CONTENTS

01 Patron's Message
02 A Salute to a Hero of Conservation
04 About WWF-Malaysia
06 Lending a Hand to Mother Nature
08 Forests
12 Freshwater
16 Species
20 Marine/Coastal
24 Reaching Out Through Education
27 A Sad Loss for Conservation
28 WWF: Working With Friends
29 Capacity Building
30 Working With Government
32 Working with Media
34 Working With Corporate Partners
36 Supporter Acknowledgements
38 Financial Report
40 A Pillar of Strength for WWF-Malaysia
42 Project Funds Needed
44 WWF-Malaysia's New President
PATRON’S MESSAGE

Just over ten years ago, an unprecedented number of world leaders got together at the first Earth Summit in Rio de Janeiro and committed themselves to the goal of sustainable development. They recognised that mankind is destroying nature faster than ecosystems can replenish them. They also acknowledged that they had a duty to rein in this trend, using science, technology and restraint on consumption to improve the quality of human life while living within the carrying capacity of supporting ecosystems.

To be quite honest, the world’s leaders found it difficult to put the pledges of Rio into practice. In particular, very few rich countries have lived up to their post-Rio obligations. It is not easy to convince people to show restraint in their lifestyles, especially in countries where luxury has become the norm.

NGOs play a crucial role in shaping people’s readiness to be environmentally responsible because they help to raise awareness of the issues. Governments cannot do this alone.

NGOs in turn have to be led, and WWF-Malaysia has been very fortunate over the years to be served by leaders who have had knowledge, vision, integrity and the ability to motivate people.

The Board of Trustees governs the organisation and for 31 years they were inspired by our founding President, Tan Sri Khir Johari, who has always known how to encourage others with just the right blend of humour and seriousness. As Pak Khir retires from the Presidency, WWF-Malaysia honours him as our President Emeritus.

 Sadly, we have also lost another great leader. On 21 March 2003, our former Chairman (1996-2001) and founding Trustee, Dato’ Kington Loo, passed away suddenly. I knew Dato’ Loo as a man of principle who lived by his beliefs. He was an architect and planner who worked for a properly managed world for people to live in. He was a lover of nature who worked for a place in the world for all of God’s creatures. He is sorely missed.

Great leaders are hard to come by, but they build healthy organisations that prosper in spite of the changing of the guard. New leaders emerge and I am pleased to announce that Tan Sri Razali Ismail, who played such a key role for Malaysia and for the U.N. at the Earth Summit a decade ago, has agreed to be our President. With Tan Sri Razali as President and Tengku Adlin as Chairman, WWF-Malaysia is in good hands.

I salute all of you who support WWF-Malaysia’s mission. I reaffirm the organisation’s commitment to a sustainable and environmentally healthy Malaysia.

H.R.H. Sultan Azlan Shah,
Sultan of Perak Darul Ridzuan
A SALUTE TO A HERO OF CONSERVATION

Since WWF-Malaysia was formed in 1972, Tan Sri Dato' Paduka Khir Johari has led our operations as President, keeping the organisation firmly entrenched in nature conservation and environmental protection work all over the country, as well as garnering corporate and public support for a variety of conservation efforts. Today, three decades later, he is stepping down as President, having helped build WWF-Malaysia into a leading conservation organisation in the country.

Pak Khir, as he is fondly known, certainly lives up to his philosophy that “every person’s effort does make a difference.” As one of the nation’s founding fathers, he has indeed made a difference by playing a vital role in setting a strong foundation for the future generations of Malaysians as the first post-Independence Education Minister, and subsequently as Minister of Commerce and Industry, and Minister of Agriculture.

The political arena is not the only one in which he has served with distinction. Even today, Pak Khir, is still active as chairman and director of numerous public-listed companies and private educational institutions, as well as in the sports arena.

Befittingly, Pak Khir has been bestowed several accolades for his role in nature conservation. In 1995, he was honoured with the Langkawi Award, the highest national tribute to individual Malaysians for outstanding contributions to the environment. In 1999, he was recognised as a Member of Honour by the international WWF Network for his long-standing contribution to nature conservation and leadership in promoting support for the environmental cause.

And yet despite his numerous accolades and achievements, Pak Khir is never too busy to give a kind word or cheerful smile to anyone who comes into contact with him. He is indeed a true leader, one who leads with kindness and a more than occasional dose of humour. Most importantly, he is a leader who leads by example.
Having contributed so much to the nation, one might have thought Pak Khir would have looked on with satisfaction at the vibrant nation he has helped build and taken a well-deserved rest. Not so for this remarkable man. Until today, this great philanthropist continues to help Malaysians build a future for our generations to come.

Thank you, Pak Khir, for everything. Your selfless contributions to nature conservation, WWF-Malaysia, and the nation will never be forgotten.

“Success in life has nothing to do with what you gain in life or accomplish for yourself. It’s what you do for others.”

- Y Bhg Tan Sri Dato’ Paduka Khir Johari
ABOUT WWF-MALAYSIA

WWF-Malaysia’s history began in 1972, when we were established as a national trust and became the 19th national organisation to join the international WWF network. Then known as World Wildlife Fund our early work focused on helping to establish parks and sanctuaries for wildlife, as well as on nature education. This continues to be at the core of our business, but we now work on a much broader front.

In 1987, we changed our name to World Wide Fund for Nature Malaysia to reflect our much wider scope of conservation work encompassing forests, freshwater, species, marine/coastal areas, and environmental education.

Today, WWF-Malaysia is one of the country’s leading conservation organisations. We currently run about 45 projects covering a diverse range of environmental protection and nature conservation work. These projects include:

- The Ma’Daerah Turtle Sanctuary in Kerteh, Terengganu;
- Partners for Wetlands project, Kota Kinabalu City Bird Sanctuary, and orang-utan conservation initiatives in Sabah;
- Tiger-human conflict management in Jerangau Barat, Terengganu;
- Forest certification and freshwater management initiatives across Malaysia that promote sustainable development of our natural resources.

WWF-Malaysia’s Education Unit also has ongoing education projects across Malaysia, in the Peninsular, Sabah, and Sarawak. Our Nature Education Centers in Fraser’s Hill and Cameron Highlands continue to raise environmental awareness amongst the local communities. Our Mobile Education Unit has to date traveled to almost 5,000 schools and spread the conservation message to more than 1.5 million students in Malaysia.

Conservation work is not easy and the rewards are little for those who dedicate their entire lives to protecting our special places and species. However, the cost of standing back and doing nothing to protect our environment is something we cannot afford. Despite the many challenges and difficulties faced by our organisation, WWF-Malaysia remains totally committed to creating a future where humankind can live in harmony with Mother Nature.

Read on to find out more about people for conservation, conservation for people!

“Our credibility as a responsible and effective conservation organisation is largely due to having staff who maintain very high professional standards in their work. This is WWF-Malaysia’s reward for creating so many opportunities for Malaysians to have training and careers in conservation – and for never accepting second-best in what we do or how we do it.”

Y Bhg Dato’ Dr Mikanl Kavanagh Abdullah
Executive Director
LENDING A HAND TO MOTHER NATURE

Conservation is for people. When all the tigers, turtles, orang-utans, coral reefs, and forests are gone—what or who will be next?

We protect the forest, because the forest helps to capture and store fresh drinking water for humans. It also generates clean oxygen for us humans to breathe. Plant species are a potential source of new medicines and cures for deadly diseases such as cancer and AIDS. By destroying our forests, we are reducing the quality of our own lives.

We protect animal and plant species because they contribute in their own unique way to preserving the balance of our fragile ecosystems. Whatever we do to our environment—or don’t do to protect it—will come back to us eventually. Without a proper balance between humankind and nature, life as we know it today would cease to exist.

We are all part of the web of life. As parts of our natural environment continue to be destroyed due to greed and ignorance, the whole chain of life is affected—including human life. The continued extinction of animal and plant species all over the world is a warning to us of our own impending extinction if we do nothing to protect the environment that is so crucial to our own survival.

At the end of the day, a healthy environment means healthy humans. By ensuring a healthy environment in which to live and work, we are safeguarding our own lives and the lives of our loved ones.

By taking steps today to protect our everyday spaces, special places, and unique species, we ensure that our children will one day inherit a healthy and harmonious place to live and love in.

Read on to find out about the conservation programmes that WWF-Malaysia is currently working on.
At Shell, we've learnt that she's worth a listen. In whatever form she takes: insect, plant or mammal.

After all, we owe our livelihood to her. For this reason we helped set up the Nature Education Centre (NEC) in Kepong in 1993. Together with the Forest Research Institute of Malaysia and the Malaysian Nature Society.

The task was simple: To understand the delicate environment that gave meaning to our lives. And, simultaneously, spread the news to Malaysians, far and wide.

To this end, we work with specialists from truly diverse backgrounds.

There are nature experts you can talk to like Azah Ariff, an education officer who gives nature appreciation courses and acts as a forest guide. Then there are natural experts whom you closely watch and listen to.

Like that rhinoceros beetle talking to Azah.

Today, the NEC is fast becoming a model centre of environment education. It is helping to change the way we look at, think about and feel for our environment.

The appreciation for nature can only grow when a forum like this stays open for all of us.

www.shell.com.my
“Malaysia is already taking a positive step in adopting a more sustainable way of managing and utilizing its forests. As long as people understand the link we have with the environment — where our paper, furniture, and water come from — then the task at hand becomes less daunting.”

