WWF
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Message from the Patron

Malaysia is fortunate to have within its boundaries a rich and unique diversity of flora and fauna. We are blessed with large areas of natural habitats that are vital for the survival of this animal and plant life. Within these natural habitats are the vast natural resources we need for our nation to grow and prosper in the future.

As a result of successful development, Malaysia has progressed in many ways. There is every reason to be proud of our achievements but we must not forget the cost of such development and the need to conserve the natural resources that have brought us this progress. More development and greater economic pressures will entail more and greater problems involving the degradation of the natural environment and the gradual loss of our natural resources.

Long term development can only succeed through proper conservation measures. Economic benefits must be balanced against environmental costs. We must learn to utilise our natural resources in the most efficient way, to benefit the greatest number of people, for the longest period of time.

WWF Malaysia believes that it is still possible to protect what is left of our natural environment and to ensure the wise use of our natural resources. People from all walks of life and of all ages must be educated about what is happening to our natural world and what can be done to protect it. Let us all play our part in this vital endeavour, if we are not to lose forever the natural heritage that is so essential to our survival.

This is our country. Let us all care and look after it.
Message from the President

1994. A new year. Another year has gone by and another begins. We wonder what it will bring. Good health and fortune? Joyous occasions and happy celebrations? Perhaps we are pondering our personal plans for the year for our family or for our own selves.

If we take a step further, beyond our own personal hopes and fears, we might think about the world we live in. Everyday, we are bombarded with problems that cry out for our attention. Whether it is about the starving in Somalia, unemployment and violence in Europe, or tragedies at home, innumerable issues scream at us from the newspapers, TV or radio.

Furthermore, we seem to have less and less time to spend with our families or for ourselves. If we are not watching the stock market’s ups and downs, we are planning our corporate strategies or career advancement. We worry about traffic jams and family responsibilities. Junk mail clutters our already busy lives, and when we receive yet another appeal to contribute to a cause, we are reluctant to even consider the issue. But there is an issue that we can and should keep close to our hearts. Not everything is bad news, doom and gloom.

1993 has been a positive year for Conservation in the country. With the hype, flowery prose and publicity of the 1992 Earth Summit receding, many issues have continued to be highlighted in the media. Controversial issues have been discussed and debated like the development on Pulau Redang and the highland areas, as well as illegal wildlife trade in Sabah or elsewhere. Articles and television current affairs programmes have featured environmentally friendlier holidays in Sarawak’s national parks and hobbies like bird watching and caving. Radio spots introduce interviews and segments on environmental education and conservation. Timber certification and a toxic waste treatment plant are on their way, and Malaysian industries have been urged to speed up their efforts to phase out their use of ozone-depleting substances.

Some say the world has grown smaller with the advance of modern technology. This is true, but at the same time, technology has revealed to us the enormity and implications of environmental and conservation issues in our world. What may seem to be one country’s problem turns out to be its neighbour’s as well or even perhaps, that of every person in the world. This might seem like a far-fetched idea, but it is a reality. You might wonder then, what do we have to look forward to? Isn’t this actually a doom and gloom scenario? What’s so great about the new year?

As you will see from our Annual Review 1994, WWF Malaysia has many projects and plans that every Malaysian can contribute to in order to help better the environment we live in. Whether it is an environmental education project or a wildlife survey, implementation of a conservation strategy or building up the pool of research materials in our Resource Centre, individuals can help us help conservation in Malaysia.

Many of you reading this Annual Review are already supporters of the Conservation Cause. You may be responsible for your company’s support for WWF Malaysia. Your help is invaluable and corporate contributions provide a large chunk of what makes WWF Malaysia effective.

But are you also an individual supporter? Do you try to make your life and the lives around you a little more environmentally friendly? If you do, the difference you can make is mighty. You may think that one person can do little when faced with such large and all-encompassing problems. But everyone’s efforts do make a difference.
The Chairman’s Report

1993 saw WWF Malaysia consolidate its position after a period of spectacular growth. Income for the 1992/93 financial year recorded a drop of about 13 per cent compared to the previous year. Nevertheless, we continued to provide substantial support for conservation. Work was undertaken on 66 projects with a total expenditure of nearly RM 3 million while RM 2.4 million was allocated to new projects and to extensions of existing ones. Another RM 234,354 was spent on scholarships, travel grants and NGO support. All these were made possible through financial contributions and support from corporations, individuals and Government agencies, as well as by hard earned income. I would like to take this opportunity to thank all those who have contributed in cash and kind.

The new year ushers in many new challenges and opportunities. Fundraising for example, has become a highly competitive affair. The public and corporations constantly face a multitude of requests for funds for worthy causes. Tax deductibility alone is no longer an adequate reason for supporting charities like WWF Malaysia. Increasingly, tangible results are being sought. To this end, WWF Malaysia tries to be as objective as possible in measuring its conservation achievements. This is not easy because more often than not the effects of our work are seen only in subtle ways. However, there are some good examples of how we have been successful in achieving our Mission.

In the field of environmental education, the establishment of the Majlis Perbandaran Petaling Jaya’s Bukit Gasing Environmental Education Centre represents a significant message to urban populations. Chew Chee Keong continues to collaborate with the Ministry of Education in trying to assist other local authorities to set up many similar centres throughout the country. Our Non-Formal Environmental Education Programme is beginning to impact on other segments of Malaysian society by addressing issues that directly affect local communities. Amlir Ayat has begun to work in the area of religion and conservation, and will continue to expand the scope of this programme.

In field research, Rajan and Lynette Rajaratnam’s work on civets and wild cats is one of the most exciting projects I have ever seen. Balu Perumal’s new project on the montane ecosystem, Dino Sharma’s terrapin and turtle work on the east coast of Peninsular Malaysia and Sarala Aikanathan’s work on marine ecosystems, among others, promise to be no less exciting for the wealth of conservation knowledge they are generating.

The success of our conservation policy work is more difficult to gauge for various reasons. Nevertheless, it has the potential to have the biggest impact of all if we help to bring about policy initiatives that have major beneficial effects. At the same time, we strive to establish suitable and adequate performance measures that should help convince the public, corporations and Government of the importance of allocating resources for such work.

Fundraising has never been easy. The mushrooming of “green” causes and organisations has meant that we have had to increase investments in time, effort and personnel for a static share of available funds. Although 1993 saw considerable economic success in Malaysia, fundraising for WWF Malaysia’s conservation efforts was relatively sluggish. With your support, we are hopeful that this year will be different. The scope of conservation is vast. You can participate in many ways on a multitude of projects. By donating or being jointly involved in ventures with WWF Malaysia, you are not only showing that you care for nature and the environment but more importantly, that you are prepared to make an investment towards ensuring the well being and future of all the people of Malaysia. Best wishes for 1994!
Working for Conservation in Malaysia

Conservation does not just mean the preservation of animals and plants untouched by humans. Conservation is the effective management of our natural resources and the environment such that they can be sustained and kept available for use. Conservation recognises that the use of natural resources is a vital activity of humankind but conservation also ensures that these resources remain continuously available for progress. It is based upon the sustainable human use of natural resources, including biological diversity and the maintenance of ecological processes. Conservation is therefore not just about endangered species or saving trees - it is primarily about people and building a future in which people live in harmony with nature.

The World Wide Fund For Nature (WWF) Malaysia is a national charity that has been working for conservation in Malaysia for 22 years now. Established under the Trustees (Incorporation) Ordinance in 1972, it is a Malaysian organisation and a member of the international WWF family. WWF is one of the world’s largest and most influential international nature conservation organisations. Founded in 1961 as the World Wildlife Fund, WWF adopted its current name to reflect its focus on the broader issues of the environment. WWF International has its headquarters in Gland, Switzerland and, worldwide, the WWF family consists of 28 national organisations and affiliates. WWF Malaysia was the 19th such organisation to be set up.

WWF Malaysia today has nearly 50 full-time staff consisting mainly of Malaysian scientific and education officers, in addition to a number of communications and marketing professionals, administrators and other staff. Staff are either based at the Fund’s Petaling Jaya head office or assigned to various WWF Malaysia project sites around the country. The Fund is run on a day-to-day basis by an Executive Director and Management Group. The organisation consists of six departments, namely the Conservation Department, the Education Department, the Fundraising Department, the Administration Department, the Resource Centre and the Communications Department. These Departments report directly to the Fund’s Directorate which, in turn, is accountable to the Board of Trustees.

