then to commence work on a conservation strategy for the Federal Territory of Kuala Lumpur. This has been sponsored by a grant from City Hall.

Conservation strategies completed to date:

<table>
<thead>
<tr>
<th>State</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Negri Sembilan</td>
<td>1982</td>
</tr>
<tr>
<td>Melaka</td>
<td>1983</td>
</tr>
<tr>
<td>Terengganu</td>
<td>1983</td>
</tr>
<tr>
<td>Kedah</td>
<td>1984</td>
</tr>
<tr>
<td>Perlis</td>
<td>1984</td>
</tr>
<tr>
<td>Sarawak</td>
<td>1985</td>
</tr>
</tbody>
</table>
During 1987, work was undertaken on 18 conservation projects with a total allocation of $644,337. Although our conservation programme is developed and directed by our Scientific Committee who establish priorities for action and funding, there is always a diverse mix of activities and projects.

In 1987, we were engaged with projects relating to the Sumatran Rhinoceros, orang utans, turtles, herons and egrets, wild mangroves in addition to habitat and environmental studies in wetlands and forests, both logged and virgin. Listed below are a selection of some of the major projects on which work was conducted during 1987.

**Project No. MYS 92/3783**  
**Conservation of Wetland Habitats, Sarawak — $133,000**

The aim of this two-year project is to promote the establishment of protected areas of mangroves and peat swamp forests in Sarawak with their unique and endangered wildlife. In close collaboration with the National Parks and Wildlife Office of the Sarawak Forest Department, 1987 saw the writing of plans to protect and manage four new areas of coastal forest, and four endangered wildlife sanctuaries. This is being complemented by ongoing research into the wildlife of these coastal forests, especially the endangered Proboscis Monkey, and public relations programmes on the value of protecting such areas.

**Project No. MYS 96/3759**  
**Orang-utan Conservation in Sabah — $115,000**

Commenced in 1986, this project undertaken in conjunction with the Sabah Wildlife Department, aims to collect data on the distribution and population density of orang-utans in different areas and habitats of the State of Sabah. Surveys are being conducted both from the ground and from helicopters. The reasons for the discontinuous distribution of orang-utans in Borneo is not understood as is the question of whether they can survive in logged forest. It is hoped that such questions will be answered so that positive recommendations for the long-term survival of this endangered species can be made to the State Government.

**Project No. MYS 80**  
**Conservation of Mango and its relative, Peninsular Malaysia — $10,000**

**Project No. 3305**  
**Wild Mango Project — $11,144**

These two projects aim to make a preliminary assessment of the present distribution of wild mango species in Peninsular Malaysia and Borneo and to bring examples of each into cultivation. There is a wide variety of wild mango species though some are known only from individual trees whilst new undiscovered species most certainly exist. With extensive land clearance schemes and logging, there is a real danger that species with potential for improving existing varieties may be lost. Mango cultivation offers enormous potential both for local consumption and for export.

**Project No. 1937**  
**Conservation Strategy Malaysia — 8th Extension — $176,220**

Commenced in 1981, this project which is being conducted on a State-by-State basis has the objective of providing a management approach to the sustainable utilisation of all natural resources. Strategies for six states have been completed at a cost of $775,292 whilst that for Selangor and Labu Ehsan was undertaken in 1987. Further details of this major project are given on Page 3.

**Project No. 3783**  
**Effects of Logging on Malaysian Wildlife — $18,968**

In the next few years, the entire lowland forests of Peninsular Malaysia and much of Sabah are likely to be cleared for plantation agriculture except for a few reserve areas. This project aims to establish the conditions under which representative examples of mammals and birds might be assured long-term survival. Surveys and studies are being undertaken in the Tekam Forest Reserve, Pahang and at Danum Valley in Sabah.

**Project No. MYS 108**  
**A Species Management Plan for Sumatran Rhinoceros in Sarawak — $24,000**

Funds were provided for an experienced project officer to assist the National Parks and Wildlife Office of the Sarawak Forest Department to consolidate information obtained earlier and to formulate a detailed management plan for the management of the Sumatran Rhinoceros in Sarawak.