Giany Ng Siew Ling
Senior Scientific Officer
Malaysia Forest Trade Network Coordinator

“If our society forgets to manage its resources sustainably, we would end up with a resource-based economy and no resources.”

Andrew Ng Soon Heng
Senior Scientific Officer
Oil Palm Programme Coordinator

FORESTS

Despite the significant achievements made by Malaysia in forest conservation over the past 40 years, our forest landscapes continue to deteriorate. WWF-Malaysia’s new targets for protecting, managing, certifying and restoring forests will help to bring together the people and resources needed for effective long-term action. WWF-Malaysia has a long track record of helping the authorities to establish forest protection all over the country and this work continues in several states.

Creating a new forest park or sanctuary is not something that can be done overnight. Drawing a line on a map is one thing. Creating protection on the ground is another. For example, WWF-Malaysia has advocated the protection of the hill forests along the Thai-Malaysia border for many years. These hills are an important part of the catchment for the Timah-Tasoh Dam, as well as being the home of many wild animals and plants. Their potential for ecotourism alone makes them worth protecting from an economic standpoint.
For the past three years, WWF-Malaysia has provided the technical team in a Danish-funded project of the Perlis State Government. From this joint effort, the Perlis State Park was created along 5,000 hectares of the majestic Nakawann Range. The Park will protect the longest continuous range of limestone hills in Malaysia. It houses beautiful, heavily forested slopes, sheer cliff faces and streams that run through extensive cave systems. Rare species of flora and fauna live there, including the stump-tailed macaque, a species once thought to be extinct in Malaysia.

PROTECTING OUR FORESTS

Forest conservation does not just depend on setting aside protected areas. Forests must serve the nation in many ways. They protect wildlife and water catchments. They provide stunning scenery and peaceful places for Malaysians to enjoy in their leisure time. They provide a significant part of the "eco" in ecotourism that is one of the fastest growing industries in the world and an increasingly important part of the overall national economy.

Forests also provide timber and other harvestable products. WWF-Malaysia does not oppose logging! We just want it to be done in the proper places using methods that cause minimum damage to the forest ecosystem. We want the harvest – and the forest itself – to be sustainable. Internationally, WWF encouraged the formation of the Forest Stewardship Council (FSC) to set the world's standards for certification of timber and timber products.

The FSC is now the only really credible, worldwide body doing this. It is increasingly true that buyers of wood in any shape or form, especially in Organisation for Economic Co-operation & Development (OECD) countries, are prepared to pay a premium for sustainably produced timber.

This has created a need for a system of guaranteeing – certifying – that the timber really is from a sustainably managed source. Internationally and in Malaysia, WWF vigorously supports national certification schemes that meet FSC standards. We have worked with the Malaysian Timber Certification Council and – although we do not always agree with the industry on how exactly to develop a national scheme for Malaysia – it is a major part of our forest conservation work to bring these efforts to fruition.
This is no easy task, given the many different interests involved. There are no shortcuts in achieving a Malaysian national timber certification system but already the timber producers themselves have in some cases taken the lead in adopting FSC standards and in working with WWF-Malaysia. They see it as in their long-term interests to have their products accepted in the big markets. Many agencies — especially the Federal and State forest authorities — play key roles, and WWF-Malaysia will continue to work with all parties on this critical issue. Achieving truly sustainable forest production on a national scale would be of immense benefit to the nation.

RESTORING OUR FORESTS

Many countries are suffering from deforestation, which damages watersheds, erodes the soil and disrupts climate. Forest landscape restoration is a new concept developed under the joint WWF/IUCN “Forests Reborn” project, aiming to restore once-forested land to a more authentic state. It encompasses social, economic, ecological, and technological aspects and involves people and organisations at all levels.

Restoration includes tree planting, improving the quality of damaged forests and natural regeneration – leaving landscapes to recover unaided. Restoration projects are already underway in the Kinabatangan Floodplain in Sabah. As part of WWF’s efforts around the world under the ‘Forests Reborn’ initiative, WWF-Malaysia’s Borneo Programme Office is focusing its efforts to restore forests destroyed by fires as well as providing opportunities for local community participation through a nursery which supplies seedlings for replanting programmes in the Kinabatangan region. Collaborating with the Forest Research Centre, Sabah Forestry Department on research into the suitability of trees species for replanting, it is also establishing model sites to demonstrate forest restoration through natural regeneration and the planting of commercially viable native tree species along the Kinabatangan River.
Puncak Niaga is one the largest water supply concessionaire in Malaysia. We operate, manage and maintain 28 WTPs with a total average production capacity of 1,902 million litres per day.

This volume is equivalent to approximately 65.6% of the treated water requirement of the State of Selangor Darul Ehsan and the Federal Territories of Kuala Lumpur and Putrajaya. Currently we are also managing three of the major dams in the State of Selangor.

“We ensure your continuous water supply”

With Best Compliments

From:
Board of Directors
Management and Staff
of Puncak Niaga

PUNCAK NIAGA (M) SDN BHD
“Malaysia’s Water Specialist” 416087-U
Suite 2601-2606, Tingkat 26, Plaza See Hoy Chan,
Jalan Raja Chulan, 50200 Kuala Lumpur
Tel: 603-20318648  Fax: 603-20318658
http://www.puncakniaga.com.my
e-mel: corpcom@puncakniaga.com.my
“The future of mankind will depend on Conservation. So let us understand, appreciate and respect it as we should.”

Datuk Rajah Indran
Programme Leader
Partners for Wetlands

“Conserving nature and the environment ultimately ensures our well-being and survival – conservation is for people! This is the central purpose of WWF-Malaysia’s work.”

Doria Mathew
Senior Scientific Officer
Freshwater Conservation

“A proper balance between conservation and economics is important for a sustainable planet. Through proper management of our remaining natural resources, we safeguard our own personal well-being and the futures of our loved ones.”

Caroline Pung Fung Lee
Marketing Communications Manager
Partners for Wetlands

FRESHWATER

Some major advances have been made in planning, managing and using water resources. WWF-Malaysia has recognised the importance of the highland forests – the forests on the steep slopes of our hills and mountains – as a supplier of fresh water for all daily and long term needs. The forests act both as a supplier and regulator of water flow, and as a purifier to ensure the quality of the water made available. Malaysia is, in many ways, in an enviable position, with abundant rainfall and highland catchments.

Yet time and again, Malaysians are forced to face all sorts of water crises – from muddy water to rationing and water cuts. Somehow, the demand and supply are out of tune. Not only does this cause inconvenience and hardship to the public, it results in economic losses, for example through lack of supply for irrigation and industry. And the pressure for expensive engineering solutions can lead to loss of forest, where much of Malaysia’s wealth of plants and animals is already under threat.

THE FOREST-WATER LINK

Using the water-forest link, WWF-Malaysia and the organisations that we work with have fostered the idea that simple solutions are often best. Water is a basic need of every individual, a readily identifiable commodity for motivating public demand. Water management engages the attention of people and government towards good catchment management, which often means good forest management. To help achieve this, the Banjaran Titiwangsa or Main Range has been the focus of our work on highlands.
This is the largest remaining continuous forest tract in Peninsular Malaysia, forming the backbone of the country for 500 km from the border with Thailand south to Negeri Sembilan, the 'green heart' of Malaysia.

WWF-Malaysia has worked on several water themes in parallel. One is basic research on the link between water and highland forests. Another has been the sharing of information with the public and partner organisations. Specific areas have been used as models to showcase the management issues concerning riverine systems, promoting site protection, and enhancing public awareness on water and water-related issues.

WWF-Malaysia has been fortunate to link up with the Economic Planning Unit, in order to make recommendations for the sustainable development of the highlands. This study has extended the reach of our activities, still with the basic principle that highlands are gigantic water storage bodies, regulators of supply and guarantors of quality. Many opportunities to upgrade current environmental planning, policies and procedures have been identified.

WATER FOR LIFE
Conserving the world’s freshwater environment and its wildlife is one of society’s most challenging tasks. And yet, despite the growing awareness of the value of wetlands and fresh water to our very survival, we continue to destroy, pollute and degrade this fragile and precious resource at a frightening rate.
Faced with declining water availability and quality, many governments and industries have resorted to engineering solutions, such as the construction of large dams for water storage and canals for carrying water to areas suffering shortages or droughts. WWF's global challenge is to convince world leaders to work with nature rather than against it. WWF's global priorities include the protection and sound management of wetlands, changing the laws, policies and practices associated with dams, dykes and rivers, and influencing the ways in which water is used by industry and agriculture as well as in people's daily lives.

PARTNERS FOR WETLANDS

WWF-Malaysia's biggest geographical focus in Sabah is on the lower section of the Kinabatangan River. All our projects there are linked to fresh water. Partners for Wetlands looks at maintenance of a corridor of forest in the floodplain, essential to wildlife and supporting the role of the wildlife sanctuary established by the State Government. Win-win land use options satisfactory to wildlife, tourism and agriculture are essential to the project's success. Community participation and leadership are getting stronger, a welcome sign for the future of the area.

OUR WORK CONTINUES

Looking for solutions is always harder than criticising from the sidelines. WWF-Malaysia is striving to encourage cost-effective measures. These range from safeguarding the catchments where water originates, to conserving water by reducing unnecessary use. Amongst the projects that touch upon fresh water management are Partners for Wetlands in Sabah, and a project for development of river-based community-led tourism on the Kinabatangan River. These projects engage local residents and powerful agricultural and industrial conglomerates in a joint effort for good water management. In the Peninsular, our work on highlands is the main thrust of our efforts which reflect the important relationship between forest and water. We still need to get the message across about the forest-water link, to the whole spectrum of society. This means everyone from schoolchildren and members of the public to industrial users and decision makers.
Here are 3 reasons to stop the wetlands’ destruction.