WWF’s mission is to achieve the conservation of nature and ecological processes by:

- Preserving genetic, species and ecosystem diversity;
- Ensuring that the use of renewable natural resources is sustainable both now and in the longer term, for the benefit of all life on Earth;
- Promoting actions to reduce, to a minimum, pollution and the wasteful exploitation and consumption of resources and energy.

WWF’s ultimate goal is to stop, and eventually reverse, the accelerating degradation of our planet’s natural environment, and to help build a future in which humans live in harmony with nature.

To support and implement this mission, WWF Malaysia’s programmes are focused on goals that address conservation needs such as protecting Malaysia’s flora and fauna, conserving our natural habitats, managing our natural resources, effectively reducing pollution as well as promoting environmental education and awareness. WWF Malaysia’s fundraising efforts help to keep these programmes going, so the organisation can meet its conservation goals, for the benefit of the country, its people and our future generations.
Protecting wildlife

Wildlife conservation is usually associated with large mammals such as tigers and rhinoceroses. But it also involves smaller animals, insects, plants, microbes and other species that make up the biological diversity of our country. More than half of the world’s species of plants and animals live in tropical forests and Malaysia’s forests are among the richest in the world in terms of biological diversity. For example, about 20,000 of the world’s known flowering plants can be found in Malaysia. Kinabalu Park alone is home to at least 12,000 species of plants. Peninsular Malaysia has 216 known species of mammals, 637 species of birds and close to 150,000 species of invertebrates. Sabah and Sarawak have more areas of natural habitat than the rest of the country put together and the island of Borneo boasts of animals that can be found nowhere else in the world, such as the Proboscis Monkey and the Bay Cat. Many of these species are endangered. While most of these plant and animal species are protected under law, they still face threats such as habitat loss, illegal hunting and trade, and pollution.

Why should we be concerned about the survival of these species? “Wildlife and their habitats are rich resources,” says Director of Conservation Dr Isabelle Neermala Louis. “They provide valuable raw materials which are economically important and improve the quality of our lives. They also provide us with invaluable services such as pest control, production of important nutrients, climate stabilisation, maintaining water quality and flood control. Without these hidden benefits, humans would be endangered species themselves! Conserving species and their habitats ensures the stability of the environment and, ultimately, our own future.”

“If we take the attitude that each species is by itself dispensable, bit by bit we destroy the rich biological world we live in,” adds Dr Louis. In the long term, the cumulative effects of such losses will threaten our own survival. It is therefore important that more efforts are focused on wildlife and habitat protection and their management. Such efforts include identifying and establishing protected areas that are important to these endangered species and enforcing legislation protecting these species and their habitats. More scientific information is also needed to support the efforts of the authorities in making this happen.

The Wild Cats of Borneo. For example, a study by WWF Malaysia is investigating the basic ecology of civets and wild cats in Tabin Wildlife Reserve in Sabah. Using advanced technology such as radio telemetry and tracking, the project is studying the behaviour and movement patterns of these carnivore communities - information that is essential for the management of the Reserve. Senior Scientific Officer Rajanathan Rajaratnam says that the study will also investigate the influence of land use, such as logging and adjacent agriculture, on the ecology of these species and evaluate the influence of habitat modification. “For example, some carnivores like civets are potential seed dispersers in tropical forests. They may, therefore, play an important role in forest maintenance, particularly forest regeneration after disturbance,” says Rajan.

The Green Turtles of Terengganu. Four species of marine turtles are found in Malaysian waters. The Green Turtle is the second largest and most numerous of the four. Project Director Dr Geoffrey Davison says that, like many maritime turtles, Green Turtles are threatened with extinction by incidental capture in fishing nets, pollution, loss of nesting sites along beaches due to incompatible development and consumption of their eggs by humans. A project supported by the State authorities and Department of Fisheries, partly funded by BP Malaysia and undertaken by WWF Malaysia, investigated Green Turtles at Ma’ Daerah, Terengganu. The study
showed how a turtle sanctuary, tourism development and other local interests can best coexist there. It also monitored conditions of beach vegetation, as well as the quantity and type of rubbish and other forms of pollution found in the area.

**Painted Terrapins.** WWF Malaysia has conducted a survey of Painted and River Terrapins and Olive Ridley marine turtles at Kuaí Setu Baharu in Terengganu. "This area is reported to be the most important nesting site for Green and Olive Ridley turtles in Peninsular Malaysia and also has one of the largest remaining populations of Painted Terrapins in the country," says Senior Scientific Officer Dionysius Sharma. The survey determined the most important nesting sites along the coast and provides recommendations for the setting up of a turtle sanctuary in the area for the protection of these endangered freshwater and marine turtles. Says Dindó, "WWF Malaysia hopes that the findings and recommendations will contribute to their continued survival in Peninsular Malaysia."

**Illegal trade in Malaysian wildlife.** The Southeast Asian region is one of the world’s largest wildlife trading regions. There is a very diverse trade in both live and dead specimens for pets, decoration, exotic food, medicines, skins and other body parts. Many of these species are endangered and, even though they may enjoy complete protection under local wildlife laws, they are still finding their way into the illegal trade worldwide. Whole communities of critically endangered species are being decimated due to this rampant trade. TRAFFIC (Trade Records Analysis of Fauna and Flora in Commerce) Southeast Asia was formed to ensure that illegal trade is curtailed. It works closely with government and non-government sectors in ensuring that trade is carried out in accordance with CITES (Convention on International Trade in Endangered Species of Wild Fauna and Flora), other international agreements, and national wildlife laws. For example, TRAFFIC Southeast Asia recently completed a comprehensive study of the trade in Southeast Asian birds and succeeded in documenting illegal trade in several Malaysian bird species, mostly destined for international markets.

**Endangered balsams.** Malaysia’s limestone hills are home to a wide variety of unique plants, many of which cannot survive in any other form of habitat. Of these, balsams are among the most endangered and of the seven species found limestone hills in Peninsular Malaysia, one is already extinct. Another species, *Impatiens macrosepala*, is critically endangered. A recent botanical survey of the limestone hills in Perlis by a team from Universiti Pertanian Malaysia and funded by WWF Malaysia investigated eight plant species, including *Impatiens macrosepala*, found in Perlis and nowhere else in the world. Led by Dr Ruth Kiew, the team discovered three new species of plants during the course of the survey. Many of these plant species may one day become an important source of new drugs and medicines. If these plants (and others yet to be discovered) are to survive, urgent conservation measures need to be taken. Apart from this, the study identified limestone areas in Perlis that need to be protected as State Parks, reserves or water catchment areas and recommended the setting up of buffer zones around hills to protect plants from the effects of forest clearance or fires.

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**Helping Conserve Our Mountain Habitats**

In the light of increasing development proposals for the Main Range in Peninsular Malaysia, it is vital that relevant knowledge is made available to ensure authorities are informed of the unique montane ecosystems that prevail on the Range and the various ecological functions it provides humans. Such information is necessary so as to convince and ensure adequate consideration is given to environmental concerns in overall planning and management of this environmentally-sensitive area.

A WWF Malaysia field project will obtain relevant information on the montane habitats between Cameron Highlands and Genting Highlands. The study will highlight conservation needs and priorities with emphasis on the physical characteristics of this part of Main Range, their significance to important ecological functions and the flora and fauna that comprises the unique biological diversity of the montane ecosystem.

MBf Commercial Vehicles Sdn Bhd has donated a Wrangler Laredo Jeep 4WD vehicle to WWF Malaysia for use in the project. MBf also hopes to encourage greater environmental awareness among Malaysians by enrolling members of its Jeep Club as Kawan WWF. MBf will be donating RM30 to WWF Malaysia for each Jeep Club member who will each receive WWF Malaysia’s *Duniaku* quarterly newsletter, as well as regular updates on WWF Malaysia activities and promotions.
Conserving our natural habitats

When people talk of nature conservation, they frequently talk only of the conservation of particular species of flora and fauna. But nature conservation involves the conservation of the habitats upon which these species depend to survive. Malaysia's richness in biodiversity is a result of the wide variety of natural habitats found in this country. Over 55 per cent of Malaysia is under natural forest cover consisting mainly of lowland dipterocarp forest, hill forest, montane forest as well as wetlands such as freshwater swamps, peat swamps and mangroves. Malaysia's marine habitats are also extremely rich in life, especially its coral reefs. These natural habitats not only provide us with water, food and shelter, but also help to make our environment cleaner, healthier and safer. They are an important source of education, research and recreation. Conservation and preservation of our natural habitats is of prime importance, especially in the face of the accelerating rate of indiscriminate environmental destruction today.

