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Conservation is not just about saving wildlife. Our forests protect our land, they help maintain our climate and they give us clean water. Our mangroves protect our coastlines, our seas give us fish for food. It is in our interest that we have to keep our natural systems going as we develop our country to meet the aspirations of all Malaysians for a modern, healthy and satisfying life.

But successful conservation can only be achieved when the problems are fully understood. This means that we must understand the ways of nature - whether you are a decision maker, a government official, a developer or a member of the public.

WWF Malaysia’s scientific research and policy development work is aimed at creating that understanding. It is also trying to make Malaysians more aware of the importance of nature conservation to our well-being and that of our future generations. Environmental education is showing us the way to the future.

Nature conservation work continues to be carried out all over the country. But more needs to be done. With the support of the government, corporations and individuals, Nature can be harvested sustainably and our nation can continue to prosper - without sacrificing the richness of our environment and the quality of our lives.

Let us together contribute and work towards this goal.
Malaysia’s natural habitats

Our endangered spaces

habitat n. natural home of plant or animal; habitation; place of abode, house or home (The Concise Oxford Dictionary)

Nature conservation is often associated only with protecting endangered species of flora and fauna. However, a large part of nature conservation is the conservation of natural habitats or the homes of these species.

Malaysia has 29 different types of natural habitats which are home to tens of thousands of species of flora and fauna. More than half of Malaysia is under natural forest cover. Habitats include lowland, hill and highland forests, and wetlands such as freshwater swamps, peatswamps and mangroves. Malaysia’s marine habitats, especially its coral reefs, are immensely rich in life.

These natural habitats provide us with the basic essentials of life - water, food and shelter. Many of the products that we use every day are derived from the forest - whether it is the timber we use for our homes, wood for fuel, paper we use to write on or medicines that we use to heal our bodies.

These natural habitats provide what are called ‘ecological services’. They help stabilise our climate - making sure that surrounding temperatures are steady, rainfall is not too much or too little. They assist in hydrology - ensuring that our rivers are clean and do not flood or dry up. These natural habitats prevent so-called ‘natural’ disasters - floods, landslides, droughts, soil erosion and siltation, among others.

These habitats and the rich wildlife that inhabit them are being threatened by incompatible development. Building construction, clearing of forests, illegal logging, agriculture, road construction, pollution, and other types of human activities permanently alter the delicate balance of nature, and in many instances, even wipe out these areas completely.

WWF Malaysia has identified the conservation of Malaysia’s natural habitats as a key priority in all its programmes. Our work in this area covers scientific research, policy development, and environmental education and awareness. These different elements of WWF Malaysia’s activities are integrated so that all parties - decision makers, government, industry and business, local communities, the young and the general public - are aware of Malaysia’s natural habitats, why they are important to us, the threats facing them and what can be done.

Hopefully, Malaysians will then not only appreciate the richness and wonder of our natural habitats but also understand how these endangered spaces contribute to our environment and quality of life.
Highland forests

Malaysia’s highland forests offer some of the most breathtaking scenery and diverse flora and fauna in Malaysia. Highland forests, such as those found in the Main Range of Peninsular Malaysia and the mountain ranges of Sabah and Sarawak, are a treasure trove of vibrantly-coloured orchids, enchanting waterfalls, fascinating birds and cool, lush mountain peaks. But they are more than just pretty pictures - they perform essential ecological services that keep our environment healthy and clean. Streams and rivers from highland forests provide us with the water we depend on - water that is clean and mountain-fresh. Highland forests control soil erosion and prevent our rivers from being choked with mud and silt. In many different ways, they help prevent other ‘natural’ disasters such as landslides, flash floods and drought.

But incompatible development is rapidly turning this natural wonderland into a scene of destruction and desolation. Waterfalls have dried up. Rivers and streams are heavily polluted. Large tracts of forest have disappeared leaving bare, ugly mountain peaks and slopes. Landslides, soil erosion, flash floods - a multitude of disasters are following in the wake of this devastation. Even the mountain air is not as cool as it once was. And all this is happening because there are some who do not understand the ways of Nature.

A WWF Malaysia project is studying the part of the Main Range stretching from Genting Highlands to Cameron Highlands. Scientific Officer Balu Perumal is recording the rich diversity of highland flora and fauna found there. “Highlighting some of the vital ecological services that these highlands provide to humans, the project is suggesting ways in which future development in the highlands will not adversely affect our natural environment,” says Balu. The project’s next phase covers the northern half of the Main Range. WWF Malaysia has also released scientific papers on Cameron Highlands and Fraser’s Hill looking at highland development and conservation. “Highland areas are especially sensitive and vulnerable to incompatible development. If urgent measures are not taken soon, our highlands will experience environmental disasters on a major scale.”

Highland forests are important water catchment areas and are the source of more than 90 per cent of Malaysia’s water supply. These forests act as natural water reservoirs and help ensure that this water is clean and free from silt and sediment. Scientific Officer Daria Mathew is working with various State and Federal agencies to integrate highland, catchment, river and water management. “State and National Conservation strategies developed by WWF Malaysia have highlighted the need for more integrated planning and management of water resources, especially catchment areas,” says Daria. She adds that poor land-use planning and practices contribute significantly to the loss of water resources. “Land-use within catchment areas must be governed by stricter conditions. We cannot go on straining the precious few resources that we have now,” she warns.
Awareness of this natural habitat and why it is important to us are a focus of WWF Malaysia's Natural Habitats Campaign. "We hope to educate and create greater awareness among Malaysians of the importance of our highland forests," says Supporters Manager Pan Choi Yen. "We highlight the threats facing them and what can be done. The emphasis is on how the destruction of highlands directly affects our daily lives. We want the public not only to appreciate the richness and wonder of our natural heritage but also understand how these natural habitats contribute to our environment and quality of life. And we will support these calls for the conservation of our highlands with information and recommendations from our research projects."

Coral reefs

Coral reefs are the most biologically diverse ecosystems in the marine environment. The coral reefs off the coasts of Malaysia are among the most diverse and beautiful in the world. But coral reefs are more than pretty playgrounds for divers and snorklers. While they are important for tourism, they are crucial for fisheries and coastal protection. In Malaysia, they are a breeding ground for over 3,000 species of marine life. Some reef organisms are potential sources of medicine. Coral reefs are natural harbours and act as natural breakwaters, protecting land and coastal settlements from the violence of the ocean.

Today, coral reefs face a multitude of threats from human activities. Siltation and sedimentation from land-based development such as land clearance and construction have smothered coral reefs to death. Pollution from sewage, pesticides and fertilisers are poisoning them. While the Government has recently gazetted 38 islands off the Peninsular as marine parks, only the islands' offshore waters are protected. The adjacent coastal land is still subject to intense development. This has led to numerous conflicts and problems in the management of marine parks.

A joint Department of Fisheries and WWF Malaysia project has identified marine parks that may be threatened by incompatible development. According to marine biologist Lee Wah Sze, the project identifies important marine resources and habitats, including sea grass beds, sea turtle feeding sites and coral reefs. "Recommendations are made for the protection of specific land areas on these islands, within the framework of an overall conceptual plan that can be used by the authorities, planners and developers," she explains.