Chinese chefs will be rubbing their hands with glee. “3-legged frog special” would be on top of every restaurant’s list. But while stir-fried frog legs in garlic and ginger may look delicious, sinking your teeth into one would be deadly.

**Monsters From The Swamp**

Agricultural pesticides seep into rivers. Frogs (among others) accumulate these toxins faster than can be excreted. Over time, you can guess what happens. Incidences of mutant frogs are, sadly, very rampant. In a 2002 BBC report, they were found in 43 North American states.

Pesticides, however, are the least of our worries. Far more lethal are industrial wastes like mercury, lead and highly poisonous Polychlorinated Biphenyls (PCBs).

Reaching the oceans, they cause birth defects in sharks (hopefully, not extra fins), reproduction problems and genetic mutations in others.

**Treatment Plants**

To cleanse the toxic deluge, billions are spent on water treatment plants. Sadly, little is known about another kind of plant. One that runs at no cost at all. It’s called the wetlands.

Made out of lagoons, mangroves and peatlands, wetlands act like giant filters stretching over hundreds of kilometres.

Florida’s Cypress swamps filter 97% of all nitrogen and phosphorus before they contaminate underground water channels.

The Cat Tail and Common Reed plants help soak up heavy metals while others absorb insoluble substances like grease and oil. Wetland plants are so resilient that when examined, certain ones contained 100,000 times more waste concentration than the surrounding water.

**Fast Food**

Realising the value of wetlands, governments are starting to preserve them. In Calcutta, marshes around the city transform 1/3 of the sewage into enough nutrients to produce 20 tonnes of fish not in a month but in a day.

Efforts like the above should be more prevalent. Unfortunately, half the world’s wetlands have been lost. Economic development threatens the remaining half. We continue to fill them up to build factories and farms in hopes of building a better life.

How ironic – that in the interest of survival, we ultimately put our own at risk.

*HSBC, the world’s local bank, is proud to be part of the local effort to conserve the wetlands. Find out more about the wetlands and the simple things you can do to help. Log on to www.hsbc.com.my or www.wetlands.org*

---

*Issued by HSBC Bank Malaysia Berhad (Company No: 127776-V)*
SPECIES

Malaysia is blessed with a staggering array of wildlife. Our country is recognised as one of the top twelve in the world for its species diversity and among those numbers are some remarkable superlatives. Just among the reptiles, the Malayan python is the world’s biggest snake, the king cobra is the world’s biggest poisonous snake, the estuarine crocodile is the largest crocodilian and the leatherback turtle grows to be the heaviest living reptile of all!

Add these to our tigers, orang-utans, elephants, hornbills and other well known, beautiful animals and it is clear that we have an extraordinary treasure chest of fauna. We are a world centre for orchids, with Gunung Kinabalu and parts of the Crocker Range in Sabah having some of the highest densities of orchid species anywhere. New species of orchids are cropping up even in the well-studied Cameron Highlands. Of the sixteen known species of Rafflesia, the world’s largest flowers, no fewer than seven occur in Malaysia.

To add to all these riches, the Indo-Malayan seas are the world centre of coral diversity. If you compare a coral reef here with one anywhere else, then the further you travel from our seas, the more you will see a decline in the numbers of coral species. For example, our reefs have nine times the density of species than those of the Caribbean.

“Living wild species are like a library of priceless books we have not read. We must find and read the books, not burn the library.”

Raymond Jerny Alfred
Project Manager
The Asian Rhino & Elephant Action Strategy (AREAS)

“I just would like to say, WWF: Malaysia’s work is important to ensure humans and wildlife co-exist in harmony... At least that is what my project is all about.”

Ahmad/Zrif b. Abdul Wahab
Scientific Trainee
Tiger Conservation

“Through the proper conservation of our unique natural heritage and resources, we create a healthy natural environment for ourselves and our loved ones.”

Lee Shan Khee
Scientific Trainee
The Asian Rhino & Elephant Action Strategy (AREAS)
Since 1972, WWF-Malaysia has carried out or supported numerous projects on such animals as elephants and rhinos, terrapins and turtles, orang utans and monkeys, migratory birds, bats, fish and others. We are less well known for our work with plant species, but they have not been neglected. There have been projects on ferns, mangos, orchids and others. In addition, even when the main focus of a project is not on a species, our work often involves surveys and conservation management on communities of flora and fauna. With so many species to conserve, conservation of habitats is in many cases the most productive approach.

**MA’DAERAH TURTLE SANCTUARY IN TERENGGANU**

WWF-Malaysia works closely with partners BP Malaysia, BP Petronas Acetylly and the State Fisheries Department for turtle conservation. The situation for Terengganu's turtles is particularly critical, with some populations having been virtually wiped out in recent years.

The Ma’ Daerah Turtle Sanctuary Centre, established in 1999, was built as a centre for nature education, to generate public awareness and education amongst local communities. It also provides facilities for an important hatchery on the beach at Ma’ Daerah. For the fourth year running, BP has not only given crucial financial support to this effort, it has also involved itself hands-on as a partner in guiding the work.

**SAVING OUR TIGERS**

Of the estimated 2,000 Indochinese tigers left in the world, Peninsular Malaysia is home to around 500 of these critically endangered creatures, which is one-fourth its remaining population. If the tiger is to have a future in Malaysia, we must learn to manage those areas at the forest edge where people and tigers have to co-exist. There are conflicts and WWF-Malaysia’s project at Jerangau Barat is designed to provide the necessary scientific information on tigers and apply it to the human community’s needs and aspirations in the area. Tigers and humans can live side-by-side but it needs to be done carefully.

Much of the work focuses on livestock management because tigers that are forced out of the forest by disturbance or because people have hunted out their natural prey species are often hungry animals on the look out for a meal. Cattle make prime targets but the situation can be managed with careful husbandry practices.

"Learn to be like a bee, take what you need without harming anything."

Lau Min Min
Senior Scientific Officer
Turtle Conservation

Many thanks to Guinness Anchor Marketing and Mr Felix Tee for their generous support towards tiger conservation in Malaysia.
Since 1999, WWF Malaysia's wildlife biologists have been staying in our study area. They have even identified all the local tigers individually, and worked out a lot about their habits, thanks to a system of automatic infrared cameras that take pictures of anything that walks by them in the forest. Such detailed information is essential to the project.

THE MAN OF THE FOREST

The tropical forests of Borneo and Sumatra are home to the orang utan, one of only four great ape species in the world. Orang-utans are seriously endangered, mainly by habitat loss, but also by hunting. Working with partners in eastern Sabah, we are studying the orang-utan’s adaptation to changes in their natural habitat and to work closely with the local, rural communities to find ways to conserve local ape populations.

The Kinabatangan Wildlife Sanctuary that was pledged by the Sabah government as a Gift to the Earth in 1999 will help orang-utans to survive in the wild and will support the development of ecotourism in the area, thus giving an economic value to wildlife and helping to cement local enthusiasm. WWF-Malaysia supports the work of the Sabah Wildlife Department to this end, as well as that of the NGO HUTAN which is dedicated to orang-utan conservation.

AREAS PROJECT

The Asian Rhino and Elephant Action Strategy (AREAS) was developed by WWF International to be a comprehensive conservation framework targeting priority landscapes in South Asia, Indochina and Southeast Asia.

Sabah’s Kinabatangan area, together with Indonesia’s Sebuku Sembakung, has been identified as one of AREAS’ top conservation priorities since it is one of the few remaining strongholds for the Asian elephant and Sumatran rhinoceros. WWF-Malaysia is currently working together with WWF-Indonesia to carry out a plan of action to enhance this unique species conservation initiative.
One of its previous jobs was delivering news and messages.

It used to be a Nokia.
THE SULU SULAWESI MARINE ECOREGION

The Sulu Sea (between Sabah and the Philippines) and the Sulawesi Sea (reaching down to the east coast of Borneo) form one of the richest centres of marine biodiversity in the world. There are 25 known species of whales and dolphins, and more than 400 species of corals – eight times more than in the Caribbean Ocean.

Because of its natural wealth and strategic geographical position, WWF-Malaysia is collaborating with many agencies in Malaysia, the Philippines and Indonesia through a shared conservation programme. In Sabah, this includes a public exhibition on Malaysia’s biggest island, Banggi; awareness building about destructive fisheries methods such as bombing and poisoning; and helping with the formulation of management plans and other documents. These activities support the lead role played by important bodies such as Sabah Parks and the Sabah Fisheries Department.
“Malaysia is situated in the heart of the Indo-Pacific basin, recognised as the area with the greatest marine biodiversity and richest marine environment in the world. Just imagine, our coral reefs have nine times the density of species compared to those found in the Caribbean and double the species density of the Great Barrier Reefs!

“Malaysia is recognised as having the oldest and richest rainforest in the world, which is home to an amazing number of animal species including elephants, hornbills, orang-utans, proboscis monkeys, and many more unique creatures found only in this part of the world. Our country is also right within the intensively species-rich floristic Malesian region with 12,500 species of flowering plants found in this area, including the rafflesia, the world’s largest flower.

