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WWF-Malaysia (World Wide Fund For Nature-Malaysia) was established in Malaysia in 1972. It currently runs more than 90 projects covering a diverse range of environmental conservation and protection work, from saving endangered species such as tigers and turtles, to protecting our highland forests, rivers and seas. The national conservation organisation also undertakes scientific field research, public awareness campaigns, business and industry engagement, environmental education and advocacy work to achieve its conservation goals.

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

Chairman:
4 Yam Tunku Ali Redhauddin ibni Tuanku Muhriz

President:
Emer. Prof. Dato’ Dr Abdul Latiff Mohamad

Trustees
2 Mr. Robert Basiuk
3 Mr. Stephen Hagger
1 Mr. Jayl Langub
6 Prof. Dato’ Dr Mazlin Mokhtar
7 Datuk Dr Beatrice Beth Baikan
8 Mr Ken Pushpanathan
9 Mr Christopher Wong

(Not in the photo)

Legal Advisor:
Ms. Suhana Dewi Selamat

Treasurer:
Ms Caroline Russell
[Completed her office term as WWF-Malaysia’s Honorary Treasurer in March 2016]
Partner the Panda


Partnerships play a key role in WWF’s efforts to influence the course of conservation. Partnership with WWF-Malaysia makes good business sense and will enable your company to benefit from partnering one of the world’s most well-loved brands.

Market Transformation

WWF-Malaysia can guide your company to adopt more sustainable business practices to optimise your triple bottom line: People, Planet and Profit. Ensuring sustainable supply chains for timber, paper-pulp, palm oil, seafood and fisheries will help increase your company’s competitive edge, open new markets as well as win more customers and partners.

Project Sponsorship

Business partners support WWF-Malaysia through investments in specific conservation projects. Long term financial support offers security and continuity for projects that help conserve endangered species and our natural resources as well as educate future leaders and boost the livelihoods of local communities.

Employee Engagement

WWF-Malaysia offers customised Corporate Social Responsibility programmes for your employees to get a hands-on experience at one of our field sites, thus enabling them to understand that sustainable development can go hand-in-hand with environmental conservation efforts and inspiring them to embrace greater environmental citizenship.

Brand Licensing & Promotion

The WWF panda logo is one of the world’s most recognised brands and co-branding will help to extend consumer goodwill to your products. Companies with a proven track record of corporate environmental responsibility and whose products are manufactured using environmentally-friendly practices and materials may be eligible to apply for a licensing agreement.

Donations in Kind

Contributions in kind mean cost savings for WWF-Malaysia, ensuring that more of our funds – your donations – go directly to our conservation projects. Media outlets as information sponsors can help provide free air-time and space for media coverage of WWF-Malaysia’s activities and promotions.

To find out more about corporate partnerships, please contact 03-7450 3773 or email us at corporaterelations@wwf.org.my

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For the first time in 2015, WWF-Malaysia engaged with cities through the Earth Hour City Challenge (EHCC) to take steps that would help minimise the adverse effects of climate change, and help safeguard the good quality of life for all Malaysians. In 2016, four Malaysian cities participated in EHCC: Dewan Bandaraya Kuching Utara (DBKU), Majlis Bandaraya Melaka Bersejarah (MBMB), Majlis Bandaraya Petaling Jaya (MBPJ) and Majlis Bandaraya Pulau Pinang (MBPP). WWF recognises cities for helping to build a sustainable and safe energy future with the EHCC.

DBKU is focused on greening the city and has taught residents how to produce their own compost, soils and flowering plants, as well as select suitable plant species to cultivate. DBKU had also set up a composting centre, enabling the council to promote organic farming concepts while helping Kuching households to reduce their daily household waste generation. DBKU green initiatives such as the Bandar Baru Semariang Community Farming Projects and Malaysian Urban Rural National Indicators Networks on Sustainability have garnered national awards.