Marine conservation can only be fully effective if it is beneficial to and supported by the local communities living in and around marine parks and the people that use those parks. Working with the Department of Fisheries, WWF Malaysia has been involved in educating local village folk about marine and turtle conservation using tools such as posters, audio-visual programmes, publications and talks. "Talks were also given to groups such as divers and tour operators on ways in which their usage of marine parks would not have an adverse impact on this fragile ecosystem," adds Wah Sze.
Malaysia's marine habitats are among the most unique, diverse and beautiful in the world. Conservation of this natural heritage is important not only for our own well-being but also that of our future generations. HongkongBank has been very involved in generating public awareness about marine conservation using the mass media and other public awareness media such as displays, posters, audio-visual programmes and publications. In association with the Department of Fisheries, the Bank publishes a series of attractive, colourful and informative advertisements that feature our marine heritage. These advertisements not only highlight the natural beauty and wonder of Malaysia's coral reefs but also their importance in the ecological cycle and the benefits they bring to humans, as well as the threats facing them. In addition, HongkongBank sponsors various television programmes on the environment, including local productions on Malaysia's marine heritage and marine conservation efforts. HongkongBank also features the beauty of coral reefs in its corporate television advertisements.

HongkongBank feels that efforts such as this are important for creating greater awareness, especially among the young, of our natural heritage and the threats facing our environment. Via attractive, colourful and informative media, it is hoped that there will be an increased awareness of the importance of our coral reefs and marine habitats, and that people will see the need for marine parks and protected areas to safeguard these wonders of nature for ourselves as well as for future generations of Malaysians.

The WWF Malaysia Annual Review 1995 is partially funded by HongkongBank.

Malaysia has over 4,800 km of coastline, consisting of a wide variety of habitats such as rocky, sandy and muddy shores, river estuaries, lagoons, mangroves and other brackish wetlands. These coasts are important nesting sites for a wide variety of animals such as marine turtles which swim across thousands of kilometres of open sea just to nest on Malaysian beaches. However, less than 36 per cent of Malaysia’s coastline remains undeveloped and coastal development is now contributing to critical problems such as erosion, pollution and habitat destruction along our coastlines. For example, a study by the Department of Irrigation and Drainage revealed that 1,300 km of our coastline is experiencing erosion.

The turtle nesting density survey carried out by Senior Scientific Officer Dionysius Sharma at Kuala Setiu Baharu identified some of the most important nesting sites along the Terengganu coast. “The report's results recommend setting up a well managed turtle sanctuary at Kuala Setiu Baharu that will protect the Painted Terrapin and other endangered freshwater and marine turtles,” says Dino. “The establishment of such a sanctuary will ensure their continued survival in Peninsular Malaysia.”

Scientific Trainee Muhamad Nasir Abdul Salam is conducting a study of coastal land use changes adjacent to the river mouths of Sungai Paka, Sungai Perak, Sungai Linggi and Sungai Pahang. Nasir is looking at issues such as coastal development, habitat destruction, land conversion, coastal erosion, pollution and reclamation, as well as their impact on the environment. “I will also be looking at the impact on local communities and their livelihood and the potential for ecotourism industry development,” says Nasir.

Scientific Officer Daria Mathew, on the other hand, is looking at saltwater intrusion, a growing problem in Kelantan. “There is a need to ascertain how far saltwater has intruded into the coastal aquifer. Data on this problem will be collected, mapped and presented to the relevant authorities together with management recommendations,” says Daria.
Wetlands

Malaysia has many types of wetland areas, such as mangroves, peat swamps, nipah, floodplains, riverine forests, lagoons and others. Mangrove forests, for example, are very important and useful ecosystems. They are highly productive fish breeding grounds, contributing to about 50 per cent of the world’s fish catch. They help maintain water quality, control flooding and siltation and protect our coasts from erosion. Some local communities depend on mangroves for their medicines, food, fuel and timber. In some areas, mangrove waterways are an important means of communication. The mangrove forest is an important habitat for wildlife such as primates, shellfish and birds.

But many such areas have been bunded, drained and cleared for agriculture and aquaculture. Only a few narrow stretches along the coast or small isolated patches on islands remain in the Peninsular. Large tracts of mangrove forest can now be found only in Sabah and Sarawak. All too often wetlands are mistakenly seen as wastelands suitable only for reclamation.

Another important wetland area is the floodplain of Sungai Kinabatangan, a region of great natural beauty and historical significance. According to Project Director Dr Jumaidi Payne, the area is a major breeding ground for some of Southeast Asia’s rarest animals such as the Proboscis Monkey, Orang Utan, crocodiles, elephant, deer and otter. “A WWF Malaysia study conducted in 1989 identified the lower Kinabatangan region as an important conservation area. Since then, because of its rich wildlife, the area has become a key locality for Sabah’s growing ecotourism industry,” says Dr Payne. The State Government and many NGOs are concerned that pressure to open up the region for plantation agriculture is intense. Pollution by chemicals from these plantations may also affect Sandakan’s water supply, which is drawn from the river. In 1994, the State government approved the establishment of a Kinabatangan Wildlife Sanctuary. “WWF Malaysia lauds this move and supports the government in conserving this outstanding area,” says Dr Payne.

A WWF Malaysia study is now looking at the wild plants of the lower Kinabatangan flood plain, including their use by local village communities. Project executant Reza Azmi is studying ways to assist local villagers to enter the ecotourism industry. The project is linked to an ongoing environmental education and rural development programme run by WWF Malaysia and the State Government.
Rivers

There are nearly 100 river systems in Malaysia and they are focal points of agriculture, industry and large populations. They play an important role in agriculture, irrigation, flood control, groundwater flow and, of course, water supply. In Malaysia, rivers provide 22 per cent of the water supply for domestic and industrial use, as well as 75 per cent of water for irrigation. Rivers also provide 26 per cent of our hydroelectric power. Plant life found on river banks provide us with timber, fruit and other food, and some are used for their medicinal properties. Rivers provide us with freshwater fisheries. The teeming wildlife found around riverine areas also makes them popular tourist spots. In Sabah and Sarawak especially, they are still an important means of transportation.

However, the state of Malaysia’s rivers today leaves much to be desired. Due to indiscriminate and often unplanned development, many of our rivers are suffering. A recent study reports that 35 rivers in Malaysia are affected by excessive erosion and siltation problems. This is mostly due to widespread logging of steep slopes upstream and clearing of large areas of forest for agriculture, as well as the effects of industry, urban settlement and aquaculture. Many rivers in Peninsular Malaysia have been classified as very polluted by the Department of Environment. Among the known causes of this pollution are industrial waste, domestic sewage, garbage and deforestation.

A local community river project initiated by WWF Malaysia, Projek Penchala, aims to show people how to rehabilitate one such polluted river that runs through the heart of Kuala Lumpur and Petaling Jaya. The project is being carried out with the cooperation of local communities, various government agencies and local universities. Education Officer Amlir Ayat says that the aim of this project is to collect information about the river and educate the public on the state of the river and the causes of the pollution. “In this way, it is hoped that residents along the river can actively participate in improving the quality of the river and, with a rehabilitated river, improve the quality of their lives. We hope that the project will initiate similar efforts in other parts of the country.”