“It’s clear that we have an extraordinary treasure chest of flora and fauna. As Malaysians, we have an awesome responsibility, a special destiny, to nurture our special habitats and species not just for the children in Malaysia – but for the children of the world.”

YM Tengku Datuk Dr Zainal Adlin
Chairman

MARINE PARKS OF MALAYSIA

The Government of Malaysia through the Department of Fisheries legally declared waters surrounding 38 islands in Peninsular Malaysia and Labuan as Marine Parks in 1994. In 1996, two more areas were added to the list. The Marine Parks were reputed to be well managed, but the Department of Fisheries felt that more could be done and so in 2000 it decided to seek financial assistance, as well as expertise from the Global Environmental Facilities (GEF) to upgrade the management of the marine biological diversity of the parks. WWF-Malaysia played an important role in helping to design the project proposal to GEF, especially in the sectors concerning education and awareness; and a scheme for rating of resorts and dive companies who are operating in the marine park areas.

WWF-Malaysia is also setting up a Marine Education and Awareness Centre in the Samudra Museum in Melaka that will highlight the ecological importance of marine and coastal habitats and their species, as well as the significance of marine conservation.
REACHING OUT
THROUGH EDUCATION

The aim of the Education Programme is to educate and empower people to be sensitive to and take positive actions in support of nature conservation and the environment. In the last year, the Education Programme made great strides in this direction focusing its attention on the Formal School System, Community Work in Cameron Highlands and several Outreach Programmes.

THE FORMAL EDUCATION SYSTEM

Keeping in view the vision to see the introduction and ratification of a policy by the Ministry of Education (MOE) on the infusion of Environmental Education (EE) across the School Curriculum, we are working ahead with several divisions within MOE, namely the Teacher Education Division, the Curriculum Development Centre (CDC), School Division and other MOE relevant agencies.

Much headway has been made thanks to these joint efforts. As a result, all vice-principals and key college lecturers of Malaysia’s Teacher Education Colleges are now equipped with skills for the infusion of EE into the school curriculum.

Subsequently, this past year’s efforts focused on the downline training of all other lecturers and selected in-service teachers. A special EE Handbook for kindergarten teachers is near completion and orientation of key teachers is already ongoing.

Further efforts at EE integration include the selection of 8 model teacher’s training green colleges that are currently being guided through greening activities. Also ongoing is the ‘Sekolah Lestari’ project, where selected schools are not only incorporating EE into the curriculum, but also into their extracurricular activities, school management policies as well as landscaping.

“By imparting 100% of the knowledge I have to others, I gained 200% in the process and it keeps on multiplying by the day!”

Careel Cheong Koon Meng
Education Officer
Fraser’s Hill Nature Education Center

“We have to make people appreciate the fact that they are a part of nature rather than apart from it.”

Muthal Lal Bangah
Director of Education

“The most satisfying part of my career for the last quarter of a century operating the Mobile Education Unit with WWF-Malaysia, is when people recognize me wherever I go and tell me that they still remember my message while they were school kids.”

A Lowal
Senior Education Officer
Mobile Education Unit

“Given the current awareness of environmental issues and the full understanding of the methods and constraints, the formal systems are inevitably capable to take on the responsibility for initiating changes that will empower Malaysians to contribute to the resolution of environmental problems in the country.”

Tan Fong Kew
Senior Education Officer
TEACHER EDUCATION
Working in partnership with the Curriculum Unit of the Teacher Education Division of the Ministry of Education, all 27 Vice – Principals of Teacher Education Colleges, 135 lecturers – 5 from each college – have been trained in the rationale, skills and methodologies for the infusion of the Environmental Education into the school curriculum. Twenty four support staff have been trained in the greening aspects of college environments and they would form part of the College Greening Committee. Downline training of all lecturers has begun in colleges, using the Facilitator's Modules developed by the Teacher Training Division and WWF-Malaysia. The criteria for the implementation of the ‘Whole College Approach’ to Environmental Education has been developed and sent to all colleges to assist in the implementation process. Also, the modules for the training of in-service teachers have been developed and sent to all colleges to facilitate training programmes conducted by College lecturers for existing teachers in schools. These programmes have had the support of the Director – Teacher Training Division and are poised to move into Phase 2.

COMMUNITY EDUCATION IN CAMERON HIGHLANDS
Our Cameron Highlands Nature Education Centre (CHNEC) has one main objective – to empower the local community to take a pro-active stand in safeguarding their vital highland environment.

To this end, one of CHNEC’s key achievements is its role in helping the formation of the society of Regional Environment Awareness of Cameron Highlands (REACH) in 2000. We assisted REACH through the initial stages of their formation. What began as a group of eight environmentally passionate local residents, now stands as a recognised and registered society with over 450 members.

The society’s widely accepted ‘watchdog’ role has helped curb illegal development and encroachment in Cameron Highlands. In recognition of its success, the REACH/WWF-Malaysia project received the Spirit of the Land Award for excellence in Environmental Education by the Salt Lake City Winter Olympics Committee in February 2002.

Besides assisting REACH, CHNEC also plays a pivotal role in providing technical assistance, project coordination and on-ground activities to some of the organisations and agencies we at WWF-Malaysia work with. In further recognition, CHNEC has been invited to be part of a technical committee for the conservation of the environment in Cameron Highlands. This committee will act as an official platform for NGOs to channel their opinions and views of environment management in the highlands.

"If you are serious about saving the world, educate people to be committed."
Thiagarajan Nadeson
Assistant Unit Head, Education

"Conservation work up in the highlands is an uphill challenge which is achievable with the support of dedicated community groups."
Carol Marie Lawrence
Project Leader, Cameron Highlands

Many thanks to Ford Malaysia and Lady YP McNeice for their generous contributions towards nature conservation in Cameron Highlands.
THE FRASER’S HILL NATURE EDUCATION CENTRE

Set up in 1996 in collaboration with the Fraser’s Hill Development Corporation, this centre provides outreach programmes on Environmental Education to visitors. We aim to reach higher levels of conservation education and now even offer training packages to wider audiences such as organisations and corporate bodies. Involving local communities is another goal that has seen results via projects such as Project Green City. Basically this is an effort at helping the community work out and put into action feasible plans on how they can green their city through activities such as proper waste and water management, as well as eco-tourism.

Many thanks to Tractors Malaysia for their generous support of the Fraser’s Hill Nature Education Center.

“\text{I believe that education is fundamental to instilling awareness, knowledge, and a love for nature in people - who will eventually act to conserve the environment in their own way.}”

Leow Hooy Hoay, Education Officer Fraser’s Hill Nature Education Centre

THE WWF-MALAYSIA/BATA MOBILE EDUCATION UNIT

Now, in its 27th year of existence, the MEU is our longest running project. It has been key in touching the hearts and minds of almost 1.5 million students in over 4,266 primary and secondary schools throughout our nation. This past year, 75 schools in Negeri Sembilan and Perlis were visited, exposing over 10,200 students to key conservation issues. In addition, to provide students with more hands-on experiences, field trips to some of our ongoing projects were also undertaken by MEU.

Many thanks to Bata for their continued support for environmental education in Malaysia.

MA’DAERAH TURTLE SANCTUARY

Working closely with our partners BP Malaysia, BP Petronas Acetylene and the State Fisheries Department, MTS focuses on educating local communities about the importance of turtle conservation and the need for a sanctuary.

OTHER PROGRAMMES

Working with the Natural Resources and Environment Board Sarawak (NREB), our Education Unit plans and conducts ‘train the trainers’ workshops for members of the Integrated Environment Education and Awareness Programme (IEEAP). This project caters mainly to officers from relevant government agencies within Sarawak.

TURTLE MANAGEMENT CENTRE, PADANG KEMUNTING, MELAKA

The goal of this project is to involve and educate local communities on the importance of turtle and terrapin conservation in their lives. Community-involving activities such as beach clearing, tree planting and student volunteer programmes are carried out frequently with the State Fisheries Department.

CHALLENGES FACED

Keeping people focused and committed to the EE cause is one of our major goals. Some key challenges we currently face in accomplishing this goal include:

- Overcoming long-term financial constraints that place limitations on the effectiveness and success of our ongoing projects.
- Addressing the need for more effective and open communication channels amongst all parties involved.
- Addressing the need for greater cooperation and clearer guidelines regarding which authorities should take precedence in matters involving biodiversity management and enforcement.
A SAD LOSS FOR CONSERVATION

Dato’ Kington Loo was not only renowned for his priceless contributions to his architectural profession, he was also highly regarded for his tireless efforts in wildlife and environmental conservation, and as a patron of the arts. He was Chairman of the Malaysian Zoological Society and founding Trustee of WWF-Malaysia, as well as Chairman of the Malaysian Arts Council.

His ever-youthful energy also led to the formation of some of today’s well-known institutions. The Federation of Malaya Society of Architects, of which he was president in 1962, was the precursor to the Malaysian Institute of Architects. As chairman of the Arts Council, he was instrumental in the founding of the National Art Gallery.

Dato’ Loo was born on 17 October 1930 in Kuala Lumpur. His mother, Loke Soh June, was the sixth daughter of Loke Chow Kit, the famous millionaire businessman of Kuala Lumpur in the late 19th century. He was born in 1906 in the Chow Kit residence which is the present PAM Building. His father, Yosun Loo, was the grandson of Loke Yew, another of the city’s illustrious figures.