Effective 1 January 2016, the Melaka state government banned plastic bags at all supermarkets and shopping malls. MBMB will spearhead the state government’s campaign by ensuring these directives are adhered to in line with the state’s ‘Don’t Mess with Melaka’ campaign to prevent littering and maintain cleanliness. MBMB has also made mandatory the provision of biodegradable plastic containers at its canteens and reduced the use of plastic bags within the council. Moreover, the council is aiming to develop a Green House Gas emission footprint chart to track the carbon footprint of the city as part of its Green City Action Plan programme.

EHCC 2015 and 2016 National Winner MBPJ continues to target reducing their carbon footprint by 25% from 2014 to 2018, while extending the length of free public transport services for Petaling Jaya citizens through the development of a sustainable transport master plan. The city also facilitated the process of transforming biodegradable waste into cooking gas as part of its Waste to Wealth programme, a small scale renewable energy project. In addition, energy efficiency projects were implemented, with LED public lighting facilities set up around the city in stages.

Penang, the first state government to initiate plastic bag free days, extended this to all seven days of the week to reduce plastic bag clutter and prevent marine litter. The Penang state government also banned the serving of shark fin at all official functions, and was a key partner in supporting WWF-Malaysia’s ‘My Fin My Life’ campaign in 2016. Moreover, the state government had encouraged developers and building owners in Penang to incorporate features and fittings that save energy and resources such as cool roofing, solar energy panels, water efficiency gadgets, rainwater harvesting devices and proper waste management systems, among others.

In 2016, MBPP collaborated with WWF-Malaysia for the third year on an Earth Hour Night Walk, while WWF-Malaysia worked with MBPJ for the first time on a Night Walk to motivate public action to live more sustainably and raise funds for our
conservation efforts. More than 4,000 people participated in both events. The Penang event was graced by Penang State Executive Councillor for Local Government, Traffic Management and Flood Mitigation, YB Tuan Chow Kon Yeow. The PJ event was graced by YAB Dato’ Seri Mohamed Azmin bin Ali, Dato’ Menteri Besar Selangor, and YBhg Tuan Mohd Azizi bin Mohd Zain, Datuk Bandar Majlis Bandaraya Petaling Jaya.

WWF-Malaysia thanks Earth Hour corporate sponsors Digi Telecommunications Sdn Bhd and Shopee Mobile Malaysia Sdn Bhd, as well as co-organiser 1st Avenue Mall Sdn Bhd.
CHAIRMAN’S STATEMENT

HH Tunku Ali Redhauddin ibni Tuanku Muhriz

Since its establishment in 1972, World Wide Fund for Nature Malaysia (WWF-Malaysia) has adopted and upheld the same mission as WWF-International – to stop the degradation of our planet’s natural environment, and to build a future in which humans live in harmony with nature.

Enclosed are the financial statements for WWF-Malaysia ending 30th June 2016. A total income of RM38.48 million was raised in the last financial year, including RM11.93 million through WWF International Networks. Of this, RM27.51 million was utilised on our seven core programmes, focusing on Peninsular Malaysia Terrestrial Conservation, Sabah Terrestrial Conservation, Sarawak Conservation, Marine Conservation, Market Transformation Initiatives, Sabah Reforestation, and Education for Sustainable Development. Our supporters will be delighted to see their contributions translate into real conservation actions.

WWF-Malaysia’s macro-strategies and goals continue to be consistent with the conservation goals and needs of the country. We provide technical inputs to the Government and regulators for environmental policies and stress the need to integrate natural capital – our ecosystems – in the country’s long-term development plan. For example, we support the Government’s commitment to conserve biodiversity and promote sustainable consumption as stated in the 11th Malaysia Plan (RMK11) and National Biodiversity Policy (NBP).

As a leading non-governmental organisation in environmental conservation, WWF-Malaysia works across a wide spectrum and reaches out to various stakeholders. We raise awareness about the importance and value of our ecosystem services among the public, and emphasise the need to take collective action to save the planet. We are all accountable and have our individual roles to play.

WWF-Malaysia gears its resources to constantly evolve and grow. The organisation strives to align with WWF-International’s global practices to achieve stronger conservation impact. These consist of six global goals – Forests, Wildlife, Water, Oceans, Food and Climate and Energy. Our focuses range from ensuring that the most iconic and endangered animal species are secured and recovering in the wild, to ensuring that our most important forests and marine conservation areas, and their benefits to human well-being, are maintained and enhanced.