Cooperation, participation and mutual support by all parties is needed to ensure the success of these efforts. It is this principle that forms the main basis for the nationwide ‘Love Our Rivers’ campaign launched in early 1993 by the Department of Irrigation and Drainage. As part of the campaign, WWF Malaysia participated in the first river expedition on Sungai Perak and on subsequent expeditions, collecting data and information to promote river conservation, well-managed river-based tourism and recreation in Malaysia. WWF Malaysia also supported other campaign activities, including publicity and providing public awareness materials.
Activities such as sand mining, dredging, dam construction, channelisation and diversion of river waters, also adversely affect natural river systems. The building of dams coupled with sand mining, for example, can have disastrous effects on riverine reptiles such as terrapins, as they remove sand banks where these animals nest. A study by Senior Scientific Officer Dionysius Sharma is investigating and determining the distribution and conservation status of endangered estuarine reptiles such as the Painted Terrapin, River Terrapin, Estuarine Crocodile and Asian Giant Softshell Turtle in Peninsular Malaysia. The studies are being conducted in selected rivers in Perak, Terengganu, Melaka and Pahang. "Their populations are seriously declining. Base line information is needed to formulate management plans for the conservation of these unique reptiles," says Dino.

Lowland and hill forests

Today, only about 57 per cent of Malaysia’s land area is under natural forest. About half of this is lowland or hill dipterocarp forest. This forest is extremely rich in plant life, probably the richest form of vegetation in the world. Many large mammals such as the Asian Elephant and Sumatran Rhinoceros roam freely in this habitat, as do many species of primates, cats, birds and small mammals that are tree ‘specialists’ such as Flying Squirrels.

Lowland dipterocarp forests are a threatened habitat. There are very few areas of this forest type left outside of protected areas such as national parks. Most have been cleared for other land uses. The few remaining pockets are under threat and shrinking in area, especially those near urban centres such as the Sungai Buloh, Kanching, Air Hitam and Ampang Forest Reserves outside Kuala Lumpur.

Most of the remaining dipterocarp forest in Malaysia is hill forest. This forest is found on hilly and rugged terrain, making it unsuitable for agriculture or large scale settlements, and difficult to access and exploit. However, many of these areas are now being cleared for dam projects, roads and highways, and resort development. Like highland forests, their steep slopes are prone to soil erosion.

Forest Conservation Officer Salahudin Yaacob tries to address national and international forestry issues by working closely with other partners such as State and Federal Government agencies, local NGOs, universities and international forestry organisations such as the International Tropical Timber Organisation (ITTO). "Our Forestry Programme aims to promote the maintenance of natural forest, sustainable forest use and management, the establishment of a viable network of protected areas throughout Malaysia and an appropriate scientifically-based land use planning system," says Salahudin. "We are encouraging stronger laws to conserve biological diversity and rehabilitate degraded areas. It is possible for forests to be managed on a sustainable basis and conserved for future generations."
Information is needed to ensure that our forests are managed sustainably. An understanding of the animal communities within the forest is essential for the management of protected areas. For example, a study by a husband and wife team of scientific officers is investigating the basic ecology of civets, wild cats and other small mammals in and around Tabin Wildlife Reserve in Sabah. Rajan and Lynette Rajarattan are looking at the role these animals play in forest regeneration. "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," says Rajan. "For example, some tropical forest carnivores like the civets are potential seed dispersers for certain trees and lianas. They may, therefore, play an important role in forest maintenance, particularly regeneration after disturbance."

Forests must be looked upon as a valuable natural resource that must be managed so as to yield good economic returns not just today, but for many years in the future as well. One of the tools that WWF Malaysia is looking into for better natural resource management is environmental economics. Project Director Dr Geoffrey Davison's work on environmental economics was a direct follow-up to the National Conservation Strategy that WWF Malaysia produced for the Prime Minister's Department in 1992. "This involved updating of Natural Resource Accounts for the nation, covering timber, oil and gas. There are good prospects for government agencies to incorporate Natural Resource Accounting in economic planning procedures," explains Dr Davison. "We are also studying the financial mechanisms that can operate between Federal and State levels of government to help manage natural resources and environmental auditing as a technique in this process."

The awareness, support and active participation of local people is essential for effective forest conservation. People need to see how they relate to the forests, how their actions affect them and how this affects the quality of their lives. "For example, many local people living near Kenong Forest Park feel it is important for the park to be protected as they derived benefits from it," says Education Officer Amlir Ayat, who conducted a community survey there. "The people want more participation, particularly in the tourism aspect of the park. With evidence of this support from the local community, efforts to protect the forest from encroachment and illegal logging should receive even more serious attention." The Kenong Community Development Project is now looking at other areas such as assisting local people in initiating ecotourism-based small businesses.
Limestone forests

Major limestone outcrops can be found in many parts of Malaysia. Over 130 plants associated with Malaysia’s limestone hills cannot be found in any other type of habitat, or even beyond the particular hill or forest they inhabit. The limestone forests in Perlis, for example, are the last remaining stretches of semi-evergreen forest in the country. The trees shed their leaves once a year - a unique occurrence in Malaysia’s evergreen tropical rainforest. Many unique animal species are also found here, such as Malaysia’s only known population of a large monkey known as the Stump-Tailed Macaque.

They are also well-known for their mysterious caves, many of which have yet to be explored and properly documented. Exploring caves for adventure or just to admire the dark beauty of their rock formations and subterranean rivers is becoming increasingly popular with tourists. These caves harbour animals that are of economic importance - bats! These mammals help pollinate fruit trees, disperse their seeds and even eat insect pests. They contribute particularly to the success of durian and petai production.

Because of the uniqueness and fragility of this habitat, it is particularly vulnerable to threats such as adjacent cultivation, burning and quarrying. About 18 unique plants from limestone forests in Perak alone are considered extinct. These plants could have become important sources of new drugs and medicines. If plants such as these, and those yet to be discovered, are to survive, urgent conservation measures need to be taken.

A WWF Malaysia study demonstrates the feasibility of establishing a State park in the limestone forests of Perlis. Scientific Officer Daria Mathew hopes the natural assets and habitats of the area will be protected but, at the same time, utilised for recreation, tourism, education and research purposes. “With the support of the Perlis State government, we have already conducted a survey involving local communities, tour operators, the travel industry and government agencies of the potential for enhancing tourism in the State.”

Another proposed study will look specifically at eco-tourism and conservation areas in the limestone hills of Perlis. This will involve identifying, locating, and surveying limestone caves here and finding ways in which the State authorities may benefit economically from this unique natural heritage, while preserving it for future generations. “We are also exploring the feasibility of transfronterrr protected areas, which involves establishing protected areas of natural habitats in Perlis extending to the border with Thaleban National Park in Thailand,” says Daria.