Graduating in 1953 from Melbourne University, Dato’ Loo joined Booty and Edwards as a graduate architect. In due course, he became a partner and after Merdeka, the firm was re-named BEP. It remains a very established part of the country’s architectural scene to this day.

WWF-Malaysia executive director Dato’ Dr Mikaail Kavanagh Abdullah, who had known Loo for 15 years, describes him as having been down-to-earth and unassuming, a person whom everyone liked. Dato’ Kavanagh very much regarded Dato’ Loo as his mentor and feels a great sense of personal loss.

“He was a man of principles and he knew what he believed in,” says Dato’ Kavanagh. “He knew a lot about the environment, because as an architect and a planner, he understood the use of land.”

Asked if there was any particular aspect of the environment that Dato’ Loo was most concerned about, Dato’ Kavanagh says that Dato’ Loo was outspoken in calling for proper planning, followed by proper implementation.

“He did not believe that anybody should be able to get away with ignoring plans or regulations for their own agendas or projects,” said Dato’ Kavanagh.

As for Dato’ Loo’s contributions to WWF-Malaysia, Dato’ Kavanagh says there have been many. But he remembers fondly how Loo had gone out of his way to help WWF-Malaysia move office to its current location in Petaling Jaya. According to Dato’ Kavanagh, Dato’ Loo organised and supervised the move, and went to all his connections to get things for the new office.

“He was always helpful to people,” adds Dato’ Kavanagh. “If there is one word that could sum up how he was, it is ‘generous’. He was generous with his time, generous with his help; and to WWF-Malaysia, he was generous as a donor. He supported what he believed in, and we miss him dearly.”

For more info, visit: www.kayloo.com
WWF: WORKING WITH FRIENDS

We often must rely on teamwork – be it at home, at work, or in school. In our day-to-day life we face shared challenges, learning how to work with each other as we devise new and better solutions. Most importantly, when times get tough, we help to carry each other through the storm.

In regard to nature conservation, times are tough – and the most crucial challenge we face today is to stop and eventually reverse the degradation of our planet’s natural environment.

WWF-Malaysia continues to work closely with all parties and stakeholders committed to nature conservation and environmental protection. Indeed, it is this very emphasis on teamwork and open dialogue that has helped our joint efforts to be more effective and meaningful.

We have done much to secure a better tomorrow for our future generations, but we need to do more and we cannot do it alone. Teamwork is needed now, more than ever, between government, corporations, the media, NGOs and the public. Every player is important in facing the challenges of nature conservation.

We take this opportunity to give our most sincere thanks to all our corporate/project partners, donors, supporters, and volunteers who continue contributing generously towards the conservation cause.

"Man has lived with limited resources all through his existence on this planet and to ensure our continued existence, conservation must be an inherent feature in the fabric of life. So do leave your children a LIVING PLANET.”

Ron Ninan Cheacko
ICT Coordinator, Senior Executive & GIS Support Officer Asia Pacific

"Conservation gives me a tremendous sense of personal gratification because it allows me to contribute to the environment, in ways I never would have thought of before.”

Jihan binti Roslan
Communications Officer
Programme
CAPACITY BUILDING

WF-Malaysia is committed to creating training and career opportunities for Malaysians in the fields relating to nature conservation. Among some of the activities that were carried out recently as part of our commitment:

Workshop on Career Options in Biodiversity
Managing Malaysia's Natural Heritage –
Investing in our Future
20 – 24 May 2002

Almost a year ago, WWF-Malaysia together with a whole string of partners including academia, government, NGOs and corporate built a SMART partnership to establish a workshop to make people more aware of long-term career options in biodiversity.

As parents and young people are generally not aware that there are long-term career opportunities in biodiversity conservation, there is a need to inform them about the careers available in this area and this could be achieved by “training the trainers (teachers)”. Teachers would then be in a position to advise students on possible such careers.

Between 20th –24th May 2002, Workshop II was put into motion at two different venues, namely INTAN Bukit Kiara, Kuala Lumpur & Ilham Resort, Tanjung Tuan, Melaka. This workshop, which was sponsored by BP Malaysia, was a spin off from the earlier workshop but with more focus and a much smaller group. We had a total of 26 teachers from all over the country, including Sabah, Sarawak and Wilayah Labuan.

The workshop was successful, with BP Malaysia, INTAN, LESTARI (UKM), Curriculum Development Centre (CDC) and WWF-Malaysia making up the working group.

“I can work 24/7 a day and still feel good the next day simply because at the end of the day, the profit goes to Nature.”
Sudeep Mohandas
Head, Human Resources & ICT

“A Career In Conservation - An Excellent Choice.”
Nishidaran Chandran
Human Resources Executive
WORKING WITH GOVERNMENT

WF-Malaysia works closely with various government ministries to safeguard the interests of the nation, by encouraging sustainable use of natural resources crucial to our everyday living and by working together to implement policies that protect Malaysia's special places and species. Some such recent projects are:

SUSTAINABLE DEVELOPMENT OF THE HIGHLANDS OF PENINSULAR MALAYSIA

WF-Malaysia was the lead consultant for a study to promote effective conservation and sustainable use of the natural resources of the Highland areas in Peninsular Malaysia, through the formulation of a draft National Highlands Management and Conservation Strategy. The highlands are important water catchment areas that supply us with clean drinking water, as well as being home to some of the world’s oldest known rainforest. The study was recently accepted by the Federal Cabinet and many key recommendations are to be implemented.

THE FORMAL EDUCATION SYSTEM

WF-Malaysia is currently working with several divisions within the Ministry of Education, namely the Teacher Education Division, the Curriculum Development Centre (CDC), Schools Division and other relevant agencies in a focused effort to infuse environmental education into the School Curriculum.

STUDY ON THE DEVELOPMENT OF HILL STATIONS

This was another consultancy study done for the government. It covered Cameron Highlands, Genting Highlands, Fraser's Hill, Penang Hill, Maxwell Hill, and Gunung Jeral – with a focus on sustainable tourism, protecting water catchment areas, and conserving the unique plant and animal species found there. The study was presented to the National Land Council and accepted for implementation.

PERLIS STATE PARK

A recent joint effort between DANIDA, WWF-Malaysia and the Perlis State Government led to the creation of the Perlis State Park. The park protects the longest continuous range of limestone hills in Malaysia, home to many unique plant and animal species.
We believe in the direct approach.

Nestlé Consumer Services. A quick scan of every Nestlé pack will reveal a consumer panel with a freephone number and a Nestlé Bird’s Nest logo, our Seal of Guarantee. This is the consumer’s opportunity to contact us on any matter regarding the performance of Nestlé products, nutrition advice or recipe ideas. It is also our guarantee to respond to any query on the 1-800-88-3433 line within 48 hours.
WORKING WITH MEDIA

Since WWF-Malaysia first kindled the sparks of friendship with the media, this has blossomed into a healthy, thriving and growing relationship.

We started out with a modest vision – to function as a one-stop information center for our friends in the media. Our role ranges from providing many journalists with credible scientific data to facilitating the flow of information via interviews with our scientists.

Many success stories as well as those that highlighted the dangers of over-development have been brought to the attention of the Malaysian public via the media. Through all this, we have learned to respect, trust and rely on one another to ensure that accurate and credible information reaches every Malaysian.

Our friends in the media have taken great pains in trudging around in the wilds of the country to unravel the many wonders of nature through their writings. Be they print or electronic media, journalists have often persevered in challenging environments with WWF-Malaysia right by their side.

Just as a plant needs nutrients to grow, WWF-Malaysia realized the need to further build on the friendship that it had with the media, with fresh perspectives and capacity building.

In May 2002, WWF-Malaysia together with the Ministry of Science, Technology and Environment, ISIS Malaysia, Asia-Pacific Institute of Broadcasting and Development (AIBD) and BP Malaysia co-organised a media workshop that was held in Kuala Lumpur and Cameron Highlands.

This initiative was taken to further understand the needs of the media and non-government organizations in addressing conservation issues.

Based on the findings of the workshop in 2002, WWF-Malaysia together with its partners – ISIS Malaysia; AIBD and BP Malaysia took on the next phase of the workshop: in May 2003 – an Editors Dialogue. This time, we engaged with senior editors and journalists from both the print and electronic media to identify ways in which dissemination to the public could be improved.
Playing A Leading Role In Energy And Petrochemicals

Energy and materials, used safely and efficiently, are essential to the prosperity and growth of every country and region in the world. Sustaining and enhancing our quality of life depends on them.

BP's role is to play a leading role in meeting these needs from oil, gas, solar power and petrochemicals without damaging the environment.

You may be familiar already with our automotive fuels and lubricants which are amongst the most technologically advanced in the world. You may have stepped into our 270 friendly retail stations in Malaysia and used our LPG for your cooking needs in your homes.

But we do much more than that. We are a major player in the petrochemical sector - producing Ethylene/Polyethylene and Acetic Acid in joint-venture plants in Kerrih and Purified Terephthalic Acid in Kuantan. These chemicals are used to make a diverse range of products such as food packaging, carrier bags, synthetic fibres, paints and medicines.

BP Solar is one of the world's leading solar energy companies. In Malaysia, we have started producing solar modules and the BP service station at the Kesas Highway is the first in Malaysia to use energy generated by solar panels.