Consistent with our objectives, WWF-Malaysia was rewarded with many significant conservation wins over the past financial year. We witnessed the official gazettement of the one-million hectare Tun Mustapha Park (TMP) in the Coral Triangle off the north coast of Borneo. This was a milestone in global marine conservation, as well as in the history of WWF. Working with the Sabah State Government and Sabah Parks, as well as other international partners and civil society, we helped to establish the biggest marine park in Malaysia.

WWF-Malaysia secured a milestone partnership with the Maybank Foundation in support of the organisation’s ongoing tiger conservation efforts in the Bumut–Tenenger Forest Complex, which started in 2007. The Foundation’s committed funding of RM1.2 million for the first year of the four-year project will enable WWF-Malaysia to continue its existing work in this important area.

This financial year also saw WWF-Malaysia signing a five-year Memorandum of Understanding (MoU) with the Forest Department of Sarawak relating to the State’s conservation and sustainable development goals. These include strengthening environmental protection and management in priority conservation areas, promoting protection of ecosystems, and facilitating greater integration of biodiversity to ensure sustainable development.

The organisation also took another step in innovation by working with Kolej Universiti Islam Antarabangsa Selangor (KUISCELL) Sdn Bhd to launch the ‘When We’re Friends (WWF) with Nature’ animation series. This is the first effort to combine faith with environmental education in Malaysia, creating a series inspired from the teachings and values of the world’s major religions. We hope that this initiative will empower our younger generation to view and respect the environment from a wider angle.

Going forward, we aim to put innovation at our core in order to function as a 21st century WWF. Resource mobilisation will be a key element in transforming WWF growth, and existing resources, talent and capability will continue to be strategically utilised, and more effectively used, in conservation.

We wish to thank those who continue to collaborate with us throughout this important journey. Our heartfelt appreciation goes to our partners, donors, supporters, the media, staff, volunteers and members of the public. By implementing greener and more sustainable practices, spending resources, effort and time as well as raising awareness among peers, you have contributed towards the greater good of the planet. Let us join hands and continue to protect the earth.

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Tunku Ali Redhauddin ibni Tuanku Muhriz
Chairman of WWF-Malaysia
Dato’ Dr Dionysius Sharma

FOREWORD BY CEO/EXECUTIVE DIRECTOR

WWF-Malaysia has been actively advocating and caring for the environment since 1972. We are dedicated to make a difference through our six conservation programmes; namely Sabah Terrestrial Conservation Programme, Sarawak Conservation Programme, Peninsular Malaysia Conservation Programme, Marine Programme, Education for Sustainable Development Programme, and Market Transformation Initiative Programme.

Our Together Possible platform calls us to engage and involve people in our efforts. Saving the planet takes a collective effort. Everybody is accountable for their lifestyle and carbon footprint. We all need to understand that preserving our natural resources is crucial for the survival of the human race in the long run. We create awareness and educate them to care for nature. People are more motivated to take actions for their own benefits when they understand how the ecosystems attribute to their own welfare. Collaborating with communities has taken us a long way in conservation.

In 2016, WWF-Malaysia enrolled four Malaysian cities to participate in the Earth Hour City Challenge (EHCC). These consisted of Dewan Bandaraya Kuching Utara, Majlis Bandaraya Melaka Bersejarah, Majlis Bandaraya Pulau Pinang (MBPP) and Majlis Bandaraya Petaling Jaya (MBPJ). MBPP and MBPJ were among the 41 global finalists out of 126 participating cities from 21 countries, with MBPJ being the national winner. EHCC has inspired cities to become more creative in finding ways to tackle climate change, and we hope these achievements would encourage other cities to come onboard.

On the advocacy front, we identify and stress the needs for additional measures and resources to better preserve our various landscapes. In Sabah, WWF-Malaysia successfully advocated for the protection of the 22,932-hectare Meliau Range which coincided with the Sabah Forestry Department’s plan. Our survey efforts also contributed to the upgrading of protection status of a 30,989-hectare area (part of Kuamut and Gunung RaraForest Reserves) from Class II to Class I as it revealed a high presence of orangutans.