Threatened montane forests. Montane forests are located in areas more than 300 metres (1,000 feet) above sea level. Apart from the natural beauty of these areas, montane forests perform vital functions such as protecting water catchments, controlling erosion, stabilising climate and providing habitats of high floral and faunal diversity. According to WWF Malaysia Scientific Officer Daria Mathew, montane forests have increasingly become prime targets for incompatible development activities such as resort development, road construction, agriculture and logging. "The trend is increasing and ecologically-sensitive highlands are now under great pressure from such development," says Daria. "As improper management and incompatible development of these areas continues unabated, we can expect to see even more wide scale deterioration by problems such as reduction in water quality and quantity, soil erosion, changes in local climate, habitat destruction and loss of biodiversity."

In light of increasing development proposals for the Main Range in Peninsular Malaysia, it is vital that the relevant knowledge be made available to the relevant authorities so that they will be informed of the unique montane ecosystems that prevail on the Range and the various ecological functions they perform. Such information is necessary to ensure that adequate consideration is given to environmental concerns in the overall planning and management of this environmentally sensitive ecosystem.

A WWF Malaysia study is investigating the physical characteristics of this part of the Main Range and their significance to important ecological functions such as water catchment protection. The project examines the flora and fauna prevalent there and their significance and contribution to the unique biological diversity of the montane ecosystem. Says project executant Plants Conservation Officer Balu Perumal, "We hope to suggest ways in which future development should be planned and managed in the montane habitats of Peninsular Malaysia."

Diminishing wetlands. Malaysia has a diverse array of wetlands, including mangroves, peat swamps and freshwater swamps. Far from being wastelands, these wetlands are very dynamic and highly productive ecosystems. They control coastal erosion, stabilise surrounding habitats and are homes to a variety of wildlife. Wetlands absorb excess runoff water from heavy rains, thereby reducing flooding, and also release water to surrounding areas in
times of drought. They also guarantee a steady supply of water downstream can be areas of great natural beauty, such as the lower Kinabatangan region of Sabah. A WWF Malaysia study identified the area as one of major importance as a wildlife conservation site. Project Director Dr Junaidi Payne said that the lower Kinabatangan is rich in spectacular wild animals. “It has become a key locality for Sabah’s growing ecotourism industry. It also contains probably the richest natural freshwater fisheries in Malaysia.” But pressure to open up the region for agriculture is now intense, as with many other wetlands throughout the country. More efforts are needed to ensure that we do not lose more of this diminishing natural habitat and its inherent services.

Unique semi-deciduous forests of Perlis. Perlis has a continuous stretch of forest of a type that does not exist anywhere else in Malaysia. It is the last remaining stretch of semi-deciduous forest in northern Peninsular Malaysia, containing various unusual, probably unique, plant and animal species. Malaysia’s only known population of a large monkey known as the stump-tailed macaque was discovered there last year by a WWF Malaysia scientist. Most of this forest lies over limestone soils and contains many caves, some of which have yet to be explored. A WWF Malaysia study demonstrates the feasibility of establishing a state park in the area and the Fund hopes the natural assets and habitats of the area may be protected but, at the same time, be utilised for recreation, tourism, education and research purposes. There is also great potential for the area to be linked up with the Thaleban National Park in Thailand to form a transfrontier protected area.

Sustainably managed forests. The sustainable management and protection of the remaining forest habitats in the country is an important priority area with WWF Malaysia. “We look at issues such as illegal logging practices, timber concessions, implications of international timber agreements and timber certification procedures,” says Forest Conservation Officer Salahudin Yaacob. “We have avoided taking a confrontational stance and, instead, attempt to provide constructive suggestions and useful action plans on how to tackle these issues, based on a completely scientific approach. It is in the interest of long term national development that we sustainably manage and utilise our precious forest resources, while preserving our forest areas in perpetuity. Working in partnership with the relevant government authorities and industry bodies, WWF Malaysia is helping towards efforts to develop, implement and improve policies on forest management that can be a model for the world.”

Our rich marine heritage. Malaysia’s marine habitats are among the most richly unique, diverse and beautiful in the world. Twenty-two islands off Peninsular Malaysia were gazetted as Fisheries Protected Areas in 1985 and the Department of Fisheries intends to gazette 14 more offshore island waters as Marine Parks. However, Marine Conservation Officer Sarala Aikanathan says that this protection is for the offshore waters only and the adjacent coastal land does not fall under any protection. According to Sarala, “This has led to numerous conflicts and problems in the management of Marine Parks, as highlighted in a recently released WWF Malaysia report monitoring the impact of development on Pulau Redang in Terengganu.” A joint WWF Malaysia, Department of Fisheries and Canada Fund project, “Conceptual Plan For Island Management and Marine Parks” is identifying the impact of land-based development on marine resources in Peninsular Malaysia’s protected areas. Using advanced techniques such as remote sensing and Geographical Information Systems, the project will identify important marine resources and habitats, including sea grass beds, coral reefs and sea turtle feeding sites. “Recommendations will be made for the protection of specific land areas adjacent to those marine resources, within the framework of an overall conceptual plan,” Sarala says.
Managing our natural resources

Conservation is one of the tools we need to achieve sustainable development. Long term development can only succeed through proper conservation measures. We depend upon natural resources - water, food, timber, energy. But we must learn to utilise our natural resources in the most efficient way, to benefit the greatest number of people, for the longest period of time. WWF Malaysia works closely with Federal and State agencies to influence government legislation and policy towards these aims. Our belief is that conservation is not against development but that long term, sustainable development can only succeed with proper conservation measures.

A national strategy for conservation. The National Conservation Strategy (NCS) was a project of the Economic Planning Unit (EPU) of the Prime Minister’s Department and was commissioned to WWF Malaysia in October 1991. The biggest and most comprehensive project ever undertaken by WWF Malaysia, the NCS sets out plans and suggestions which can be used to integrate more fully the many existing efforts towards natural resource management for conservation and development. Because of this mandate, NCS covers a wide scope of areas, such as water quality and quantity, air quality, land and land use, minerals, forests and forestry, coastal and marine resources, biological diversity, protected and managed areas, environmental auditing, natural resource accounting and trade. The NCS is intended to help guide planners and decision makers in government in promoting the integration of conservation and development efforts for a sustainable future, and put conservation firmly on the national agenda. The NCS was completed in February 1993 and is currently being considered for adoption by the Government.

Sabah Conservation Strategy. Since the 1970s, WWF Malaysia has assisted the Sabah authorities with conservation planning work in the state, the culmination of which is the Sabah Conservation Strategy which was completed in 1992. Focusing on land use planning, the Strategy also calls for the establishment of a variety of protected areas and the improved management of resources on a regional basis. WWF Malaysia is now assisting with the implementation of the Strategy’s action plan.

“WWF Malaysia has played a very important role in conservation work in Sabah,” says Datuk Wilfred Lingham, the Permanent Secretary to the Sabah Ministry of Tourism and Environmental Development. “It has been a pleasure for me to work with a non-governmental organisation which takes pains to base its actions on factual information and which is committed to a genuinely cooperative approach. Recent expansion of WWF Malaysia’s activities to include marine park conservation, wildlife research, training and education is a welcome development.”

“I would especially highlight the importance of the Sabah Conservation Strategy, which was prepared by WWF Malaysia in close collaboration with the Ministry of Tourism and Environmental Development for the Government,” adds Datuk Lingham. “I believe that this work will prove to be a key foundation for conservation planning in Sabah.”

State Conservation Strategies. To support the long term needs of all sectors in a State, a conservation strategy needs to be based on careful allocation of primary natural resources, such as land and forests, their usage and their conservation for the future.
These strategies also call for the establishment of a variety of protected areas such as State parks, sanctuaries and reserves. WWF Malaysia has already developed conservation strategies for nine State Governments in Malaysia and one for the Federal Territory of Kuala Lumpur. The preparation and implementation of these strategies greatly support our conservation efforts covering the entire country, both at State and National levels.