The State authorities have accorded the highest priority to the protection of this now very rare animal and a special task force is enforcing protection.

**Project MYS 113**  
**Preliminary Enquiry re Marine Turtles, Segari, Perak — $1,250**

As a result of information that there was considerable disturbance to green turtles nesting on the Pantai Gelam beach in Perak, a preliminary investigation was undertaken to ascertain the situation. According to the report received from the project officer, Hawksbill turtles also lay on this till now isolated beach. Presently all eggs of both species are removed by egg collectors. This matter will be followed up with the State authorities.

**Project MYS 94**  
**Management Guidelines for Herons — Kota Belud Bird Sanctuary, Sabah — $12,315**

For the past three years, WWF has been endeavouring to persuade the State Government of Sabah of the importance of the Kota Belud bird sanctuary, both from the conservation and tourism points of view. In an endeavour to better understand the requirements of the over 5,000 egrets which annually visit the area during the non-breeding season, this project was deemed necessary for proper management plans to be formulated. Our recommendations are still under discussion and it is hoped that measures for the regulation of the sanctuary will be instituted in the near future.

**Project MYS 115**  
**Aerial Survey of Kulamba Wildlife Sanctuary — $1,255**

The Kulamba Wildlife Sanctuary in Sabah was established in 1984 to give protection to orang-utans, banteng, proboscis monkeys and crocodiles. A drought in mid-1987 resulted in a forest fire which caused excessive damage. Although a ground survey was undertaken, it was considered later in the year that an aerial survey was necessary to assess the overall damage and its effects on wildlife especially the orang utan.
Green Turtle

The rare Chinese Egret caught in a striking pose.

Orang-utan mother with infant

One of the many wild mango species found in the Malaysian jungle.

Sumatran Rhino wallowing in the mud
CONSERVATION IN ACTION — Educational Projects 1987/88

WF Malaysia believes that spreading conservation awareness is of top priority if Malaysians are to be convinced of the necessity to care for nature and natural resources. In line with WWF’s international emphasis on awareness, training and education, a record 18 educational projects were implemented by WWF Malaysia in 1987. These include:

Establishing Nature Education in School Curriculum
WWF Malaysia is currently working with the Ministry of Education on a proposal to initiate a major project for the development of comprehensive nature education programmes within the school curriculum. The project will involve the training of teachers as well as production of local resources for the teaching of nature and environmental education in schools.

Mobile Education Unit
Since 1977, WWF Malaysia has operated a fully-equipped Mobile Education Unit which visits schools daily throughout the school year to provide an interesting and stimulating programme on Malaysian wildlife and the necessity for its conservation. This unit, partly financed by Bata Malaysia, fulfills an important need. The programme which is tailored for children of different age groups consists of an introductory talk, wildlife films or audio-visual slide shows on Malaysian wildlife plus quiz and answer sessions. The work of this unit has been acclaimed by students and school authorities alike. Since the unit commenced operations, over 2,100 school programmes have been provided to over 670,000 children throughout the country.

WWF Education Material
Over the years, WWF Malaysia has produced a number of high quality educational charts for free distribution to schools throughout the country. Charts on Malaysian mammals and birds are in constant demand and a recently-produced new chart entitled “Conserve Our Mangrove Forest” is being distributed to fishing villages and schools by the Forestry Department and Ministry of Education. Three more education charts on the subjects of Bird Migration, Marine Turtles and Malaysian Rainforests are in the course of production.

WWF Malaysia also produces an extensive range of audio-visual slide shows, documentary films, books and brochures on nature conservation.

Training of Education Personnel
Two new Assistant Conservation Education Officers have been recruited and are being trained. Seconded to the National Parks and Wildlife Office in Kuching, these officers are undergoing a two-year intensive training programme on conservation education. Part of their work includes organising nature-orientated activities for school groups visiting national parks and wildlife reserves, and the coordination of conservation education activities in schools.