Conserving and Preserving Our World

Malaysia’s flora and fauna are known to be one of the most unique and diverse heritage in the world. Conservation of this heritage is important for us and our future generations. Awareness of the damage done to our environment over the years has been increasing and most of us know that something needs to be done quickly to prevent further damage.

BIO-LiFE is very proud of its company image, ethics and commitment to the environment. In association with Efamol Ltd and WWF Malaysia, BIO-LiFE has been involved in educating people about the simple things that they could do to help conserve and preserve the environment. We have achieved this through the use of publications, advertisements, gifts and displays. This includes the publication of a 16-page booklet, given away free, which highlighted some key environmental issues and ways to address the problems.

BIO-LiFE, in association with Blackmores Ltd, also started a recycling campaign by promoting the use of jute bags. The jute bags were given away free with every purchase of two Blackmores products. The bags were hand-woven by underprivileged women in Bangladesh supported by a non-profit organisation called Corr The Jute Works. It is hoped that this would encourage people to substitute plastic shopping bags with these reusable jute bags. This way, we not only reduce usage of plastic but also prevent them from winding up in the sea polluting and killing marine life.

BIO-LiFE strongly believes in the commitment to do the right thing and not just be seen as doing the right thing. There are various ways to contribute towards a greener and healthier environment. Though these would not change the environment overnight, the collective action will definitely improve the situation. Conserving and preserving our planet should be everybody’s concern. After all, this is our world!

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Urban and rural communities

The communities we live in are the 'habitats' most of us are most familiar with - whether it is a teeming metropolis like Kuala Lumpur or a single longhouse in Sarawak. But these human habitats themselves are facing problems of their own - problems that are not only affecting the natural habitats that surround them but are also affecting the people that inhabit them.

An increasing population means an ever increasing demand on land, water and other natural resources. The problem is particularly critical in urban Malaysia. The 1991 Population and Housing Census revealed that in Peninsular Malaysia an overwhelming 86 per cent of the population is urban, compared to 34 per cent just ten years ago. When so many people congregate in one place, there is huge need for services such as water, sanitation, transport, communications, energy, housing, food and products. When the city cannot cope, the problems begin - air pollution, water pollution, garbage, water shortages, energy cuts, sewage.

Natural habitats are being cleared and lost to meet the growing need for resources, agriculture, new sources of energy and to make room for even more human settlements. Pollution is increasingly affecting these natural areas. Rural communities who depend on streams for water and fish, and the forests for food and other products, are facing difficulties. Human communities, both urban and rural, need to rethink their lifestyles. Reducing consumption and the wasteful exploitation of our natural resources is probably our only hope for survival in the future.

The biggest and most comprehensive project undertaken by the WWF Malaysia, the National Conservation Strategy (NCS), provides a blueprint for Malaysia to manage its natural resources for conservation and development. According to Director of Conservation Dr Isabelle Louis, the NCS was commissioned by the Economic Planning Unit of the Prime Minister's Department. "It 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. It can guide us towards the sustainable use of our natural resources, both now and in the longer term and we hope for its speedy implementation by the government agencies concerned."

But reducing pollution and the consumption of natural resources should not solely be the responsibility of government. Individuals can make a difference. Through environmental education, WWF Malaysia hopes to give people, especially the young, the knowledge, values, attitudes needed to be able to identify problems and look for answers. The Bukit Gasing Environmental Education Centre (EEC), a joint project of the Majlis Perbandaran Petaling Jaya (MPPJ) and WWF Malaysia, was set up to provide urban dwellers in the Klang Valley with a nature education area where they could appreciate nature and learn more about the environment in the process. According to MPPJ EEC Coordinator Murali Suppayah, more than 2,500 visitors have made use of the Centre over the past year, particularly school children and the local community.
To create greater awareness of the urban and local environment, WWF Malaysia organised its second annual treasure hunt with a difference. Over 200 people took part in the environmental treasure hunt, known more popularly as Environhunt '94. Covering some 100 km from Petaling Jaya to Kuala Selangor, it was aimed at exposing participants to both the natural and man-made environment. The route took participants through different environments such as industrial areas, housing areas, lowland forest, highways, plantations and mangrove forest. The activities along the route highlighted environmental problems, how humans interact with the environment and how people can become more environmentally-friendly.

WWF Malaysia’s Mobile Education Unit continues to traverse the length and breadth of Peninsular Malaysia, visiting schools and bringing the environmental message in the form of talks, slide shows, films and games. Our environmental ‘missionary’, Education Officer A. Lasal, has been on the road since 1977, teaching schoolchildren how to appreciate Nature and learn to care for it better. The Greening of Schools Programme continues to help schoolchildren understand environmental problems in their school grounds and surrounding area. “School greening goes well beyond just planting trees and flowering plants in the school compound,” says Education Officer Tan Fong Kew. “Under the project, teachers and pupils develop an Environmental Plan to identify problems and seek possible solutions to these problems. These include ways to save energy, ways to save paper, recycling waste and proper waste disposal.”

Where this programme had focused on primary schools initially, it is now being introduced to secondary schools. Kolej Melayu Kuala Kangsar, for example, launched its greening programme this year, with the Fund’s assistance. The Budi Hijau Programme extends the Greening of Schools Programme with a special focus on school communities such as students, teachers, pre-service teachers, parents and members of old students’ associations. “It will continue to support the activities developed by the Greening of Schools project,” says Tan. There will also be more focus on teachers. “One of the most effective ways of reaching out to the young is to educate their educators,” says Senior Education Officer Chew Chee Keong. Chew works closely with the Ministry of Education, including assisting State Education authorities in organising regional in-service environmental education workshops.

The non-formal environmental education programme was formulated to target key people in various youth and social organisations, religious groups, business and local communities. “Education does not end at school,” says Education Officer Amlir Ayat. His programme looks at both urban and rural groups and he has organised activities for a wide range of people such as the Jiran Muda Scheme of Sentul Rukun Tetangga and the local village committee of Sungai Rambah in Pontian, Johor. Education Officer Masturah Sulaiman hopes to implement similar activities in Sabah as part of her Rural Education and Development Programme. “My aim is to increase the awareness of rural and school communities of the importance of nature conservation and the role they can play in these efforts,” says Masturah.
Communications plays a key role in creating greater awareness of Malaysia's natural habitats, the threats facing them and why they are important to us. Raising awareness, promoting understanding and stimulating direct action are the aims of every WWF Malaysia project and project executive - whether directed at decision makers, planners, civil servants, corporations, local communities, schoolchildren or individuals. People want facts before they give their support - whether it is to protect a patch of forest, to implement a new environmental law or to provide financial assistance. WWF Malaysia tries to reach out to the general public in a variety of ways, ranging from newsletters and publications to newspapers and television. We want the public not only to appreciate the richness and wonder of our natural heritage but also understand how these natural habitats contribute to our environment and quality of life - and why it is important for all of us to do our bit to protect them.