**Environmental economics.** Traditional economic measurements take no account of the fact that the quantity and quality of our resources change from year to year. A country could exhaust its mineral resources, cut down its forests, erode its soils, pollute its waters and hunt its wildlife and fisheries to extinction, but measured income would not be affected as these assets disappear. Natural Resource Accounting (NRA) attempts to address this weakness by incorporating monetary measurements to reflect changes in resources. How much is an elephant worth? How much does the haze cost us, in terms of people's health? How much does it really cost to extract a single log from the forest, taking into account the soil erosion and river siltation that ensues as a result? Using NRA, planners, developers and decision makers in the management of natural resources may now have some of the answers. Project Director Dr Geoffrey Davison reports that, on behalf of the EPU, the Fund has developed a full set of natural resource accounts for timber, value-added timber products, minerals, oil and gas, soil losses in agriculture, carbon storage, as well as examples of ecological economics for some components of biological diversity. Dr Davison hopes this will attach economic values to biological diversity and this information can be useful in the sustainable development of exploited areas and conservation of protected areas.

**Addressing Pollution**

In recent years, Malaysia has witnessed various forms of increasing pollution. Obvious signs of air pollution are haze, smog and smoke from open fires, vehicle exhausts, industry, burning of rubbish and so on. Water pollution is also becoming an increasing concern in Malaysia. Incompatible development in sensitive water catchment areas and deforestation practices is contributing to the silting of our rivers. This is not just a matter for the authorities or environmental organisations to take action. It is also up to the private sector and individuals to act positively as well and make a difference.

**UNCED and Malaysia.** To most of us in Malaysia, the ongoing events following the United Nations Conference on Environment and Development (UNCED), more popularly known as the Earth Summit, seem to have had little impact on our daily lives. However, they will have significant impact on how we and generations after us live. The *Climate Change Convention*, for example, provides commitments to fight the problems causing the Greenhouse Effect. It is through the commitments made at UNCED and other international agreements that governments will be planning strategies to address the problem of pollution, both at a national level and globally.

WWF Malaysia has been involved in developing recommendations for action on many of the pollution issues addressed by UNCED. We hope that this work will be a useful contribution towards the various post-UNCED deliberations. For example, a representative from WWF Malaysia was present at the First Substantiative Meeting of the Commission for Sustainable Development held in New York in June 1993. It is through the Commission that all national actions can come together meaningfully at the international level. The Commission will provide a crucial forum for ongoing North/South discussions on environment, pollution and development issues, as well as the linkages between them.
Regional pollution problems. At the regional level, WWF International’s ASEAN Environmental Officer, based in Malaysia, addresses these issues for the Southeast Asian region. WWF Malaysia realises that the country is currently in a phase of rapid industrialisation and it is vital that pollution and related issues are addressed quickly by all interested parties. We recognise the need to focus and concentrate on such issues in Malaysia, concurrent with the implementation of the programme for the ASEAN countries, and will assist the ASEAN Environmental Officer to implement in Malaysia relevant recommendations made in the context of the ASEAN region.

People power. In the face of global environmental problems, can an individual such as you do anything significant to help the situation? The answer is yes, and in many ways. A person cannot single-handedly solve the problems of pollution and over-consumption of natural resources such as water, electricity, fuel and paper. But the combination of many individual efforts can make a difference. It is this attitude that WWF Malaysia is trying to encourage among the young in various environmental education programmes such as its Greening of the Schools Programme and through Environmental Education Centres. One of the core concepts of these educational programmes is the 5Rs - Rethink, Reduce, Reuse, Repair, Recycle. Schoolchildren are taught to rethink everything that they do or use - the amount of natural resources they use, how products are produced or used, how much pollution these products generate, how they impact on the environment. There are thousands of simple, little things that the individual can do at home, in school and at work that, on her or his own, may only make a small difference. But done every day, they actually make a big difference.

Environmental Education

A basic aim of environmental education (EE) is to succeed in making individuals and communities aware of and understand the complex nature of the environment. They must also know of the problems facing the environment and ways in which these problems can be solved. To do this, people would also need to acquire the knowledge, values, attitudes and practical skills necessary to recognise these problems and address them. The greatest challenge is therefore in making people want to change the way they live so that it is more environmentally friendly. It is especially important to teach the young, our future generations, to be more aware of what they do and how they affect the environment. WWF Malaysia hopes to do this through the existing educational systems in the country. In this way, we can deliver environmental education across the whole school curriculum as an integral and important part of the nation’s education system.

Greening the schools of Malaysia. If global environmental problems are to be solved, a good first step would be to make the young look at the problems in their own local area, even in their school compounds, and attempt to solve these problems themselves. According to Education Officer Tan Fong Kew, the aim of WWF Malaysia’s Greening of the Schools programme is to develop such environmentally friendly schools in Malaysia. Under the project, teachers and pupils develop an Environmental Plan to identify environmental problems within the school grounds and the surrounding areas and seek possible solutions to these
problems. Schoolchildren and teachers look at issues like waste reduction, recycling, energy conservation, landscaping to bring back wildlife, pollution problems, erosion and environmental management.

Over the past year alone, the concept of school greening has been introduced to over 45 selected schools in Malaysia. A Greening of the Schools Chart has been produced and distributed to schools throughout the country and WWF Malaysia is producing a manual to assist educators in implementing the concept in even more schools. “Greening of the schools shows students the way to green their homes, neighbourhoods, workplaces, districts, cities and so on,” says Tan. “Hopefully, these children will become more responsible and caring citizens of our fragile world.”

**Making conservation fun for the young.** After being in operation for over 17 years and having addressed over one million schoolchildren, WWF Malaysia’s Mobile Education Unit continues to visit schools all over Peninsular Malaysia. Using films, videos, slide presentations and talks, Education Supervisor A. Lasal has not only taught schoolchildren to appreciate nature and the environment but has also started to introduce school greening activities and helped establish Nature Clubs in schools.

Educational resources are important tools in communicating conservation to the young. In an effort to promote greater awareness and appreciation of Malaysia’s natural heritage, especially among the young, WWF Malaysia has produced various publications, posters and charts to make learning about conservation enjoyable and interesting. These include posters concerning the Greenhouse Effect, the dangers to marine turtles of Malaysia, coral reefs and greening of schools. These not only provide information on the environment and conservation but also teach the young to appreciate our natural heritage and give them constructive ideas on how they themselves can contribute towards its conservation.

**Non-Formal Environmental Education Programme.** Education does not end after leaving school - it is in fact the beginning. While WWF Malaysia’s environmental education programmes jointly implemented with the Ministry of Education, have been extremely successful in schools, there is also the need to reach the rest of the population who have left school. A non-formal environmental education programme was therefore formulated, targeted at the key people of the various youth and social movements, religious groups and local communities. “It involves the training of group leaders who will act as multipliers in spreading conservation messages to members of their organisations,” says Education Officer Amlir Ayat. It also assists these leaders to incorporate environmental education activities as part of their organisations’ programmes. “By encouraging an awareness of the factors causing the degradation of our planet, we hope to help youth develop a philosophy of conservation based on collective and individual responsibility.” For example, an urban community programme was initiated with the Sentul Rukun Tetangga’s Jiran Muda. Links have also been established with religious groups such as the Baha’i Community. WWF Malaysia has conducted environmental education training workshops with diverse groups, ranging from the Malaysian Scout Movement to motorcycling clubs such as Kelab Roda-Roda!

**Rural communities.** WWF Malaysia has assisted the Sarawak Forest Department’s Education and Extension Unit to bring the nature conservation message to rural communities. Equipped with nothing more than an assortment of makeshift outfits, a small generator and slide projector, posters and a lot of imagination, the Unit’s officers, trained in public speaking and environmental education, present little parables and dramas with a moral theme - protect Nature by using our natural resources wisely. They have crossed the length and
Funbook Promotes Environmental Awareness

As part of its commitment to nature conservation and environmental protection, Nestle Products Sdn Bhd last year produced the Milkmaid ‘Funbook,’ a book aimed at promoting environmental awareness, especially among the young. It featured different ways of helping the environment, saving water, rare and endangered species, ponds and lakes, forests, the solar system, and others. These were presented in the form of various games and puzzles, including illustrations, word games, crossword puzzles, home activities and information tips. Included was a full-colour poster featuring unique and beautiful Malaysian animals and their habitats. Sold at 50 sen a copy, five sen of each Funbook sold was donated to WWF Malaysia. Milkmaid also sponsored the production of over 15,000 colour posters on the causes and problems of the Greenhouse Effect and ways to address these issues. The poster was produced by WWF Malaysia and the Ministry of Education and distributed free to schools throughout the country. Milkmaid is sponsoring a second educational poster—highlighting the Ozone Layer. The company has also launched a ‘Save the Environment’ Campaign in cooperation with WWF Malaysia and sponsored the production of over 5,000 leaflets promoting the Kawan WWF Supportership Programme as well.