Sabah Nature Club
Yayasan Sabah, with the assistance and support of WWF Malaysia, is working towards the launch of the first nature club scheme in Sabah. Over the past two years, a selected group of teachers have been trained to be advisers to such clubs. Regular field study camps will be organised at the Danum Valley Field Studies Centre to enable schoolchildren and teachers to learn more about nature conservation.

Some of the Education and Training Projects Implemented in 1987

<table>
<thead>
<tr>
<th>Project</th>
<th>Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>MYS 100</td>
<td>Production of Malaysian Rainforest Chart for Schools</td>
<td>$10,000</td>
</tr>
<tr>
<td>MYS 101</td>
<td>Training of Field Officer</td>
<td>$19,500</td>
</tr>
<tr>
<td>MYS 102</td>
<td>Repainting of Mammal Charts for Schools</td>
<td>$2,000</td>
</tr>
<tr>
<td>MYS 106</td>
<td>Support for Training of Sabah Game Rangers to USA</td>
<td>$7,500</td>
</tr>
<tr>
<td>MYS 110</td>
<td>Temporary Traineeship for Local Undergraduate</td>
<td>$1,500</td>
</tr>
<tr>
<td>MYS 117</td>
<td>Training Support for Education Officer</td>
<td>$6,544</td>
</tr>
<tr>
<td>MYS 119</td>
<td>Migratory Bird Poster</td>
<td>$16,000</td>
</tr>
<tr>
<td>MYS 86 (Ext)</td>
<td>Mobile Education Unit</td>
<td>$33,689</td>
</tr>
<tr>
<td>MYS 105</td>
<td>Purchase of New Vehicle for Mobile Education Unit</td>
<td>$12,101</td>
</tr>
<tr>
<td>3828</td>
<td>Conservation Education Programme, Sarawak</td>
<td>$189,675</td>
</tr>
</tbody>
</table>
Eager school children learning about conservation from WWF Education Supervisor.

WWF Mobile Education Unit travels to schools nationwide spreading conservation awareness.

Official launching ceremony of Danum Valley Centre by Sabah's Chief Minister, Datuk Patinggi Haji Tan Sri Harris Mohd. Jidin.

School children examining soil samples during a nature field course.
I struggle reluctantly out of my meranti bed and grope for my dentures, which needs gum karaya as an adhesive. Even a jojoba shampoo bath cannot wake me up until I had my first cup of coffee. I down two tablespoons of cough syrup which is flavoured from an extract of pern balsam.

It is one of those days when the morning feels like the end of a long day, as I collapse into a rattan settee. The only productive activity I can do is to read while chewing gum and eating Brazil nuts. Even though the atmosphere is grey, my appetite for petai and a good bowl of assam laksa — which is incomplete without bunga kantan — cannot be diminished. If not for the efficiency of rotenone, a natural insecticide that is extracted from the tuba root, I would not be the only one having such satisfying meal — the mosquitoes would find me a tempting source for a feast.

The Treasure House We Take For Granted

The tropical rainforests of the world provide more than just beautiful scenery and fresh unpolluted air. Neither are they just an interesting collection of wild animals and vegetation. They are also an economic treasure house which generates immense revenue and creates employment. It is often assumed that only hunters or forest dwellers rely on forest products for their survival. In reality, as highlighted in the above anecdote, urban dwellers are just as dependent on forest produce in many aspects of their daily lives. It is only that most consumer goods derived from the forest have undergone so many processing changes that the final form seems to bear no connection with the original. The chances are that each time we read a book, drive a car, chew gum, enjoy chocolate, fight a fire, paint our house or take medication, we are using a product that first originated from the tropical forest.