Malaysians throughout the country, ranging from children to professionals, have seen and are already already responding to these advertisements. In addition to creating greater awareness of our natural habitats, the campaign has also created greater awareness of our conservation efforts in Malaysia and allowed more people to be involved in the conservation cause through our Kawan WWF Supportership Programme that was launched two years ago. According to Supporters Manager Pan Choi Yen, over 2,500 individuals from all over the country have signed up as Kawan WWF to show their support for WWF Malaysia's conservation efforts. The Kawan WWF Programme has also received much support from numerous parties such as the daily newspapers and magazines which have given WWF Malaysia free advertising space and American Express, Diners Club and Women At Work which have readily assisted us in encouraging their members, subscribers and associates to sign up as Kawan WWF.

"It is a good way for supporters to identify more closely with WWF Malaysia's conservation efforts and contribute more directly to these efforts," says Choi Yen. "All we ask for is a minimum donation of RM30 a year - that's only about 8 sen a day. It may seem a small amount, but it goes a long way to helping our work. And Kawan WWF can be assured of making a real and tangible contribution to conservation in Malaysia."
Kawan WWF also receive WWF Malaysia’s *Duniaku* newsletter, a bilingual quarterly which features news and views on current environmental issues and conservation efforts in the country. This is one of the publications WWF Malaysia produces to educate and inform the public. Communications Officer Ann Teoh says WWF Malaysia uses newsletters, fact sheets, brochures and other print material to tell people about everything from Painted Terrapins and highland forests to river conservation and 50 Ways to Save The Earth. “We aim to inform, educate and motivate Malaysians to be more conscious of their environment and take positive action themselves. Every individual can – and should – do their little bit to make that difference.” Ann also works closely with the national print media. A former reporter herself, she says that WWF Malaysia has greatly expanded its role with the press. “Our increasingly high profile in the media, particularly over the past year, has resulted in the Fund being frequently approached by journalists for its position on various issues.”

Some 92 per cent of households in Malaysia have television sets. This year, we are promised a fourth local channel, education television, and satellite links to networks worldwide. Media Relations Officer Christina Yin believes that the electronic media is growing to be the most effective media to reach the masses. A former broadcast journalist, she works with local television stations, particularly morning talk show programmes, to feature the environment and conservation issues. “In addition to assisting TV crews out on the field, we have had many of our project executants talk about issues ranging from ideas for a greener lifestyle to forest conservation,” says Christina.

The success of the newly launched 24 hour private radio station proves that radio is still a growing medium with much untapped scope. “For many who spend a lot of time commuting in the city and for those who do not have the luxury of television, radio is a window to the outside world,” says Christina. WWF scientists have appeared on slots ranging from youth and science programmes on Radio Four to live telephone interviews over Radio Bukota. Christina herself was a regular guest on decyay Patrick Teoh’s Radio Four morning slot. “Listeners from all over called in to give their comments on everything from environmentally friendly things individuals can do to help the environment to the state of Malaysia’s environment,” says Christina.

A picture tells a thousand words. The WWF Malaysia Resource Centre’s Photolibrary holds a colour slide collection of over 5,000 slides covering scenic subjects such as natural habitats, marine life, flora and fauna to controversial environmental topics such as deforestation, destruction of corals and pollution. Photolibrary Administrator Chye Mee Lee hopes that photographers can help increase the collection by lodging their slides with the Photolibrary. “These slides are not only used by WWF Malaysia for its research, education and awareness programmes but sold to clients to generate much needed funds for the organisation. Photographers will derive additional income and contribute to conservation as well.” She also encourages more organisations to do their bit by making use of the Photolibrary. “Our clients now include advertising agencies, publishers, Government agencies and corporations,” says Mee Lee.

Another treasure trove of information within the Resource Centre is its Book Library. It today has more than 2,300 books, journals, reports and other publications related to the environment. These include topics covering conservation issues, natural resources, zoology, botany, protected areas, marine and coastal issues, forestry, environmental education, wildlife trade, green consumerism, environmental economics and ecotourism. Librarian Noor Liza Ahmad Zahari says the library is accessible to the public upon request and is an important information resource for people from all walks of life. “Our users range from school students to university researchers and civil servants,” says Liza.
Institutional support

WWF provides both technical and financial support to individuals, government agencies and non-governmental organisations that are involved in achieving conservation objectives. A number of WWF Malaysia's institutional support programmes, in the form of small grants and scholarships, help to support the development of conservation expertise in these institutions. Good conservation work will result from good conservation people. The country needs a strong body of well-trained, knowledgeable professional conservationists in a broad base of different organisations. Supporting the development of these people and organisations will undoubtedly have long-term and far-reaching benefits for conservation. We are effectively investing in the future of conservation.

One of the organisations that received institutional support from WWF Malaysia in the form of small grants was the Malaysian Nature Society (MNS), which received RM 3,500 to organise the Fifth Selangor International Bird Race. The race is an annual affair involving teams of bird watchers from all over the world, as well as local 'birder'. "We have been a strong supporter of the Selangor International Bird Race over the last few years," says Projects Administrator Cynthia Low. "This is made possible under our Small Grants for Malaysian NGOs Programme. It aims to support the growth of conservation NGOs that have the ability or the potential to channel public conservation awareness and concerns into constructive action."

Another small grant established by WWF Malaysia is the Malaysian Conservation Travel Grants Programme. This was set up to assist senior level officers from government departments or NGOs to travel to conferences and meetings, either in Malaysia or overseas, where their presence will make an important difference to conservation in Malaysia. One such recipient last year was Frank Yong, who is currently working as a researcher at the Centre for Environmental Studies in the Institute of Strategic and International Studies (ISIS) Malaysia. The grant allowed Yong to attend a short course on policy, planning and management at Oxford University. "My work involves researching and analysing environmental policy issues with the objective to formulate recommendations and policies," says Yong. "This grant certainly helped to enhance my understanding of environmental factors, their global changes and the evaluation of the natural resources affected."

Established in 1978 by WWF Malaysia in memory of its late founder chairman Tan Sri Nik Ahmed Kamil, the Nik Ahmed Kamil Memorial Scholarship Fund is intended to enable Malaysians to pursue special courses or graduate study programmes which would contribute to the wise management of nature, natural resources and the environment. Scholars may be conservationists, government personnel, the staff of non-governmental organisations or universities, graduate students or people from any walk of life, so long as the aims of the programme are met. For example, Shazali Johari of Universiti Kebangsaan Malaysia's Forestry Faculty hopes to pursue a career in environmental education. Dionysius Sharma is a WWF Malaysia Senior Scientific Officer who has just returned from the University of Kent and his field research in Malaysia will go towards his dissertation for a Doctorate in Wildlife Ecology. The Scholarship Fund has also been used to enable Malaysians to attend international conferences or short term studies in conservation.

Malaysians have also received the prestigious WWF Prince Bernhard Scholarships for Nature Conservation. The scholarships are given annually by WWF's international secretariat to help conservationists from all over the world, particularly from developing countries, to enhance their professional development. Melvin Terry Gunal, an Executive Forester in the Sarawak Forest Department, was one of only ten conservationists worldwide to win a 1993 award.
Together with funds from a European Union - Association of Southeast Asian Nations scholarship, this award helped him pursue a Master’s Degree in Environment and Development at the University of Cambridge in the U.K. “My thesis compared community conservation in Scotland and England with that in Sarawak,” Melvin said. “Together with the opportunity to work on projects with rural communities in Portugal and Spain, the experience has really broadened my view of conservation, development and local communities.”