The WWF Malaysia Annual Review 1994 is partially funded by Nestle Products Sdn Bhd.

Environmental Education Centres. WWF Malaysia is helping to establish Environmental Education Centres (EEC) where students and the local community can interact directly with the local environment, a process which will enhance the learning process and develop an appreciation and concern for the environment. Last October, for example, the Petaling Jaya Town Council (MPPJ), in cooperation with WWF Malaysia, set up the Bukit Gasing Environmental Education Centre at Taman Jaya in Petaling Jaya, Selangor. Senior Education Officer Chew Chee Keong says that the Centre is the first of its kind in the country that has been set up by a local council. “The Centre serves as an information and resource centre for the Petaling Jaya community. It organises activities for teachers, students and the local community, including workshops and seminars on environmental issues, as well as field studies and nature appreciation activities such as birdwatching, astronomy and camping.”

The Centre uses as its nature education area the Bukit Gasing Green Belt, a sufficiently rich wildlife habitat that can provide some education on basic ecology to students and the community. “More importantly, it is one of the few remaining forested areas left in Petaling Jaya and Kuala Lumpur and is strategically located close to these urban centres,” Chew stresses. Education programmes combine nature orientation activities with field studies and investigations on environmental problems and issues. The Centre supports the Ministry of Education’s Greening of the Schools programme and helps to promote MPPJ’s recycling scheme with the local community. It aims to be a focal point for local environmental campaigns, talks, courses and dialogues. WWF Malaysia continues to provide technical advice on education programmes, helps train education officers for the Centre, and is in the process of identifying other locations for similar establishments.

Environmental Awareness

Where WWF Malaysia’s environmental education programmes promote environmental awareness through the country’s formal education systems and targetted social groups, its communications and awareness programmes are aimed at the general public, through the communications and mass media such as newsletters, magazines, books, videos and films. This work involves raising awareness of the many environmental issues amongst a wide cross section of the Malaysian public—from schoolchildren to policy makers. “Hopefully, this will not only motivate Malaysians to be more conscious of their environment but also encourage them to take positive action themselves,” says Communications Manager Sabri Zain. “With increased awareness of WWF Malaysia and its conservation efforts in the country, it is also hoped that the Fund will be able to draw more supporters to our organisation and our cause.”

The mass media. Recent years have seen greater exposure of environmental issues in the Malaysian mass media. WWF Malaysia is constantly in touch with the media, providing information on a whole range of issues—from endangered animals and protected areas to toxic waste and pollution laws. This is not only to make the public aware of environmental issues but also to encourage open discourse on these issues and harness public
opinion towards conservation. Media Relations Officer Christina Yin says that the television medium especially has become increasingly important. "WWF Malaysia’s communications work has tended towards the print medium, but this will have to shift in meeting with present day technology changes. Through television, we can bring the conservation message to even wider audiences with greater impact and effectiveness." Christina has many times assisted television crews from both RTM and TV3 in covering conservation issues 'in the field,' whether in the rainforests of Sarawak or the mangrove swamps of the Klang estuary. WWF Malaysia experts have also been interviewed on television, speaking on topics such as toxic wastes, marine conservation, environmental education and threatened ecosystems.

'Our world.' WWF Malaysia’s quarterly, bilingual newsletter Duniaku is an important medium through which WWF Malaysia communicates environmental and nature conservation issues, as well as the Fund’s work. It has a wide circulation, being sent free of charge to about 10,000 individuals and organisations. These include WWF Malaysia’s individual supporters, corporate leaders, academics and government officials. Its contents vary from current news on the Malaysian environment, as well as analysis of various environmental and conservation issues in the country to ‘green’ tips for the ordinary person on how to be more environmentally friendly. Duniaku is produced in-house using a desktop publishing system and is printed on recycled paper, in line with WWF Malaysia’s commitment to the conservation of natural resources. WWF Malaysia hopes that Duniaku will grow to be an important voice for the conservation movement and be able to encourage even more people to join WWF Malaysia in the conservation cause.

Our friends of the environment. Since June 1992, people from all walks of life and of all ages have each contributed a minimum of RM 30 to become Kawan WWF. The Kawan WWF Supporterhip programme was initiated as a way for supporters of WWF to identify more closely with the Fund’s work and contribute more directly to its efforts. "Many people are aware of the growing problems with our environment," says Supporterhip Executive Pan Choi Yen. "But they are not sure of what they can do about it. By being Kawan WWF, they can be assured of making a real and tangible contribution to conservation efforts in the country."

Hawkers, lawyers, lorry drivers, students, opticians - people from all kinds of backgrounds, of all ages and from all over the country have sent in their contributions. The Kawan WWF scheme brings people concerned for the environment together for a common cause.

With the Kawan WWF Programme, WWF Malaysia hopes to reach out to all sectors of the Malaysian public so that as many individuals as possible may gain a sense of identifying with the aims and work of the Fund. Kawan WWF are also an important source of financial support for WWF Malaysia that allows the organisation to continue to carry out its conservation work in the country effectively. Through the Duniaku newsletter, Kawan WWF are informed of the conservation work done by WWF Malaysia and how their money is spent.

Says Choi Yen, "The moral support we get from our Kawan WWF also helps us to strive harder for the cause. Every Kawan WWF can help us by spreading awareness to the people around her or him. That good warm feeling of contributing to a worthy cause can make its way around the country if we try hard enough."
An information resource. The Conservation and Environmental Resource Centre was established in 1991 as a one-stop centre housing materials such as books, publications and colour slides on all subjects related to the environment and nature conservation. Resource Centre Manager Roslin Sapawi says that the aim of the Centre is to provide services to the various individuals and organisations that require information on conservation and environmental matters. She adds that “the role of the Resource Centre is to collect and disseminate that information.”

Its book library, for example, already has over 2,000 volumes on a variety of subjects related to conservation. The Photolibrary houses nearly 5,000 colour slides, representing perhaps the best collection of Malaysian nature slides in the country. It is a significant source of income for the Fund and has already found eager clients, particularly advertising companies and corporations seeking materials for brochures, calendars, publications and print advertisements. “In many instances, the Photolibrary also provides value-added services such as extended captions and background information to accompany the slides,” adds Roslin. Because of WWF Malaysia’s 22 years of experience in nature conservation work in Malaysia, it has accumulated an extremely wide range of slides taken locally by an experienced pool of professionals specialising in different fields of nature conservation. “This is something no other organisation can offer in this country. In addition, because of WWF Malaysia’s scientific background, ours are the most accurately and comprehensively labelled and captioned slides in the local market,” says Roslin.

Institutional support

WWF Malaysia provides both technical and financial support to governmental and non-governmental organisations (NGOs) that are involved in achieving conservation objectives. WWF Malaysia’s institutional support programmes are also intended to assist in the development of conservation expertise in these institutions. The country is in need of a strong body of well-trained, knowledgeable professional conservationists in a broad base of different organisations. Supporting the development of the people in these organisations will undoubtedly have long term and far-reaching benefits for conservation. We are effectively investing in the future of conservation.

The Nik Ahmed Kamil Memorial Scholarship Fund. WWF Malaysia feels that a critical conservation priority in the country is to increase the number of highly trained personnel who can undertake work in conservation and related scientific disciplines. In 1978, WWF Malaysia established the Nik Ahmed Kamil Memorial Fund in memory of the late founder Chairman of WWF Malaysia who was known for his dedication to the cause of conservation. This Fund provides conservation scholarships to enable Malaysian citizens to further their studies in areas that are likely to benefit conservation in Malaysia but which might be beyond their means. Recipients may be supported for study opportunities in Malaysia or overseas. Such studies may take the form of special courses or graduate study programmes; and the scholars themselves may be conservationists, government personnel, NGO staff, university staff, students or people from any walk of life, so long as the aims of the programme are met. The Programme has so far allowed four Malaysian graduates to pursue studies in a variety of subjects, such as ecology, plant taxonomy, conservation biology and forestry science, at doctorate, higher degree and degree levels. Most of these graduates have completed their studies and are today involved in conservation work in both government and NGOs.
Small Grants For Malaysian NGOs. WWF Malaysia seeks to support the growth of grassroots, conservation NGOs that have the ability or the potential to channel public conservation awareness and concerns into constructive action. This Programme has therefore been established to provide a flexible fund that can respond quickly with grant support to those NGOs that show growth potential in any field related to conservation. Support can be provided for such activities that will help to expand the membership of the organisation; enable the purchase of office equipment and facilities; provide staff training; and staff recruitment. The Malaysian Nature Society, for example, received a grant of RM 3,000 for the Selangor International Bird Race held in October 1993. Over the past two years, the Ecological Society of Malaysia has received RM 11,900 for the production of various publications and the Federation of Malaysian Consumers’ Associations (FOMCA) received a small grant of RM 500 to equip its Resource Centre.