Abundant Natural Resources

The most valuable economic resource derived from the Malaysian rainforests is timber which is estimated to account for RM 6.2 billion in export earnings in 1987. The timber trade is so lucrative and prominent that it obscures the fact that the forest is also the source for a long list of other valuable economic products. They range from edible products like fruits, vegetables, tubers, fish, wild meat to valuable industrial products like essential oils, gums, latexes, resins, tannins, spices, pesticides, dyes and rattans. These products are self-generating and regular harvesting do not damage the forest.

Natural Genetic Bank

Our forests also function as a natural resource base for wild genetic material from which scientists can discover commercially viable species or improve resistance of existing crops to pests and diseases. All our commercial crops — rubber, oil palm, tobacco and pepper have their origins in wild stock extracted from tropical rainforests. Rubber trees originated from seeds taken from the Amazonian rainforest in the early 1900's. Our ubiquitous oil palm plantations were begun with seeds taken from the progeny of wild palms cultivated at the botanical garden in Bogor, Indonesia in 1948. Hence, tropical forests are natural genetic banks that help us in ways that may not be urgent for present purposes but which could prove to be of tremendous economic value in the future.
The Living Apothecary

Many modern medicines also have their origins in tropical rainforests. Our medicine chests would be empty indeed without the tropical forest. Some 40% of the world's drugs come from wild sources, or are synthesized from a wild derivative. The benzene tree found in Malaysian forests yields a substance used both as an antiseptic and against bronchitis. Patients with diseases like glaucoma, dysentery, malaria and hypertension owe their cures to prescription drugs containing raw materials from the forest as one of their active ingredients. Writer and researcher Norman Wyers in his book "The Primary Source" estimates that the Malaysian rainforests alone support 200 yet undiscovered medicinal species.

Ecological Value

Apart from providing abundant natural resources, our forests also serve several vitally important functions. The ecological role of forests in soil and water conservation is absolutely critical to the economy of Malaysia. The forests function as vital watershed areas by holding together soil cover hence protecting downstream areas from floods and erosion damage. They can do this due to the sponge-like effect of their vegetation which absorbs rainwater and recycles it as water-vapour through the foliage. Another direct benefit of watershed areas is that they prevent excessive evaporation of rain-water into the atmosphere, hence regulating temperature and preventing water shortages and droughts. Water quality is also maintained as are riverine fish and other aquatic animals. Plants flourish alongside rivers and people can depend on river water for domestic and agricultural uses.

What Is At Stake

The Malaysian rainforest, estimated to have evolved over 130 million years is fast disappearing. Virgin forests especially are diminishing at such an alarming rate that nothing may remain by the middle of the next decade. What this means is that we will no longer be able to enjoy the natural resources we take for granted, research new commercial crops or discover potential life-saving medicines. Our climate will be affected, rivers clogged by silation and our daily routine disrupted by floods and soil erosion. An alarming scenario but one which undoubtedly will happen unless Malaysians wake up to the fact that their quality of life is intimately bound to the survival of their greatest natural heritage — their rainforests.
Many of WWF Malaysia’s projects currently in progress have already made valuable contributions to our knowledge and future management of species and habitats. As development of the country continues, it becomes ever more important to impress upon planners and decision-makers the necessity to integrate conservation with development for the benefit, if not the survival, of us all.

A considerable amount of our staff time is devoted to high-level discussions with Federal and State authorities to ensure that the enormous value of wildlife and natural resources are understood as an economic as well as an aesthetic resource.

Whilst 13 fully funded conservation projects are carried over from our 1987 programme, detailed below are some of the major projects of our 1988/89 Conservation Programme that will be undertaken as funds become available.

**Leatherback Turtles Terengganu — purchase of eggs and establishment of Sanctuary — Funds Required $110,000**

The Malaysian Leatherback turtle population that nests annually on the beaches of Terengganu State is in a critical state of decline. Swift and urgent measures are being planned by the State Government and the Federal Fisheries Department with advice from WWF and other specialists. An interim plan has been drawn up and partly funded. As a result of a recent seminar in Terengganu, a request has been forwarded to WWF to provide funds towards the establishment of a sanctuary and the purchase of eggs during the 1988 nesting season. An educational, publicity and awareness campaign focusing on the plight of the turtles is included. Under a separate project, funded by WWF-US, the services of a turtle specialist are being offered.