Scientific training is another form of institutional support which the organisation provides. The Fund’s Sabah and Sarawak Conservation Traineeships are part of WWF Malaysia’s ongoing efforts to train Malaysian scientists in conservation field work. Graduates from these States are recruited on contract for a two-year field training programme with WWF Malaysia to develop their skills in scientific work and their application to conservation field work. Lim Shue Ping, a graduate from Sandakan, is currently working with two WWF Malaysia scientific officers doing field research on wild cats and small mammals in the Tabin Wildlife Reserve in Sabah.

WWF Malaysia also supports work carried out by TRAFFIC Southeast Asia, a regional office of the international TRAFFIC Network established by WWF and the World Conservation Union, IUCN. TRAFFIC, which stands for Trade Records Analysis of Flora and Fauna in Commerce, is administered locally through WWF Malaysia and is responsible for monitoring wildlife trade and utilisation in the region. “We work closely with the government and non-government sectors to ensure that the wildlife trade does not threaten survival of wildlife species and that illegal trade is curtailed,” says TRAFFIC Southeast Asia Director Steven Broad. TRAFFIC Southeast Asia last year released a report on the trade in Southeast Asian birds and is now working on the trade in reptile skins, turtle and tortoise shells, coral and shellcraft in the region, as well as traditional medicines utilising wildlife.

Fundraising

In the past two decades, caring individuals and organisations have helped WWF Malaysia to carry out hundreds of projects in the country aimed at the conservation of our natural environment and its natural habitats. You can help support WWF Malaysia’s work in a variety of ways - whether you are in government, in a corporation or as a concerned individual. You can make a difference.

We are fortunate to have many internationally-recognized companies and local corporations as our partners. Many companies have supported particular projects which may have some relevance to their sphere of operations or corporate objectives, or to demonstrate their environmental concerns as a responsible corporate citizen of Malaysia. They have provided restricted funds - that is funds that are specifically for a particular WWF project - or have supported WWF Malaysia’s fundraising efforts through promotions or services in kind. Corporations, large and small, and across many industries, have over the years lent their support to the conservation cause in a variety of ways.

Donations from corporations and foundations in the early years brought WWF Malaysia to life and played a significant role in sustaining its conservation work over the years. These donations, which are fully tax-deductible, have been in response to our annual appeals; some of which are for specific projects and purposes. We are particularly heartened that there are a few concerned businesses which have contributed to research projects in their location of operations and hope to interest more companies to follow suit.
We have initiated an official supplier sponsorship programme in which a sponsor agrees to provide a pre-determined value of supplies to WWF Malaysia in return for the right to publicise their support through advertisements and other material. For example, Universal Fitness and Leisure (UFL) is now our official outdoor equipment supplier for a period of three years. UFL will sponsor RM 30,000 worth equipment to WWF Malaysia each year; if the total value is not taken in kind, UFL will donate the balance in cash.

Special events are another way in which we raise much-needed funds. There were several new events in 1994 which we hope will become annual. The WWF Flag Day which was held in March was the first ever for WWF Malaysia. With the help of 150 volunteers, we collected more than RM20,000 in donations from generous Malaysians that day. Over 720 eager participants also took part in our charity climb, Conquer The Empire. Climbing up the 1,116 stairs of the 60 storey Empire Tower, participants were not only treated to a breath-taking view of Kuala Lumpur but also helped raise RM 23,000 for conservation. Both these unusual events will be organised again in 1995 (and hopefully beyond) to provide Malaysians with unique ways to support nature conservation.

Many generous corporations decided to support us with joint promotions, where sales of products are tied to donations. Such promotions with products from Efamol, Smarties, Gillete, Bata and Fido Dido raised more than RM 100,000 funds and helped spread nature conservation awareness to the Malaysian public in many different and innovative ways. Staedtler organised an exciting children's art competition which raised RM 12,000 from the sale of greeting cards made from the winning entries. The Shangri-la's Tanjong Aru Resort in Kota Kinabalu raised RM 16,000 through an exciting Cyclathon. Entertainers did their bit for the environment too. The Actors Studio donated RM 5,000 from their stage play Philadelphia Here I Come and Loose Wires Entertainment helped raise more than RM 50,000 with a special dinner show by international songstress Shirley Bassey.

Individuals can do their part by supporting the efforts of these companies whenever they can. They may even help directly by purchasing WWF Malaysia products such as t-shirts, stationery and gift items. WWF Malaysia's products provide the consumer with an alternative - of shopping and contributing to a good cause. The range of these attractive and reasonably priced products is continually expanding and being improved, so it should not be difficult to find a special gift for any occasion. Every purchase, no matter how large or small, is important - trading provides WWF Malaysia with an annual income of more than RM 200,000. In January 1995, WWF Malaysia resumed management of its trading operations. In the preceding 18 months, its product licensee, Crimson Rosella, helped to expand the product range and increase the distribution of the various items. With the new year, WWF Malaysia looks forward to introducing a greater variety of products as well as making these items more readily available to all Malaysians.

Malaysia's many festivals have traditionally been a time of care and giving. WWF Malaysia's Christmas, Hari Raya and Chinese New Year cards are an excellent way to send your season's greetings - and help a good cause as well. WWF Malaysia's high-quality season's greeting cards are printed on recycled paper in a size suitable for both corporate and personal use and offer a wide choice of attractive designs to fit the occasion. This year's cards were produced in cooperation with Limkokwing Institute of Creative Technology. Remember that by buying WWF's cards, you are directly contributing to nature conservation. Spread some seasonal cheer with a WWF card - and give to nature and the environment.
## Income

<table>
<thead>
<tr>
<th>Source</th>
<th>12 months to June 1994</th>
<th>%</th>
<th>12 months to June 1993</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Donations from Corporations</td>
<td>272,849</td>
<td>10.2%</td>
<td>378,574</td>
<td>12.2%</td>
</tr>
<tr>
<td>Donations from Foundations</td>
<td>269,055</td>
<td>10.1%</td>
<td>434,541</td>
<td>14.0%</td>
</tr>
<tr>
<td>Donations from Individuals</td>
<td>211,666</td>
<td>7.9%</td>
<td>124,504</td>
<td>4.0%</td>
</tr>
<tr>
<td>Government Grants</td>
<td>3,634</td>
<td>0.1%</td>
<td>510,837</td>
<td>16.5%</td>
</tr>
<tr>
<td>International Grants</td>
<td>1,134,566</td>
<td>42.4%</td>
<td>1,032,241</td>
<td>33.3%</td>
</tr>
<tr>
<td>Sale of Conservation promotion materials and services</td>
<td>154,329</td>
<td>5.8%</td>
<td>101,845</td>
<td>3.3%</td>
</tr>
<tr>
<td>Promotions</td>
<td>376,991</td>
<td>14.1%</td>
<td>249,489</td>
<td>8.0%</td>
</tr>
<tr>
<td>Interest</td>
<td>241,464</td>
<td>9.0%</td>
<td>265,014</td>
<td>8.5%</td>
</tr>
<tr>
<td>Other Income</td>
<td>12,399</td>
<td>0.5%</td>
<td>3,009</td>
<td>0.1%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>2,676,953</strong></td>
<td></td>
<td><strong>3,100,054</strong></td>
<td></td>
</tr>
</tbody>
</table>