Malaysian Conservation Travel Grants Programme. It is sometimes the case that officers of government departments or NGOs cannot attend conservation related conferences or meetings because of a lack of funds. The Malaysian Conservation Travel Grants Programme was established to assist officers from these Malaysian organisations to travel to conferences and meetings, either within the country or overseas, where their presence makes an important difference to conservation in Malaysia. Specifically, the Programme seeks to promote more interaction between conservationists of Peninsular Malaysia, Sabah and Sarawak and promote better representation of the country at international seminars and meetings. In addition, it is hoped that the grant would make it possible for NGOs to attend seminars and meetings where their independent points of view would be useful.

In 1993, for example, WWF Malaysia helped staff from the Malaysian Nature Society to attend an environmental education workshop held in India and assisted a lecturer in Universiti Pertanian Malaysia’s Faculty of Forestry to attend a workshop in Indonesia on tropical environment management in Southeast Asia.

Fundraising

WWF Malaysia’s conservation work depends completely on the concern and generosity of corporations, institutions and individuals. Every individual contribution of whatever size or form, goes a long way towards ensuring that the Fund can continue its work. Over the years, WWF Malaysia has diversified its fundraising operations to ensure that it is not dependent on just a few sources of income. At the same time, it focuses on increasing its sources of ‘earned income, that is, income derived from the Fund’s own efforts, so that every sen of donated funds goes to conservation work.

Donations. Over 12 per cent of WWF Malaysia’s income came from corporate donations last year but private enterprise can provide a great deal more support. According to Executive Director Dr Mikail Kavanagh, many companies have been regular donors to WWF Malaysia’s general funds. “These funds may be from an annual
charity budget or may be from an innovative fundraising drive. Companies may also provide restricted funds - that is, donated funds that are specifically earmarked for a particular WWF project which may have some relevance to their sphere of operations or corporate objectives. Assistance is also sought from companies in the form of equipment and services 'in kind' such as printing and stationery, office or field equipment, accommodation and travel, and so on. There may be other ways in which companies can offer their support. We welcome suggestions.” WWF Malaysia is a registered charity and donations are fully tax-deductible.

**Promotions.** Socially responsible companies are increasingly recognising that cooperation with WWF Malaysia can both help conservation and result in increased business. “With business relationships of mutual benefit, much-needed funds are raised for conservation,” says Promotions Manager Hymeir Kamarudin. “The funding company also achieves specific business objectives. These could be to help new product launches, to build corporate or brand awareness, to reach a specific target market, for retail promotion or for more effective advertising.” He adds that it helps the company improve community or government relations and publicly demonstrate corporate responsibility. “Companies, large or small, can get a lot of mileage from collaborating on promotions, special events, and other publicity work with WWF Malaysia,” Hymeir says.

**Spread some seasonal cheer.** Increasingly, many people, as well as businesses, in our country are now keen to identify themselves with conservation. More people also want to actively contribute towards the conservation cause. “With WWF Malaysia’s festive greetings cards, we offer a tangible way for people to directly contribute towards the conservation cause,” says Marketing Executive Nyon Yong Chung. “Printed on recycled paper, they are in a size suitable for both corporate and personal use and we offer a wide choice of attractive designs to fit the occasion. Cards are available for Christmas, Chinese New Year and Hari Raya Puasa.” WWF Malaysia was one of the first organisations in the country to offer greeting cards on recycled paper. Proceeds from their sale go towards WWF’s conservation work in Malaysia. The designs on the cards are produced by professional local artists and may vary from those found on traditional greeting cards to attractive illustrations of Malaysian flora and fauna.

“Many businesses and corporations are keen to demonstrate their concern for the environment by identifying themselves with WWF Malaysia through purchasing and using its festive greeting cards,” says Nyon. “In this way, a business can show its customers and employees that it is not only being more environmentally friendly by using cards made from recycled paper but is also contributing directly to conservation efforts in the country. WWF Malaysia recognises the fact that certain companies would like to have designs that are exclusive to them, so we work with companies on specially designed cards tailor-made for them. These exclusive cards carry the conservation message and the company benefits from the concern that it shows for the environment.”

**Consumers can contribute with ‘green’ products.** Consumers are increasingly beginning to demand products that do not harm nature or the environment and businesses are responding to this growing concern. Fundraising Executive Susan Abraham says that more people also want to actively contribute towards the conservation cause and spread its message. “With our Panda products, WWF Malaysia offers a tangible way for consumers to directly contribute towards the conservation cause.” These products include stationery,
souvenir items, toys, T-shirts, designer wear, wrapping paper and other gift items. Proceeds from the sale of these products are channelled to conservation through WWF Malaysia which delivers the conservation message to more people across the country,” says Susan.

In 1993, WWF Malaysia signed a licensing agreement with local gift trading company Crimson Rosella Sdn Bhd. The agreement grants Crimson the use of the WWF trademark on a range of products. As WWF’s appointed licensee and business merchandising partner in Malaysia, Crimson is responsible for distributing and marketing products with the WWF trademark as well as sourcing, designing and developing new items. Crimson markets these items through nationwide distribution channels including major department and convenience store chains and specialty gift and book shops, as well as through its own shop in Bangsar Baru, Kuala Lumpur.

“As many as possible of these products are designed and developed locally, and produced by local manufacturers and cottage industries using local labour and materials,” says Crimson’s Executive Director Rosemary Tan. “Where possible, we also want to ensure that these products meet a number of criteria to ensure that they are environmentally friendly and in line with WWF Malaysia’s conservation policies. For example, they should be made from environmentally safe materials using, where possible, locally available recycled or recyclable materials. Additionally, the products should have minimal packaging and must not be a throw-away or resource-wasting items. They must be of good quality deserving the image of WWF. We hope that eventually all of the products will be produced with environmentally friendly methods and materials.”

Coins to mark 20 years of nature conservation work. Since ancient times, special coins have often been minted to celebrate events of major significance. Three commemorative coins from Bank Negara Malaysia were issued at the end of 1992 to mark the 20th anniversary of the WWF’s work for nature conservation and the environment in Malaysia. The designs found on the coins depict this conservation work; consisting of three animal species in Malaysia - the Clouded Leopard, fishes and the Milky Stork - representing the conservation of the land, water and air. Bank Negara issued the coins in denominations of RM 250, RM 25 and RM 5. These are available in sets of three in proof quality (RM 400) as well as individual proof and non-proof. Bank Negara will be contributing proceeds from the sale of the coins to WWF Malaysia and the Malaysian Wildlife Conservation Foundation. The coins are available for sale at Bank Negara branches throughout the country.

**Partners In Conservation**

WWF Malaysia is fortunate to have many multinational corporations, large local companies, medium-sized enterprises and small businesses as partners. Businesses, large and small, and across many industries, have over the past year provided invaluable help to WWF Malaysia in its conservation efforts throughout the country. Here are some examples of the different ways companies have lent their support to the conservation cause.

Making conservation fun for the young. In an effort to promote greater awareness and appreciation of Malaysia’s natural heritage, especially among the young, WWF Malaysia recently produced a 16-page Funbook with Nestle’s Smarties to make learning about conservation enjoyable and interesting. The book provides informa-
tion about animals found in the wild and also teaches the young to appreciate wildlife around their own homes, in the garden or in neighbourhood parks. Nestlé’s Smarties also sponsored the production of a ‘Greening of the Schools’ poster and manual that will be distributed to schools all over the country. Nestle’s Milkmaid Funbook with WWF Malaysia similarly focused on conservation, with an emphasis on the environment as a whole. A portion of the proceeds from the sale of the Funbooks were donated to WWF Malaysia. Nestle’s Milkmaid has also contributed by sponsoring various educational posters by WWF Malaysia on the Greenhouse Effect and currently, the Ozone Layer.

WWF Malaysia is also helping the Sekolah Rendah Kebangsaan Laki-Laki (I) Bukit Bintang Petaling Jaya in a fundraising campaign in aid of building a much needed multi-purpose hall for the school, and also to contribute funds to conservation. With the Fund’s assistance, the school produced a series of 27 stickers depicting Malaysian wildlife and accompanied with quotations from the wise on nature and the environment. A sticker album, with information on the animals depicted, is also available for sale.