A good business should be both competitively successful and a force for good. In BP, we have a commitment to make a real contribution to the communities in which we operate. Our programmes, which focus on the environment and science education, are carried out in partnership with government bodies, NGOs and the local community.
WORKING WITH CORPORATE PARTNERS

Working with WWF-Malaysia to protect the environment is a win-win deal for WWF-Malaysia and its corporate partners. WWF-Malaysia gets support for its work while the corporate partner is able to fulfill their corporate social responsibility commitments to customers and shareholders.

The WWF Panda is one of the best recognised logos around the world. Licensing and promotions offer companies the opportunity to associate the WWF brand directly with their own products and services. Linking to a credible conservation organisation adds incredible value to our partners’ products and services.

SHAMITY GREETINGS

In the years 2001 and 2002, the national fundraiser Charity Greetings, succeeded in raising RM80,000 in support of our conservation efforts through the sale of greeting cards. Since becoming a beneficiary organisation six years ago, WWF-Malaysia has received tremendous fundraising support from Charity Greetings via their product sales. With new designs each season, these cards have enabled corporations and individuals to contribute to the environment in a practical and affordable way, while giving Charity Greetings a competitive edge.

DHL

After the success of the first DHL- WWF Jumbo Family soft toys promotion, DHL Worldwide Express tied up with us again on the Jumbo & Friends promotion. This promotion was an excellent platform for DHL to enhance brand loyalty while contributing to nature conservation. Under this promotion, DHL customers redeemed the collectible WWF Jumbo & Friends soft toys when they sent their shipments using DHL Jumbo and DHL Jumbo Junior boxes. The lovable soft toys touched the hearts of many and helped highlight the plight of our endangered wildlife.

SOUTHERN BANK

Southern Bank, in association with WWF-Malaysia, created the EcoCard in 1996 as an avenue for their credit card members to do their part for the environment. Southern Bank donates a percentage of all EcoCard transactions to WWF-Malaysia’s conservation projects. Besides helping to raise funds and awareness, the EcoCard enabled Southern Bank to successfully penetrate a relatively untapped market, the environmentally conscious segment.

Thank you to Microsoft for contributing software worth more than RM275,000 to WWF-Malaysia under their Microsoft Foundation Campaign.
Bata Marketing Sdn Bhd
BP Malaysia Sdn Bhd
BP Petronas Acetyls Sdn Bhd
DHL Worldwide Express Sdn Bhd
Drayton Bird, Crocker & Mano Foote, Cone & Belding
Ford Malaysia Sdn Bhd
HSBC Bank Malaysia Berhad
Microsoft (M) Sdn Bhd
Nestlé (Malaysia) Berhad
Nokia (M) Sdn Bhd
People Potential Sdn Bhd - Leadership & Management Development
Royal Selangor International Sdn Bhd
Shariff Greetings (M) Sdn Bhd
Shell Malaysia Limited
Southern Bank Bhd
Toyota Motor Corporation
Tractors Malaysia (1982) Sdn Bhd

RACE FOR SURVIVAL
The WWF Canoe Challenge is an annual event held by WWF-Malaysia to raise funds for nature conservation. WWF-Malaysia's most recent "Race for Survival" 2nd Canoe Challenge managed to raise RM 86,000 nett for protection of Malaysia's special places and species. Many Thanks to our generous team sponsors who took part.

“I took a pay cut and left the accounting world to join WWF. I figured I should do something to save our world — after all, I live in it."
Mellinda U Cheah Pei
Corporate Marketing Manager

“Malaysia is a natural paradise with treasure troves of flora and fauna everywhere. Appreciate it, don’t desecrate it.”
Noor Azira Hj. Ahmad
Fundraising & Marketing Executive
SUPPORTER ACKNOWLEDGEMENTS

RM100,000 and above
Organisations
British High Commission

RM50,000 and above
Organisations
Bata Marketing Sdn Bhd
BP Malaysia Sdn Bhd
BP Petronas Acetyl Sdn Bhd
WWF Colleges

RM10,000 and above
Organisations
Crimson Commercial Park Sdn Bhd
Ford Malaysia Sdn Bhd
Guinness Anchor Marketing Sdn Bhd
IKEA International
Lee Foundation
Nestlé Products Sdn Bhd
RICOH Japan
Sunway College
Yayasan Perlidungan Hidupan Liar Malaysia

Individuals
Lady YP McNeice
Ms Yoko Nishida

RM5,000 and above
Organisations
Oasisplant (M) Sdn Bhd
d’zCard (Malaysia) Sdn Bhd
Eurofine (M) Sdn Bhd
Excellent Combination Sdn Bhd
Noah Foundation
Rockwills Corp. Sdn Bhd

Individuals
Mrs PFL Hickley
YBhg Datuk’ Lybrand Ng
Mr Weng Khim Tham

RM1,000 and above
Organisations
Arthur Andersen
Boh Plantations Sdn Bhd
Canon Marketing (M) Sdn Bhd
CGU Insurance Berhad
Commerce International
Merchant Bankers Bhd
Cosway (M) Sdn Bhd
Dunex (M) Sdn Bhd
eCosway.com Sdn Bhd
Escatec Electronics Sdn Bhd
Federal Iron Works Sdn Bhd
Felda Agricultural Services Sdn Bhd
Felda Plantations Sdn Bhd
Fisher-Rosemount (M) Sdn Bhd
Girl Scouts of America
GlxosmithKline
Consumer Healthcare Sdn Bhd
Guntree Resources Sdn Bhd
Hijjas Kasturi Associates
Horwath Mok & Poon
Jelal Highlands Resort
Kennedy, Burkii & Co Sdn Bhd
Khalid Aluminium Industries Sdn Bhd
Lam Soon (M) Bhd
Lam Zakaria Teo Sebom & Tan
Malaysian Institute of Accountants
Pamol Plantations Sdn Bhd
Pentadib Sdn Bhd
P Bancang Mesra Sdn Bhd
Prestaoi Concrete Sdn Bhd
Socfin Plantations Sdn Bhd
Sugarbun Services Corp. Bhd
Syarikat E J Motlawa
Tan Sri Datuk Dr JC Chang Foundation
Taylor’s College Subang Jaya
Teo Soo Chong Foundation
Terus Jaya Auto (M) Sdn Bhd
The Kiwanis Club of Georgetown
The Tan Sri Tan Foundation
UAC Berhad
United Plantations Berhad
VCC Marketing
Yee Lee Edible Oils Sdn Bhd
YEO Malaysia

Individuals
En Amin bin Halim Rasip
YBhg Tan Sri Dato’ Seri B Bek-Nielsen
YBhg Dato’ Richard Curtis
Ms Jaspreet K. Gill
Mr John Hill
Mr Lim Tong Tat
Ms Nariza Hashim
Mr Ong Chong Jing
Mr Balu Perumal
En Radin Imran Kusumo
Mr T.B. Russell
Mr T.A.A. Scott

RM500 and above
Organisations
Aisborn Power Asia Pacific
Bintulu Lumber Development Sdn Bhd
Bosch Rexroth Sdn Bhd
C&S Technology
Clipsal Manufacturing (M) Sdn Bhd
Emerald Club
Ernst & Young
Garden International School Kuantan
JVC Video Malaysia Sdn Bhd
Malaysia Smelting Corporation
Nylex (M) Berhad
Praie Development Sdn Bhd
Royal & Sun Alliance Insurance
Yayasan Sarawak
Yee Lee Edible Oils Sdn Bhd

Individuals
Mr Chan Fai Keong
Mr Jason Choi Kam Heng
Mr Jason Kitti Choi
Dr Chua Ching Gah
Mr Fang Kuan Long
YBhg Datuk Freezakiah Che Yeom
YBhg Dato’ Lee Hsiu Hian
Mr Liew Hon Kong
Ir Ong Le Cheong
Mr Pang Kuan Loong
Mr Hiroyuki Shimizu
Mr Tan Yew Jin
Dr Koshay a/l Thomas
Mr Ian Woodrow
Ms Yap Phoh Choo
En Zulkifli b. Omar

Funding from Aid Agencies, Government and WWF Network
Asian Regional Centre
for Biodiversity Conservation
Centre for International Forestry Research, Jakarta
Conservation International
Consumer Unity & Trust Society Jaipur India
Danish Cooperation
for Environment and Development
IBRD (World Bank, Jakarta)
Jabatan Alam Sekitar
Jabatan Bendahari Negara Sabah
Kementerian Sains, Teknologi Dan Alam Sekitar, Malaysia
Leuser Development Programme
Nature Link  
Perbadanan Pembangunan Ekonomi Sabah  
TRAFFIC International  
Unit Perancang Ekonomi, Jabatan Perdana Menteri, Putrajaya  
United Nations Development Programme  
WWF-Denmark  
WWF-Germany  
WWF-International  
WWF-Japan  
WWF-Netherlands  
WWF-Norway  
WWF-Philippines  
WWF-Switzerland  
WWF-United Kingdom  
WWF-United States  
Zoological Society of London

Licensing and Promotions

Business has an important role to play in today’s conservation efforts. WWF-Malaysia gratefully acknowledges the following companies who support conservation by developing products and promotions that help raise awareness and funds:

- Bereslimbang Padu Sdn Bhd
- Chee Wah Corporation Bhd
- DHL Worldwide Express Sdn Bhd
- Harcourt Publishers Ltd
- Hylux Garments (M) Sdn Bhd
- Measat Publications - V Mag
- Pustaka Sri Jaya Sdn Bhd
- Rockwills Corp. Sdn Bhd
- Shari's Greetings (M) Sdn Bhd
- Southern Bank Bhd
- Staeelditer Malaysia Bhd
- Vista Laser Eye Centre