![Bar Chart showing income sources](chart.png)
## Expenditure

<table>
<thead>
<tr>
<th></th>
<th>12 month to June 1994</th>
<th>%</th>
<th>12 months to June 1993</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conservation Projects</td>
<td>1,205,767</td>
<td>45.7%</td>
<td>1,680,913</td>
<td>55.5%</td>
</tr>
<tr>
<td>Education Projects</td>
<td>512,083</td>
<td>19.4%</td>
<td>436,141</td>
<td>14.4%</td>
</tr>
<tr>
<td>Training Projects</td>
<td>110,604</td>
<td>4.2%</td>
<td>67,494</td>
<td>2.2%</td>
</tr>
<tr>
<td>Publicity &amp; Awareness Projects</td>
<td>228,869</td>
<td>8.7%</td>
<td>265,494</td>
<td>8.8%</td>
</tr>
<tr>
<td>Other Projects</td>
<td>62,095</td>
<td>2.4%</td>
<td>283,113</td>
<td>9.3%</td>
</tr>
<tr>
<td>Scholarships</td>
<td>72,566</td>
<td>2.8%</td>
<td>30,258</td>
<td>1.0%</td>
</tr>
<tr>
<td>Travel Grants</td>
<td>0</td>
<td>0.0%</td>
<td>15,529</td>
<td>0.5%</td>
</tr>
<tr>
<td>Small Grants for other NGOs</td>
<td>12,000</td>
<td>0.5%</td>
<td>9,900</td>
<td>0.3%</td>
</tr>
<tr>
<td>Fund Raising, Publicity, Administration &amp; Overheads</td>
<td>432,450</td>
<td>16.4%</td>
<td>242,006</td>
<td>8.0%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>2,636,434</strong></td>
<td></td>
<td><strong>3,030,848</strong></td>
<td></td>
</tr>
<tr>
<td>Available for Future Expenditure</td>
<td>40,519</td>
<td></td>
<td>69,206</td>
<td></td>
</tr>
<tr>
<td><strong>2,676,953</strong></td>
<td></td>
<td></td>
<td><strong>3,100,054</strong></td>
<td></td>
</tr>
</tbody>
</table>

![Bar chart showing expenditure categories in millions of RM]
## Project Portfolio

<table>
<thead>
<tr>
<th><strong>Highlands</strong></th>
<th><strong>Kenong Community Development Project</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>□ Applied land use and resource management for the Main Range, Peninsular Malaysia - Phase II</td>
<td></td>
</tr>
<tr>
<td>The aim of this project is to ensure that a long-term land use plan for the Main Range forms the basis for determining the future of the Range. This involves the promotion of inter-State coordination and consultation involving representatives of relevant planning agencies and, among others, those associated with water management, tourism, environment, forestry and land use. <strong>Funds required:</strong> RM 159,916</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Marine</strong></th>
<th><strong>Coasts</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>□ Marine Conservation Traineeship</td>
<td></td>
</tr>
<tr>
<td>This project provides additional support to WWF Malaysia's marine conservation programme to meet the increasing needs of marine conservation in the country. The trainee works on various projects related to marine conservation, under the supervision of senior field scientists. The traineeship involves field work addressing issues such as turtle conservation, protected areas, resource utilisation and biological diversity. <strong>Funds required:</strong> Year 2 - RM 55,597</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Forests</strong></th>
<th><strong>Rivers</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>□ The Ecology of Civets and Wild Cats in Tabin Wildlife Reserve, Sabah and its application to Forest Management</td>
<td></td>
</tr>
<tr>
<td>This study of some of the terrestrial carnivores in Sabah will provide 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. <strong>Funds required:</strong> Year 3 - RM 78,939*</td>
<td></td>
</tr>
</tbody>
</table>

| **Kenong Community Development Project** |
| The Kenong Community Development Project looks at the relationship of the rural community of Kampung Kuala Kenong in Lipis, Pahang and the adjacent Taman Rimba Kenong. This community development programme includes training tourist operators on a wider concept of environmental understanding and assists local people to initiate small-scale ecotourism enterprises by utilising existing forest resources. **Funds required:** Year 1 - RM 45,897 |

| **Coastal and Estuarine Land Use Management Around Some Major River Systems in Peninsular Malaysia** |
| This project looks into current and potential coastal land use changes adjacent to certain major river mouths, namely, Sg. Paka of Terengganu, Sg. Perak of Perak, Sg. Linggi of Melaka and Sg. Pahang of Pahang. Issues examined are coastal development, habitat destruction, land conversion, coastal erosion, pollution, land reclamation and their environmental impact. It also studies the impact of coastal development on local communities and the potential for ecotourism. **Funds requested:** RM 71,972* |

| **Management of Saltwater Intrusion in Kelantan** |
| Saltwater intrusion is a growing problem in the state of Kelantan and there is a need to ascertain how far it has intruded into the coastal aquifer. The data collected will be mapped and together with a report containing management recommendations will be distributed to the relevant planning, government units, academic and non-governmental organisations. **Funds required:** RM 15,000* |

| **Conservation Studies of the Painted Terrapin and other Endangered Estuarine Reptiles in Peninsular Malaysia** |
| The project investigates and determines the distribution and conservation status of endangered estuarine reptiles such as the Painted Terrapin, River Terrapin, Estuarine Crocodile and Asian Giant Softshell Turtle in Peninsular Malaysia. To effectively address this threat, base line data will have to be obtained for a comprehensive management plan. **Funds required:** RM 36,273* |

| **Projek Penchala: Sungai Penchala Community Programme** |
| The project aims to involve the public in various monitoring and educational activities towards increasing the awareness and understanding of the state of the river, its pollutants and the roles the public can play in improving its quality. In addition, the project seeks not only to initiate self-organised local participatory actions but also to encourage other communities throughout the country in similar efforts. **Funds required:** RM 9,566* |

| **Wetlands** |
| □ Conservation of the Kinabatangan Floodplain, Sabah: Flora, Habitats and the role of the Local Village Communities |
| Reports will be made on the wild plants of the lower Kinabatangan region, including use by local village communities. The project will identify ways to assist local villagers enter the ecotourism industry. The project will be linked to an ongoing environmental education and rural development programme run by |
WWF Malaysia and the State Government. **Funds required:** RM 55,233

☐ Kedah Mangrove Forest Management Plan

This project identifies mangrove areas that need to be protected, assessing their economic and environmental values, 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 authorities. **Funds requested:** RM 63,952

**Limestone**

☐ Survey of the Limestone Caves of Perlis with Management Recommendations

This project attempts to systematically locate and survey all caves in Perlis. A survey of the cave fauna will be conducted to catalogue all animal life found in the caves. Geological and hydrological studies will be conducted on the limestone of both the Setul Range and the Chuping Hills. Floral and faunal examination of both above and underground will be conducted to determine future follow-up work in these two areas. **Funds required:** RM 196,549

**Education**

☐ The “Budi Hijau” Programme

The “Budi Hijau” Programme proposes to extend the Greening of Schools Programme which was completed last year. This extension project is targeted at school communities (students, teachers, pre-service teachers, parents and members of old students’ associations). It will continue to support the activities developed by the earlier project. **Total required:** Year 1 - RM 73,619; Year 2 - RM 74,839

☐ Education Officer Traineeship

A Malaysian graduate is undergoing practical on-the-job training exposing him to the activities of the entire WWF Malaysia Education Programme. The training is to ensure that the trainee officer obtains the knowledge and experience necessary to assist fully in the development and expansion of our education programme. **Funds required:** RM 49,198

**Scientific Training**

☐ Sarawak Conservation Traineeship.