**Promoting environmental awareness among customers and employees.** Mesiniaga Sdn Bhd, a leading local computer company and the sole agent and dealer for IBM in Malaysia, launched efforts to promote greater environmental awareness among its customers. As part of the launch of its ‘green’ PS/2 E personal computer, Mesiniaga is distributing to its customers copies of a pamphlet prepared in cooperation with WWF Malaysia entitled “15 Ways to Save the Earth when using your Computer." Buyers of the new computer will also receive a silver RM 25 coin issued by Bank Negara to commemorate WWF Malaysia’s 20th Anniversary in Malaysia and part of the proceeds from the sale of these commemorative coins will go to WWF Malaysia’s conservation work.

The coins makes excellent employee recognition awards for good performance and long service. Healthcare giant SmithKline Beecham Consumer Brands Sdn Bhd, purchased 20 sets of the proof coins, worth a total of RM 8,000, to award their high-achieving sales and merchandising staff. The Petaling Jaya branch of the Hongkong Bank promoted the sale of the WWF coins using cartoons and posters located at the teller counters. The posters and cartoons were to help customers understand what the WWF coins were all about and how they were going to help the conservation cause. The bank managed to sell over RM 68,000 worth of coins in this way.

**Aid for turtle hatching programme.** In April 1993, leading computer firm NCR Malaysia donated RM 7,000 towards an in situ turtle hatching programme conducted at Pulau Redang in Terengganu, under the supervision of the Terengganu State Economic Planning Unit. “In situ hatching” is maintaining the turtle hatching process at the original spot where the eggs were laid. This results in higher hatching rates and a natural balance of the hatching sex ratio, unlike simulated conditions which can tend to produce turtles of a similar sex. Programmes such as this will hopefully extend to other turtle hatcheries and sanctuaries in the country so as to ensure the conservation of our turtles.

NCR also organised an art show with the theme Nature Naturally and featuring the works of nature artist Teh Yew Kiang. His second solo art show, Teh donated ten per cent of the proceeds from the sales of his work at the show to WWF Malaysia. Teh is a keen member of the Malaysian Nature Society and a Kawan WWF. He has also produced various posters, children’s books and other material for WWF Malaysia.
## Financial Report: Income

WWF Malaysia's income for the 1992/1993 financial year was RM 3.1 million, a drop in income from the all-time high of nearly RM 3.6 million for the previous financial year. The Fund tries to diversify its sources of income so that it is not dependent upon just a few major donors. Earned income is particularly important, as it ensures that whatever funding donors give can be spent entirely on projects and not the Fund’s general overheads. Income from corporations last year amounted to just over 12 per cent of total income. A wide variety of organisations have either made generous cash contributions or participated in joint promotion events to raise funds for conservation. A great deal more support of this kind is needed from all sectors of the Malaysian community. Donations to WWF Malaysia are tax-deductible.

<table>
<thead>
<tr>
<th>INCOME</th>
<th>12 months to June 1993</th>
<th>%</th>
<th>12 months to June 1992</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Donations from Corporations</td>
<td>RM 378,574</td>
<td>12.2%</td>
<td>RM 459,096</td>
<td>12.8%</td>
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<tr>
<td>Donations from Foundations</td>
<td>RM 434,541</td>
<td>14.0%</td>
<td>RM 590,007</td>
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<tr>
<td>Donations from Individuals</td>
<td>RM 124,504</td>
<td>4.0%</td>
<td>RM 44,447</td>
<td>1.2%</td>
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<tr>
<td>Government Grants</td>
<td>RM 510,837</td>
<td>16.5%</td>
<td>RM 787,189</td>
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<tr>
<td>International Grants</td>
<td>RM 1,032,241</td>
<td>33.3%</td>
<td>RM 828,488</td>
<td>23.1%</td>
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<tr>
<td>Sale of Conservation promotion materials and services</td>
<td>RM 101,845</td>
<td>3.3%</td>
<td>RM 84,794</td>
<td>2.4%</td>
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<td>Promotions and Sales</td>
<td>RM 249,489</td>
<td>8.0%</td>
<td>RM 564,240</td>
<td>15.7%</td>
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<tr>
<td>Interest</td>
<td>RM 265,014</td>
<td>8.6%</td>
<td>RM 231,517</td>
<td>6.4%</td>
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<tr>
<td>Other Income</td>
<td>RM 3,009</td>
<td>0.1%</td>
<td>RM 3,368</td>
<td>0.1%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>RM 3,100,054</strong></td>
<td></td>
<td><strong>RM 3,593,146</strong></td>
<td></td>
</tr>
</tbody>
</table>

![Income 12 Months to June 1993 Chart](chart.png)
Financial Report: Expenditure

Over half of WWF Malaysia’s expenditure, or close to RM1.7 million, was on the implementation of conservation field and policy projects, and the rest went to education projects, awareness, training, grants to other conservation organisations as well as government departments, and other projects related to conservation. Earned income, as well as some institutional support from the John D. and Catherine T. MacArthur Foundation, helped WWF Malaysia ensure that whatever funding donors gave was spent entirely on projects and not the Fund’s general overheads. WWF Malaysia continues to expand its portfolio of projects to meet the country’s growing conservation needs and much more support from corporations and the public is needed for this work to continue.

<table>
<thead>
<tr>
<th>EXPENDITURE</th>
<th>12 months to June 1993</th>
<th>%</th>
<th>12 months to June 1992</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conservation Projects</td>
<td>RM  1,680,913</td>
<td>55.5%</td>
<td>RM  1,499,054</td>
<td>49.9%</td>
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<tr>
<td>Education Projects</td>
<td>RM  436,141</td>
<td>14.4%</td>
<td>RM  530,008</td>
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<td>Training Projects</td>
<td>RM  67,494</td>
<td>2.2%</td>
<td>RM  93,343</td>
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<td>Publicity &amp; Awareness Projects</td>
<td>RM  265,494</td>
<td>8.8%</td>
<td>RM  277,330</td>
<td>9.2%</td>
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<tr>
<td>Other Projects</td>
<td>RM  283,113</td>
<td>9.3%</td>
<td>RM  423,238</td>
<td>14.1%</td>
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<td>Scholarships</td>
<td>RM  30,258</td>
<td>1.0%</td>
<td>RM  27,848</td>
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<td>Travel Grants</td>
<td>RM  15,529</td>
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<td>RM  19,971</td>
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<td>Small Grants</td>
<td>RM  9,900</td>
<td>0.3%</td>
<td>RM  14,290</td>
<td>0.5%</td>
</tr>
<tr>
<td>Fundraising &amp; Administrative</td>
<td>RM  242,006</td>
<td>8.0%</td>
<td>RM  117,974*</td>
<td>3.9%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>RM  3,030,848</strong></td>
<td></td>
<td><strong>RM  3,003,056</strong></td>
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<tr>
<td>Available for Future Projects</td>
<td>RM  69,206</td>
<td></td>
<td>RM  590,090</td>
<td></td>
</tr>
<tr>
<td><strong>RM  3,100,054</strong></td>
<td></td>
<td></td>
<td><strong>RM  3,593,146</strong></td>
<td></td>
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</tbody>
</table>

* Due to a generous grant from the John D. and Catherine T. MacArthur Foundation, most fundraising and administrative expenditure for this period is included under ‘Other Projects’ above.