WWF Global Partners

- Delverde
- HSBC
- Lafarge

Donations in Kind (July 2001–June 2002)

Special thanks to the following individuals and organisations who have generously contributed their products, services as well as time and effort in organising events to raise funds and awareness for WWF:

- Aktif Lifestyle Stores Sdn Bhd, Komtar
- Aktif Lifestyle Stores Sdn Bhd, OUG
- Aktif Lifestyle Stores Sdn Bhd, Sunway Pyramid
-Aktif Lifestyle Stores Sdn Bhd, The Mall
- Arthur Andersen
- Association of British Women in Malaysia
- ASTRO TV & Radio
- Atria Shopping Centre
- Bistro Americana Holdings
- Boh Plantations Sdn Bhd
- Bonrio Eco Tours Sdn Bhd
- British Council
- Carrefour Malaysia / Magnificent Diagrap Sdn Bhd
- Cascabel Café
- Central Sugars Refinery Sdn Bhd
- Cheras Leisure Mall
- Chili’s Grill-Bar
- Chivas Regal Malaysia
- Comfort Hotel Kuala Lumpur
- Cyber Village Sdn Bhd
- Dewan Filharmonik Petronas
- Dome Café Sdn Bhd
- Dommal Food Services Sdn Bhd
- Drayton Bnd, Crocker & Mano
- Fiske Sdn Bhd
- Foote, Cone & Belging Sdn Bhd
- Giant Supermarket-UIS
- Golden Screen Cinemas Sdn Bhd
- Groupbase Catering Sdn Bhd
- Guinness Anchor Bhd
- Hard Rock Café, KL
- Help Institute (Biz Council)
- Hylux Garments (M) Sdn Bhd
- IOL Mall (Commercial Wings Sdn Bhd)
- Jabatan Pendidikan Negeri Pahang
- Jabatan Pendidikan Negeri Terengganu
- Jabatan Pendidikan Negeri Terengganu
- Jaya Jusco Stores, Kg Sj
- Jaya Jusco Stores, Mid-Valley Mega Mall
- Jaya Jusco Stores, One Utama
- KFC Holdings (Malaysia) Bhd
- Kinabalu Daya Hotel
- Kyun Corporation Sdn Bhd
- Liana's Café, (Orchid Crystal Sdn Bhd)
- Lion Sunbath Parade Sdn Bhd
- Lock, Stock & Barrel
- Majlis Daerah Setiu
- Bandar Paramasuri, Terengganu
- Maketron Sdn Bhd
- Microsoft (M) Sdn Bhd
- Natseven TV Sdn Bhd
- Nestlé Products Sdn Bhd
- Nexus Resort Karambunai
- Pejabat Pendidikan Daerah Cameron Highlands
- Pejabat Perniagaan Raub
dari Cameron Highlands
- People Potential Sdn Bhd
- Perotakan Osacar
- Perks Café, (HPL Marketing Sdn Bhd)
- Perusahaan Muster Sdn Bhd
- Rampai-Niaga Sdn Bhd
- Riche Monde Sdn Bhd
- Roho-Mentholatum (Malaysia) Sdn Bhd
- Shalee Products (M) Sdn Bhd
- Shangri-La Tanjung Aru Resort, Sabah
- Sheraton Sunteq Hotel & Towers
- SM All Saints
- Socma Trading Sdn Bhd
- Sogo Permas Department Store Sdn Bhd
- Star Publications (Malaysia) Sdn Bhd
- Subang Jaya Medical Centre Sdn Bhd
- Sukau Rainforest Lodge
- Summerset Resort Sdn Bhd
- Sunway Medical Centre Sdn Bhd
- Tanjung Golden Village Sdn Bhd
- Valentine Willie Fine Art
- William Harald-Wong & Associates Sdn Bhd
- Y's Men's Club-Berbakhi KL & Klang
- YTL Pangkor Laut Resort

Individuals

- Mr Stephen Chia
- Ms Laura Fan
- Mr and Mrs Hijjas Kasturi
- Mr John Hill
- Ms Mary-Anne Masilany
- Ms Rosemary Tan

Our heartfelt thanks to all donors and volunteers too numerous to mention here for their kind contributions.

Special thanks to all our individual and family supporters who contribute to conservation through our donorship programmes.

For more information on becoming a WWF-Malaysia supporter, please contact the Fundraising department at 03 7803 3772.
### FINANCIAL REPORT

#### STATEMENT OF ACCOUNTS: INCOME

<table>
<thead>
<tr>
<th></th>
<th>12 months to June 2002</th>
<th>12 months to June 2001</th>
</tr>
</thead>
<tbody>
<tr>
<td>Donations from Corporations</td>
<td>437,453</td>
<td>535,751</td>
</tr>
<tr>
<td>Donations from Trusts &amp; Foundations</td>
<td>157,800</td>
<td>64,000</td>
</tr>
<tr>
<td>Donations/Legacies from Individuals</td>
<td>295,102</td>
<td>726,431</td>
</tr>
<tr>
<td>Government/Aid Agencies Grants</td>
<td>2,957,569</td>
<td>2,349,321</td>
</tr>
<tr>
<td>WWF Network Grants</td>
<td>5,872,112</td>
<td>7,193,177</td>
</tr>
<tr>
<td>Sale of Goods/Services/Royalties</td>
<td>207,619</td>
<td>317,782</td>
</tr>
<tr>
<td>Promotions &amp; Events</td>
<td>218,438</td>
<td>384,012</td>
</tr>
<tr>
<td>Other</td>
<td>197,886</td>
<td>181,826</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>10,343,979</td>
<td>11,732,300</td>
</tr>
</tbody>
</table>

#### STATEMENT OF ACCOUNTS: EXPENDITURE

<table>
<thead>
<tr>
<th></th>
<th>12 months to June 2002</th>
<th>12 months to June 2001</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project expenditure including grants</td>
<td>9,036,112</td>
<td>11,947,094</td>
</tr>
<tr>
<td>Operating expenditure</td>
<td>1,562,026</td>
<td>1,164,993</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>10,598,138</td>
<td>13,112,087</td>
</tr>
</tbody>
</table>

"Let's all practice the 3R's to do our bit for the environment - Reduce, Reuse and Recycle."  
*Cindy Cheah Mee Khiun  
Director of Admin & Finance*

"Even conservation work needs proper balancing of "Debits" and "Credits."  
*Lai Lee Keng  
Senior Account Manager*
Get a Sheaffer Javelin pen FREE when you fax us your details. No obligation.

As we face difficult times due to the current economic situation, we understand your company's needs to optimise cashflow. That's why we've come out with an irresistible deal on our extensive and superior range of digital MFPs just for you. Imagine getting a 6-month head start with only one month deposit payment. Your rental payment only starts from the 7th month. From just RM 98 per month. All you need to do is fax over your full name, designation and the model you're interested in on your company letterhead. We'll reward you with a Sheaffer Javelin just for doing so. Better still, when you sign up, you get to choose an even better gift!

Terms and conditions apply for qualified customers only.
Machines shown with optional accessories.

FREE!

ONE OF THESE IS YOURS WHEN YOU SIGN UP!*

* For selected models only.

For more information:
Call NATASHA at 03-7959 2405/7959 2406/7959 2390/7959 2358/7959 2304 or Fax to 03-7956 5153/7956 1311/7957 5499/7958 6382

RICOH (Malaysia) Sdn Bhd (10078-w)
3rd Floor, Lot 1, Infinite Centre, Jalan13/6,
46200 Petaling Jaya, Selangor, Malaysia.
Tel: 603-7957 3311 Fax: 603-7956 1311
A PILLAR OF STRENGTH FOR WWF-MALAYSIA

Cindy Cheah Mee Khuen
Director of Admin and Finance

WWF-Malaysia’s Director of Finance, Cindy Cheah, suffered a stroke this past 13 June 2003. Cindy has since made a remarkable recovery in keeping with her strong will and positive personality. She is currently on medical leave and we all hope that she will make a speedy recovery.

Cindy first got involved with WWF-Malaysia as a volunteer in 1972, as the fledgling organisation was first established. She officially joined WWF-Malaysia in 1976 as a secretary. At that time there were only two staff, herself and the Executive Director, Mr Ken Scriven, so she had to multitask – from secretarial duties to fundraising duties, stuffing envelopes, buying stamps, and keeping the finances in good order!

Says Ken Scriven, Cindy’s close friend and WWF-Malaysia trustee, “Cindy epitomises all the finest attributes of a WWF employee. Since joining the organisation in 1976 as secretary, she has been involved with every aspect of WWF-Malaysia’s operations.

“From general administration, to fund raising, accounts, education, promotions, project administration, photography and even visits to the field her personality and enthusiasm has influenced virtually every member of staff. The phrase ‘ask Cindy’ is almost hourly heard in the office.”

Dr Geoffrey Davison, WWF-Malaysia’s Borneo Programme Director, had this to add, “Cindy has been the greatest single factor contributing to continuity in WWF-Malaysia. She has tackled every job, big and small, with enthusiasm and dedication.”

Says WWF-Malaysia’s Senior Accounts Manager, Lai Lye Keng, “Words just can’t describe what an honour it has been working with Cindy all these years. She has been my immediate boss and friend for 13 years and I find her always ever ready to lend a helping hand and give advice, be it about work or personal matters, as she is a very caring person.”