**Addition to Sabah’s Conservation Area Network — Funded $40,245**

Over past years, WWF Malaysia has made a number of positive contributions towards the establishment of protected conservation areas within the State of Sabah. A number of additional areas have recently been discussed with the relevant state authorities. This project aims to survey and document these protected areas with a view to recommending their future protection.

**A Wildlife Survey of Sarawak — Funds Required $121,000**

This 2-year project aims to document the location of major species of wild animals in Sarawak, to analyse the reasons for their decline and to make recommendations and management proposals for new protected areas that may be required. The incorporation of wildlife conservation into rural land-use planning will be an important aspect of the project that will also provide extensive training opportunities for junior wildlife department personnel.

**Shorebirds Study Manual Funds Required $19,864**

WWF Malaysia works closely with the Asian Wetland Bureau and the Interwader Programme. Field biologists in Malaysia and throughout the Asia-Pacific region are studying the migration of hundreds of thousands of wading birds that annually migrate through the region. These are useful indicators of the health of coastlines and other habitats. There is an urgent need for a practical training manual to describe techniques used in wader surveys and the application of results to the conservation of waders and the wetlands with which they are associated.

**Conservation of Wild Fruit Trees, Peninsula Malaysia — Funds Required $280,000**

To follow up on preliminary work undertaken to identify wild citrus and mango species still existing in remaining forests, it is considered that there is an urgent need to expand this work to include all species of wild fruit trees. Mangosteen, rambutan, etc., and some popular species unknown to urban people are totally undomesticated and could be of considerable economic importance. The objectives of this project include extensive field surveys by a team of scientific personnel and field staff to collect examples and to bring these into cultivation at the Forest Research Institute Malaysia with whom the project will be jointly undertaken.
Field Study of Malaysian Medicinal Plants — Funded $21,840

Plants are an important source of medicine to treat human illness throughout the world. Many of these plants originate in the tropical rain forests and with the rapid rate of destruction, many may disappear before their medicinal merits can be identified. This project, being undertaken by scientists from the University of Malaya, aims to carry out field enquiries on the medicinal uses of plants in Malaysia and to compile an inventory on their distribution, methods of use and parts of plants used.

National Plan for Marine Turtles — Est. Funds Required $120,000

Four of the world's seven species of marine turtles nest on the coastlines of Malaysia. All are endangered for a number of reasons though they may be considered as an economic resource if their eggs are harvested on a sustained yield basis. This project aims to undertake a major survey of nesting beaches and other aspects of turtle behaviour throughout Malaysia in an endeavour to formulate management recommendations for their future survival. It is estimated that this project will take 24 months.

Development of Education Centre Likas, Sabah — Funded $13,090

The Likas swamp is a 28-acre undeveloped area in Kota Kinabalu. With 18 schools in the area, it offers an educational resource where children and visitors can experience the mangrove and associated bird life at close hand. It is proposed that a boardwalk and hides be established as basic facilities.

Management Survey for Klang Gates Wildlife Reserve — Est. Funds Required $15,000

Yet to be fully elaborated, this project aims to produce a management plan for the Klang Gates Wildlife Reserve which was established in 1936. Its outstanding quartz ridge is of major geological and botanical importance and in addition would provide a recreational amenity for the people of Kuala Lumpur. It has never been properly managed and has suffered greatly from illegal encroachment, pollution and burning. It is considered that with State Government support, this area could be saved for posterity.

Management survey of Relict Forest Patches in Selangor Darul Ehsan — Est. Funds Required $75,000

As with the above proposal, this project has yet to be fully developed and both arise as a result of WWF's work on the conservation Strategy Malaysia Project. Scattered throughout the State are small forested areas which function as sanctuaries for various species of wildlife, particularly small mammals and birds. It is felt that some of these, if properly regulated and managed, could be effective from the conservation and amenity points of view.
Due to WWF efforts, numerous endangered species have been given a new lease of life. The following are some of the individual species which have or are receiving WWF Malaysia’s attention.