![Expenditure Chart]

Expenditure
12 Months to June 1993

WWF Malaysia Annual Review 1994
Project Portfolio

Institutional Support

The Nik Ahmed Kamil Memorial Scholarship Fund
These scholarships make it possible for Malaysians to further their studies in areas that are likely to benefit conservation in Malaysia. Such studies may take the form of special courses or graduate study programmes (see page 15).
Funds required: Open

Malaysian Conservation Travel Grants Programme
These grants allow senior officers of government departments or NGOs to attend conservation-related conferences or meetings, either in Malaysia or overseas, where their presence will make an important difference to conservation in Malaysia (see page 16).
Funds required: Open

Programme of Small Grants for Malaysian Non-Governmental Organisations (NGOs)
This provides a flexible fund that can respond quickly with grant support to those NGOs that show great potential in any field related to conservation (see page 16).
Funds required: Open

Biological Diversity, Sustainable Resource Use and Education

Marine Conservation and Education Programme
This programme assists the development of interpretative materials, e.g. exhibition materials, audio-visual programmes and publications on marine conservation. WWF Malaysia also liaises with local communities on marine conserva-

Sustainable Resource Use

Biological Diversity

Sabah Ornithological Gazetteer
This publication could serve as the most important natural history reference for Sabah - not only for ornithologists but also zoologists, botanists, conservationists, researchers, scientists, government officials and individuals.
Funds required: RM 20,000

The Ecology of Civets and Wild Cats in Tabin Wildlife Reserve, Sabah and its application to Forest Management
This study of some of the terrestrial carnivores in Sabah will contribute recommendations to a proposed management plan for Tabin Wildlife Reserve and investigate the influence of land use, such as logging and adjacent agriculture, on the ecology of these animals (see page 5).
Funds required: Year 2 - RM 69,677* Year 3 - RM 140,910

Research Lodge at Tabin Wildlife Reserve, Sabah
A permanent lodge for researchers in the Reserve is helping support the Sabah Wildlife Department's efforts in promoting long term wildlife research and management in Tabin, an area essential for forest protection and the conservation of biological diversity in Sabah.
Funds Required: RM 66,025

Management Research on Jungle Fruits and Vegetables in Miri District, Sarawak
This survey highlights the economic importance of non-timber forest products and explore the potential resources that forests protected from logging can yield.
Funds required: RM 19,408*

Kedah Mangrove Forest Management Plan
This project will identify mangrove areas that need to be protected and assess their economic and environmental value, as well as potential threats to their existence. Management guidelines for the conservation and sustainable use of these mangroves will be produced in consultation with the relevant authorities.
Funds required: RM 62,151
Project Portfolio

Conservation Survey of Main Range Ridge, Peninsular Malaysia
In this project, a combination of field and desk research is used to obtain relevant information on the conservation status of montane habitats occurring between Cameron Highlands and Genting Highlands. The study intends to highlight conservation needs and priorities, looking at the physical characteristics, flora and fauna of this part of the Main Range, and will provide guidelines to planners (see page 6).
Funds required: RM 54,528*

Education Officer Traineeship
A Malaysian graduate, recruited on a contract basis for a two-year training programme, will undertake practical on-the-job training that will expose her or him to the activities of the Fund’s entire Environmental Education Programme. The training will ensure that the trainee officer obtains the knowledge and experience necessary to support the expansion of WWF Malaysia’s Environmental Education Programme.
Funds required: Year 1 - RM 50,387
Year 2 - RM 49,189

Sarawak Conservation Traineeship
Funds required: Year 1 - RM 44,738
Year 2 - RM 52,506

Sabah Conservation Traineeship
Funds required: Year 1 - RM 36,037
Year 2 - RM 36,037
These projects are part of WWF Malaysia’s ongoing efforts to train Malaysian scientists in conservation field work. Graduates from the respective States are recruited on contract for two-year field training programmes with WWF Malaysia to develop their skills in scientific work and their application to conservation field work.

Marine Conservation Traineeship
This project will provide additional support to WWF Malaysia’s Marine Conservation Programme and meet the increasing needs of marine conservation in the country. Over a two-year period, the trainee will work on various projects related to marine conservation, under the supervision of senior field scientists.

Greening of the Schools Programme, Malaysia (Year 3)
This is a school-based project to develop environmentally-friendly national schools in the country. Schools identify environmental problems within their grounds and surrounding areas, as well as develop possible solutions to these problems. The project is being undertaken in conjunction with the Ministry of Education (see page 11).
Funds required: RM 63,949

Supportership Programme
Kawan WWF - WWF Malaysia Supportership Programme
The Kawan WWF Supportership Programme was launched to allow the public to identify more closely with and contribute directly to the conservation efforts being undertaken by WWF Malaysia. To date, there are over 2,000 Kawan WWF, from all walks of life, who are kept informed of WWF activities via the Duniaku newsletter and various other literature (see page 14).
Funds required: Year 2 - RM 55,841
Year 3 - RM 70,499

Duniaku - WWF Newsletter
Duniaku is WWF Malaysia’s quarterly bilingual newsletter which focuses on environmental and nature conservation issues in the country, as well as highlights current conservation activities. Printed on recycled paper, more than 10,000 copies of the 16-24 page newsletter are circulated to readers all over the country (see page 14).
Funds required: 
4 issues - RM 39,000
2 issues - RM 21,000
1 issue - RM 11,000
Co-sponsorship - RM 6,000
Advertorial space is also available.

* indicates projects that have already been partially funded but still needing the funds indicated.

These are just some of the key projects which WWF Malaysia is undertaking in this country. Most of these projects are in urgent need of full or partial funding. We need your support. We hope that you can demonstrate your commitment to nature conservation and the environment by making a contribution, of whatever size. This portfolio of projects is constantly changing. If you need the latest information on these projects, and other projects we are undertaking, please do not hesitate to contact the Fundraising Department at telephone number 03-767 9192 or fax to 03-756 5594.
Donations from corporations, foundations and individuals for the period July 1992 - June 1993

RM 250,000 and Above
John D. and Catherine T. MacArthur Foundation

RM 50,000 and Above
Cheng Kim Loke Foundation
Rothmans of Pall Mall

RM 25,000 and Above
Bata (M) Bhd
BP Chemicals Technical Services Ltd
Malaysian Wildlife Conservation Foundation

RM 10,000 and Above
Bank of America
Canada Fund
Komtel Sdn Bhd
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Nestle Products
Syarikat Telekom Malaysia Bhd
Wings/BBDO Worldwide Sdn Bhd

RM 5,000 and Above
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ICI (M) Holding Sdn Bhd
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NCR (M) Sdn Bhd
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Uni-Green Dev. Sdn Bhd

RM 1,000 and Above
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Effem Foods, Inc.
Far East Holdings Bhd

Federal Flour Mills
Federal Iron Works Sdn Bhd
Foo Ngit Tse & Brothers Sdn Bhd
Gopeng Bhd
Guan Soon Heng Edible Oil Sdn Bhd
Hock Hua Bank Bhd
Inchcape Timuran Bhd
Intradagang Merchant Bankers (M) Bhd
Kentucky Fried Chicken (M) Sdn Bhd
KIB Textiles Bhd
Kilang Gula Felda Perlis Sdn Bhd
Konsortium Perkapalan Bhd
KPMG Peat Marwick
Kuala Lumpur Kepong Bhd
Kuok Brothers Sdn Bhd
Kuok Foundation Bhd
K.C. Chai & Co.
Lever Brothers (M) Sdn Bhd
Malayan Cement Bhd
Malayan Sugar Manufacturing Co Bhd
Malayan United Manufacturing Bhd
Malaysia National Insurance Sdn Bhd
Malaysian Industrial Dev. Finance Bhd
Malay-Sino Chemical Industries Sdn Bhd
MBf Printing Ind. Sdn Bhd
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Syed Muhammad Hooi dan Binnie Sdn Bhd

Mr Tan Jiew Hoe
Tan Sri Tan Foundation
Tego Sdn Bhd
Tenaga Nasional Bhd
The East Asiatic Co (M) Bhd
The Pacific Bank Bhd
Tractors Malaysia (1982) Sdn Bhd

RM 500 and Above
Aluminium Company of Malaysia Bhd
American International Assurance Co Ltd
YB Dato' Anuar Othman
En. Azlan Hashim
Bal Plantations
Bintulu Lumber Dev Sdn Bhd
Chung Khiaw Bank Ltd
DYTM Tengku Mizan Zainal Abidin
Galian Maju Sdn Bhd
Globe Silk Store
Goodyear Malaysia Bhd
Guardian Royal Exchange Assurance (M) Sdn Bhd
Int'l School of Kuala Lumpur
Johor Bahru Flour Mill Sdn Bhd
Johore Tenggara Oil Palm Sdn Bhd
Kennelison Brothers Sdn Bhd
YB Datin Sri Hajah Kontik Kamariah Ahmad
Malaysia Smelting Corp. Bhd
Malaysian French Bank Bhd
Msim Transnational Trading (M) Ltd
Overseas Union Bank
Overseas Union Housing Sdn Bhd
Presgrave & Matthews
Pustaka Cipta Sdn Bhd
Dr Justin C. L. Saw
Sim Swee Joo Shipping Sdn Bhd
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Mr H. R. M. Storey
Mr Paul Storey
Sungei Wang Plaza
Sunrise Sdn Bhd
Teknoemeras Sdn Bhd
The Bukit Katil Rubber Estates Bhd
UAC Bhd
UMBC Insurance Sdn Bhd

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