Ken Scriven also recalls, “I well remember visiting her a few hours after the birth of her second son when she told me that she would be back in the office in a couple of days! Her enthusiasm and dedication to the work of WWF-Malaysia really has no equal.”

Cindy is the longest serving staff member at WWF-Malaysia, having contributed tirelessly to the organisation’s cause for the last 31 years – definitely a tough act to follow. Her personal message to young people interested in conservation work is:

“Work hard and don’t be afraid of extra work because in this way you will learn more – by doing extra work sometimes even if it is outside your scope of work – you will find it useful to you in the future. And of course, believe in the cause you work for and be committed to your work – in this way you will get job satisfaction.”
Spend today
Save tomorrow

Have you gone shopping today? Do you think about tomorrow when you
spend? That may actually be the best thing you could do to save –
tomorrow that is, if you have an EcoCard from Southern Bank.

Sign up for the EcoCard today and ensure a greener tomorrow, as each
time you make a purchase with your EcoCard, Southern Bank will donate
a percentage of all your transactions to the World Wide Fund for Nature,
helping them conserve our planet and all its precious plants and animals.

The EcoCard from Southern Bank is eagerly accepted at more than 30
million establishments and at over 400,000 ATMs around the world. It also
offers exclusive benefits and privileges that come with every Southern
Bank MasterCard; from travel coverage to global cash access and
merchant rewards programmes.

To be the selected few to own an EcoCard and to do your part for Mother
Nature call SBB Member Relations at 03-6204 7788.
PROJECT FUNDS NEEDED

1. **Tigers Alive:**
   Tigers and People as Good Neighbours in Peninsular Malaysia's Forest. This project is aimed at solving the problems of managing tiger populations where they come into contact with human settlements. Efforts include habitat protection, policy advocacy and community education.
   - **Total funds required:**
     - RM 500,000
     - 2004 – Funds Secured
     - 2005 – Funds Secured
     - 2006 – RM 500,000

2. **River of Life: Sustainable Management and Protection of Setiu River Basin in Terengganu.**
   The project objective is to develop and implement the Setiu River Basin Management plan to advocate the establishment of critical biodiversity sites as legally protected areas.
   - **Total funds required:**
     - RM 529,600
     - 2004 – RM 160,000
     - 2005 – RM 176,000
     - 2006 – RM 193,600

3. **Forests and Oil Palm in Harmony:**
   Forging Partnerships for Forest Conservation and Sustainable Development. To work with industry to develop better management practices and to minimise forest clearance, especially in areas that are not ideal for cultivation.
   - **Total funds required:**
     - RM 661,850
     - 2004 – Funds Secured
     - 2005 – RM 148,500
     - 2006 – RM 513,350

4. **Turtles on their Last Legs:**
   Critically Endangered Hawksbill and Terrapin Programme in Melaka. The critically endangered Hawksbill turtle and Painted terrapin populations in Melaka constitute one of the largest nesting populations in Peninsular Malaysia. Sadly, these reptiles have been on the decline due to over-harvesting of eggs for human consumption, loss of habitat, accidental catch in fishing gear and pollution. The overall goal of this project is to address the population decline through proper hatchery management, community education and lobbying for improvement in legislation.
   - **Total funds required:**
     - RM529,600
     - 2004 – RM 160,000
     - 2005 – RM 176,000
     - 2006 – RM 193,600
5. Kota Kinabalu City Bird Sanctuary, Sabah
This project aims to secure the future of the Kota Kinabalu City Bird Sanctuary, a remnant patch of mangrove wetlands with rich wildlife, through establishing education programmes that are offered to various target groups to raise awareness on the importance of wetlands.

**Total funds required:**
RM750,000
2004 – RM 250,000
2005 – RM 250,000
2006 – RM 250,000

6. Royal Belum State Park, Perak
This is a program to support the Perak State Government to gazette the Belum Forest Reserve as a protected area and also to advocate a comprehensive management plan to be implemented in the area.

**Total funds required:**
RM1,050,000
2004 – RM 400,000
2005 – RM 350,000
2006 – RM 300,000

7. Man of the Forest: Orang-utan conservation in Sabah
The orang-utan is nearing extinction due to forest fires, uncontrolled clearing of land for development, and illegal poaching. To better protect them, WWF-Malaysia studies their behaviour and rebuilds their habitat by replanting trees.

**Total funds required:**
RM 275,000
2004 – RM 75,000
2005 – RM 100,000
2006 – RM 100,000

8. Fraser’s Hill Nature Education Centre (FHNEC)
Fraser’s Hill is a popular hill resort known for its beautiful forests, cool climate and high diversity of flora and fauna. The FHNEC is the first education centre of its kind in Malaysia, to be established in a highland forest environment to provide first hand knowledge to visitors on the importance of conserving highland forests. The FHNEC runs activities ranging from birdwatching, guided nature trails and slide shows to workshops and seminars.

**Total funds required:**
RM556,000
2004 – Funds Secured
2005 – RM330,000
2006 – RM336,000

9. Ma’Deraah Turtle Sanctuary, Terengganu
Established in 1999, the goal of the Ma’Deraah Turtle Sanctuary is to ensure that the critically endangered turtle and terrapin populations in this area are protected and enhanced in the long run.

**Total funds required:**
RM 562,700
2004 – RM 170,000
2005 – RM 187,000
2006 – RM 205,700

10. Setong State Park, Kelantan
This program is in support of the Kelantan State Government’s efforts to declare the northern forested region of Kelantan as a protected area and to implement the necessary management plans and resources needed.

**Total funds required:**
RM1,100,000
2004 – RM500,000
2005 – RM300,000
2006 – RM300,000
WWF-MALAYSIA'S NEW PRESIDENT

WF-Malaysia gives a warm welcome to its new President - Tan Sri Razali Ismail. Tan Sri Razali succeeds Tan Sri Khir Johari, WWF-Malaysia President from 1972-2003, who retired earlier this year upon reaching his 80th birthday. Tan Sri Khir is now WWF-Malaysia's President Emeritus.

Tan Sri Razali is presently Special Adviser to the Prime Minister, Yang Amat Berhormat Datuk Seri Dr Mahathir Mohamad, as well as holding many other senior positions for government, business and voluntary bodies. He is especially well known internationally for the guiding role that he played for the first Earth Summit in Rio 1992 and currently as the United Nations Special Envoy to Myanmar.

Tan Sri Razali had a long career in the diplomatic service, culminating in the position of Permanent Representative of Malaysia to the United Nations from 1988 to 1998. He has twice served as President of the U.N. Security Council, been Chairman of the Group of 77, Chairman of the Commission on Sustainable Development and President of the 51st Session of the U.N. General Assembly.

Tan Sri Razali is one of the few holders of WWF-Malaysia's Patron's Award, for his meritorious services to conservation.
WWF-MALAYSIA BOARD AND MANAGEMENT

Patron
HRH Sultan Azlan Shah
Sultan of Perak Darul Ridzuan

President
Y Bhg Tan Sri Razali Ismail

President Emeritus
Y Bhg Tan Sri Dato' Paduka Khir Johari

Chairman
YM Tengku Datuk Dr Zainal Adlin

Treasurer
Ms Yip Jian Lee

Legal Advisor
Mr Loong Caesar

Trustees
Y Bhg Professor Dato' Dr Abdul Latiff Mohamed
Mr Chong Chew Yin
Ms Faridah Merican
Mrs Angela Hijjas
Ms Kate Lim
Y Bhg Dato' Murad Hashim
Y Bhg Dato' Nazir Ariff
Mr Oh Teik Tatt
Dr Rozali Mohamed Ali
Y Bhg Datuk Safri Awang Zaidi
Mr Ken Scriven
Y Bhg Tan Sri Dato' Ir Shahrizalilla Abdullah
Y Bhg Puan Sri Suraya Abdullah
Ms Rosemary Tan

Executive Director
Y Bhg Dato' Dr Mikail Kavianagh Abdullah

Director of Administration & Finance
Ms Cindy Cheah Mee Khuen

Borneo Programme Director
Dr Geoffrey Davison

Director of Government & Aid Agency Partnerships
Mr Kevin Hiew Wai Phang

Director of Education
Mr Mathan Lal Bangah

National Programme Director
Dr Dionysius Sharma

Head of Fundraising and Marketing
Ms Choon Bow Bow

Programme Manager, Partners for Wetlands
Y Bhg Datuk Rajah Indran

Senior Accounts Manager
Ms Lai Lye Keng

Head of Human Resources and ICT
Mr Sudeep Mohandas

Head of Media and Public Affairs
Mr Teoh Teik Hoong

* Executive Committee Member
Let's leave our children a living planet!
www.wwfmalaysia.org

WWF is one of the world's largest and most experienced independent conservation organizations, with almost 5 million supporters and a global network active in more than 90 countries.

WWF's mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature, by:
- conserving the world's biological diversity
- ensuring that the use of renewable natural resources is sustainable
- promoting the reduction of pollution and wasteful consumption.

WWF-Malaysia
Tabung Alam Malaysia
49, Jalan SS23/15
Taman SEA
47400 Petaling Jaya
Selangor D.E., Malaysia
Tel.: ++ (603) 7603 3772
Fax: ++ (603) 7603 5157
E-mail: wwfmal@wwf.org.my

© 1986, WWF-World Wide Fund for Nature (Formerly World Wildlife Fund) © WWF Registered Trademark owner