**Orang Utan**
Perhaps Malaysia’s most lovable animal. The Orang Utan is a threatened species in Borneo. New protected areas have been established.

**Proboscis Monkey**
This long-nosed monkey feeds largely on mangrove leaves but as its habitat is reduced by land clearance, additional protected areas are required for its survival.

**Tiger**
In India, the Tiger has been saved from the brink of extinction. Hopefully we too can save the Malaysian Tiger.

**Giant Leatherback Turtle**
The number of Giant Leatherback Turtles laying eggs at Rantau Abang, Terengganu has plummeted from over 2,000 in the 1950's to less than 100 in 1987. WWF Malaysia, together with other Government agencies, is working towards saving this highly endangered species from extinction.

**Sambhur Deer**
A long-term study in Sarawak aims to ascertain the hunting pressures made upon this species.

**Sumatran Rhino**
The Sumatran Rhino is one of Malaysia’s most endangered species. Over $150,000 has been spent by WWF in efforts to save this rare animal.

**Estuarine Crocodile**
It is said that nobody loves a crocodile but the species is economically and ecologically important. Surveys have been undertaken to recommend measures for the protection of the severely-depleted population.

**Rafflesia**
The largest flower in the world and perhaps the smallest. It is protected in some reserves but additional sanctuaries are necessary to ensure its survival.
Wildlife conservation, to be effective, requires the active participation of all Malaysians. Over the past few years, WWF-Malaysia has played an increasingly important role in the field of wildlife education. In 1988, a number of educational projects are being developed to help increase the level of conservation awareness. Corporate sponsors are invited to fund these high-profile projects.

Expansion of WWF Malaysia's Mobile Education Unit — Funds required $65,000
Since our mobile education unit began operations in 1977, favourable feedback have been received from teachers and students. Our present unit which is sponsored by Bata Malaysia is only capable of covering 200 schools each year. To expose this conservation education programme to more schools each year, we urgently need a corporate sponsor for our second unit.

Publishing School Library Books — Malaysian Nature Heritage Series — Funds required $140,000
There is a serious lack of published material on local conservation subjects available in Bahasa Malaysia. To help rectify this situation, WWF Malaysia is seeking funds to produce a set of 6 comprehensive and fully-illustrated library reference books on Malaysian nature which will be distributed free to all secondary school libraries throughout the country.

Nature Conservation Education in the Primary School Curriculum — Funds required $130,000
As part of WWF Malaysia's long-term plan to instill conservation awareness amongst young Malaysians, numerous discussions have been held with the Curriculum Development Centre of the Ministry of Education to include nature conservation subjects into KBSR — the new curriculum for primary schools. The project will provide specialised training to selected teachers who will in turn produce a comprehensive teaching kit on nature for school use.

"Marine Turtle" Schoolroom Chart Funded $12,000
Over the years, WWF Malaysia has produced a series of schoolroom charts on various Malaysian flora and fauna subjects. These have won widespread acclaim and are being extensively used in schools and other institutions. WWF Malaysia is currently working on a new school chart featuring the endangered Marine Turtles of Malaysia.

Promoting Interest in Birds Amongst Young Malaysians — Introduction to the Birds of Malaysia — Funded $55,000
Birds are amongst some of the most beautiful creatures we see around us. There are in fact more than 600 species in Malaysia alone. To promote interest and awareness of these birds, WWF Malaysia has commissioned the production of "An Introduction to the Birds of Malaysia" guide book to help beginners in bird-watching. 155 species of the more common birds are featured. The guide book, which is written in Bahasa Malaysia and illustrated in full colour, will be distributed free to all secondary Malayinian schools and also sold to the general public.

School children enjoying a nature outing.

WWF Mobile Education Unit is fast becoming a familiar sight to Malaysian school children.