☐ Sabah Conservation Traineeship.

These projects are part of WWF Malaysia’s ongoing efforts to train local scientists in conservation field work. Graduates from the respective States are recruited on contract for a two-year field training programme with WWF Malaysia to develop their skills in scientific work and their application to conservation field work. **Funds required:** Sarawak Conservation Traineeship Year 2 - RM 42,831; Sabah Conservation Traineeship Year 2 - RM 36,037

**Awareness**

☐ Kawan WWF - WWF Malaysia Supporter Programme

The Kawan WWF Supporter 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 2,500 Kawan WWF, from all walks of life, who are kept informed of WWF activities via the **Duniaku** newsletters and other print material. **Funds required:** Year 3 - RM 102,596

☐ Duniaku - WWF Newsletter

*Duniaku* is WWF Malaysia’s quarterly bi-lingual newsletter which focuses on environmental and nature conservation issues in the country, and highlights current conservation activities. Printed on recycled paper, 10,000 copies of the 16-24 page newsletter are circulated all over the country. Columns available for sponsorship: ‘Green Tips’, ‘Wildlife in Danger’, ‘Habitats in Danger’, ‘Fact File’, ‘Did You Know?’. Sponsorship of a column per issue: RM 1,000

☐ Purchase of books for WWF Conservation and Environmental Resource Centre Library.

The WWF Malaysia Conservation and Environmental Resource Centre library has 2,300 books, journals, reports and other publications covering a wide range of conservation issues such as natural resources, zoology, botany, protected areas, marine and coastal issues, forestry, environmental education, wildlife trade, green consumerism, environmental economics and ecotourism. The library is accessible to the public upon request and is an important information resource for people from all walks of life, ranging from school students to university researchers and civil servants. **Funds required:** RM 12,500

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

If you are interested in funding or partially funding any of the above projects and would like more information, please contact the Fundraising Department at (03) 757-9192 or fax (03) 756-5594
Donations from corporations, foundations and individuals for the period July 1993 - June 1994

RM 100,000 and above
John D and Catherine T MacArthur Foundation

RM 50,000 and above
Cheng Kim Loke Foundation
Loose Wires Leisure and Entertainment Sdn Bhd
Mr and Mrs Ken Jacob
Nestle Products Sdn Bhd

RM 25,000 and above
Malaysian Wildlife Conservation Foundation
Bata Marketing Sdn Bhd
Rothmans of Pall Mall

RM 10,000 and above
BP Chemicals Technical Services
BiO-LiFE sdn bhd
Tan Sri Dato' Seri Eric Chia
New Zealand High Commission
Staedtler (M) Bhd

RM 5,000 and above
The Actors Studio
Courts Furnishers (M) Sdn Bhd
Hijjas Kasturi Associates Sdn Bhd
Japan Airlines
Mun Loong Bhd
Rakyat Berjaya Sdn Bhd
Sarawak Timber Industry Development Corp.
The East Asian Company (M) Bhd

RM 1,000 and above
AT&T Global Information Solutions
Axis Films Sdn Bhd
Ban Hin Lee Bank
Berita Publishing Sdn Bhd
Mr C T Brown
C I Holdings Bhd
Calbeck Macgregor (M) Sdn Bhd
Mr Kenneth Ching
Federal Flour Mills Bhd
Federal Iron Works Sdn Bhd
Foon Nyit Tze & Brothers Sdn Bhd
Golden Hope Plantations Bhd
Guardian Royal Exchange Assurance (M) Sdn Bhd
Hewlett Packard Sales (M) Sdn Bhd
HongkongBank Malaysia Bhd
International School of Kuala Lumpur Island & Peninsular Bhd
The I S P Schools Association
Jardine Matherson Holdings (M) Sdn Bhd
Jisco Co Ltd
Mr Peter Khong
KIB Textiles Bhd
Kilang Gula Felda Perlis Sdn Bhd
Kingfisher Tours Sdn Bhd
Knok Brothers Sdn Bhd
Knok Foundation Sdn Bhd
Mr Danny W T Lim
Lingui Developments Berhad
YB Dato' Kington Loo
Malaysian Sugar Manufacturing Co Bhd
Malayan United Manufacturing Bhd
Malaysia National Insurance Sdn Bhd
Malaysian French Bank Berhad
Malaysian International Shipping Corp. Bhd
Malaysian Palm Oil Promotion Council
Malay-Sino Chemical Industries Sdn Bhd
Matheson PF Consultants (M) Sdn Bhd
Multiart & Graphic Sdn Bhd
Pamol Plantations Sdn Bhd
Penerbangan Sabah Sdn Bhd
Penfabric Sdn Bhd
Pen-Group Companies
Pencon Corporation Sdn Bhd
Perkasa Construction Sdn Bhd
Perlis Plantations Bhd
PWE Industries Bhd
Rotary Club of Shah Alam
Dr Justin Saw Cheng Loh
Mr K G Sehested
Sek Yuen & Sons Sdn Bhd
Sekolah Menengah Sri Damansara Jaya
Sipadan Dive Centre
Southern Steel Bhd
Stamford College Bhd
Straits & Island General Insurance Sdn Bhd
Syed Muhammad, Hooi Dan Binnie
Sdn Bhd
The Tan Sri Tan Foundation
Teo Soo Cheng Foundation
United Malay Banking Corp Bhd
United Plantations Berhad

RM 500 and above
En Abd Ghani Abdullah
Dr Abed Omm
Aluminium Company of Malaysia
YB Datuk Annuar Othman
YB Dato' Azlan Hashim
Bul Plantations Sdn Bhd
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About WWF Malaysia

WWF Malaysia is a national charity that was established in 1972 under the Trustees (Incorporation) Ordinance.

All work carried out by WWF Malaysia is based on its Mission, which is to conserve 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.

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.

WWF Malaysia has nearly 50 scientists, policy officers and education officers working in projects all over the country, focusing on conservation needs such as protecting Malaysia's flora and fauna, conserving our natural resources, reducing pollution as well as promoting environmental education and awareness. WWF Malaysia's fundraising efforts help keep these programmes going. Donations to WWF Malaysia are tax-deductible.

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