PENGENALAN BURUNG-BURUNG MALAYSIA

Proposed design for cover.
The Giant Leatherback Turtle is the largest and best known of the 4 species of marine turtles that lay their eggs on the beaches of Peninsular Malaysia. Ironically, it is this very popularity that may have spelled the doom of the Giant Leatherback species in Malaysia.

During the past three decades, the number of Giant Leatherback turtles nesting on the 9 km stretch of beach at Rantau Abang, Terengganu has declined tremendously. It has dropped from an estimated 1,779 females nesting annually in the late 1950's to 1,424 in the late 1960's to 613 in late 1970's. The numbers have since declined even more drastically. Since 1984, only some one hundred or so females have nested each year.

The causes of this critical situation are well known. Over-harvesting of the eggs for commercial purposes is perhaps one of the main reasons. During the past decade, the collection of eggs for profit by local fishermen reached 85% of eggs laid. Large numbers of marine turtles are also trapped accidentally in fishing nets each year. Such turtles either drown or are clubbed to death by fishermen who are reluctant to damage their nets in the process of releasing the creatures. Another major reason is the growing tourism industry centered around Rantau Abang, where the nesting density is the greatest. The resulting developments of beach front tourist facilities (chalets, shops, etc), increase in lighting which discourages nesting turtles from landing and disorientates new hatchlings, plus the noisy disruption by uninsured and uncontrolled development, all contribute significantly to the present situation.

In 1975, WWF Malaysia's concern for the endangered turtle population led to a recommendation to the Terengganu State Government to set up a research laboratory and the establishment of a turtle sanctuary on 8 km of the 19 km stretch of beach at Rantau Abang. WWF Malaysia provided funds for the planting of 3,000 coconut trees along the coastal road to shield the turtles from distracting headlights of passing vehicles. A vehicle was also provided to transport eggs to the Government hatchery. However, the plan was later abandoned by the State authorities.

Such ad hoc conservation measures were obviously inadequate. If the Giant Leatherback turtle population is to be saved from extinction, coordinated emergency action must be taken immediately by all concerned parties. In December 1987, the gravity of the situation prompted the State Government and the scientific community to conduct a "Workshop on Sea Turtle Conservation and Management in Malaysia". The objectives were to develop a proposed legal framework for sea turtles conservation, to outline a management plan for the proposed Rantau Abang sanctuary and to define a national strategy. As an interim measure, WWF Malaysia is in the process of obtaining the services of an international turtle specialist to work with the development of a national strategy for all marine turtles. Plans are also underway by the State Government to amend Terengganu State's 1951 Turtles Enactment Act. A national publicity campaign to draw public support for a "Save the Giant Leatherback" campaign is also being considered.
WF Malaysia’s conservation projects are funded by proceeds from various fund-raising activities. Although the number of urgent projects escalates yearly, WWF Malaysia’s ability to respond, depends entirely upon its ability to raise the necessary funds.

WWF Malaysia thus welcomes any form of support in the fund-raising activities described below:

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WWF Malaysia’s "Annual Report and Conservation Programme" is circulated annually to all leading companies in the country. We owe a deep debt of gratitude to our supporters in the corporate sectors who have made substantial contributions to our progress. All donations received are exempted from Income Tax under Section 44(6), Income Tax Act 1967.

**WWF Malaysia’s Fund Raising Items**

In-house items developed and sold by WWF Malaysia constitutes a small but growing source of income. The range of items include books, posters, charts, Hari Raya/Christmas corporate greeting cards, T-shirts, stickers, key-chains, films and audio-visual programmes. More items are being planned to extend the range.
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- By subscribing to the WWF International Newsletter.
- By donating professional services or loan of specialised equipment for WWF Malaysia’s office and field operations.
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Donations to WWF Malaysia are fully tax-deductible and all donations go directly to conservation projects, not office expenses. This is because administrative costs are offset by earned income generated via joint-promotions, sale of in-house items and interests.
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HRH The Duke of Edinburgh
President WWF International

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