We provide technical inputs to governments and regulators for environmental policies and emphasise integration of our natural capital in the country’s long-term development plan. Through marine spatial planning (MSP), we bring people together to have a common vision towards sustainable resources, and promote large-scale ocean protection and management. WWF-Malaysia’s Marine conservation work in Semporna Priority Conservation Area (PCA) progressed with the launch of the Semporna Marine Spatial Plan (SMSP) in June 2015. The SMPS received international recognition when it was awarded the runner up for International Planning Excellence from the Royal Town Planning Institute on 5 May 2016. This award recognized the commitment made by the Semporna stakeholders to use MSP, and that it is in line with the Sustainable Development Goals promoting marine ecosystem sustainability and people’s livelihood and welfare.

Our community engagement efforts inspire communities and educate them to care for nature. People are more motivated to take actions for their own benefits when they understand how the ecosystems attribute to their own welfare. Collaborating with communities has taken us a long way in conservation.

FORMADAT, WWF’s community partner in the Heart of Borneo (HoB), was named among the 21 United Nation Development Programme (UNDP) Equator Prize 2015 winners on September 21, 2015. The Equator Prize was awarded to 21 outstanding local and indigenous community initiatives from a total of 1,461 nominations from 126 countries submitted. FORMADAT is a trans-border alliance between Indonesia and Malaysia comprised of the Lundayeh/Lun Bawang, Kelabit, and Sa’ban indigenous peoples living in the highlands of the Heart of Borneo. This was a significant recognition of their role in preserving and sustaining the communities’ lifestyles that help to mitigate climate change and global warming.

Our worldwide presence and network enabled us to undertake bigger-scaled projects for stronger impacts. WWF-Malaysia collaborated with WWF-Indonesia and WWF-Germany on a two-million hectare site spanning from northern West Kalimantan to the southwest of Sarawak. The site was identified for the Heart of Borneo Transboundary Corridor project, and aimed to develop a green economy management concept that promotes environmentally-friendly resource use and production. This cooperation was funded under the International Climate Initiative of the Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety of Germany.

In line with how the organisation has evolved, WWF has developed innovative ways to reach out to various segments of the population, including businesses. Our market transformation initiative sees us influencing behaviour by educating businesses and consumers on sustainable production, supply chain and consumption. WWF-Malaysia and WWF-Germany together with Bahlsen, Wild Asia and Sime Darby established a strategic partnership which built on our commitments to engage smallholders. Through the project, we aimed to support and educate smallholders towards becoming Roundtable on Sustainable Palm Oil (RSPO) certified, to establish a transparent palm oil supply chain to Europe, and report and monitor on the progressive growth of smallholder groups.

In a nutshell, WWF-Malaysia has crossed many milestones since its inception more than four decades ago. We shall continue to identify future opportunities and form creative partnerships to better protect Planet Earth.

Dato’ Dr Dionysius Sharma
CEO/Executive Director of WWF-Malaysia
WWF-Malaysia Marine Programme works on the protection of ecosystems in the seas of Peninsular Malaysia and East Malaysia. It is dedicated to ensure the sustainable development of marine areas, sustainable use of marine resources and conservation of marine species.

From July 2014, the Marine Programme adopted four “transformational” strategies to bring together change needed to create conservation impact at scale across Malaysia. These transformational strategies address key drivers and threats to fisheries and aquaculture, and ensure conservation of marine environment and natural resources.

The Marine Programme works closely with stakeholders in government agencies, the private sector, industry, academe and local communities. Our conservation highlights demonstrate the “Together Possible” successes made possible with support from our partners, especially community-based organisations.
Success Stories

Tun Mustapha Park (TMP) Established

All marine parks in Sabah will become shark sanctuaries in an effort to protect endangered shark species in Sabah.

WWF-Malaysia has been working closely with Sabah Parks to support the Sabah State Government’s gazettement of Tun Mustapha Park (TMP) since 2006. It measures almost 900,000 hectares (898,762.76 ha) of rich marine biodiversity, making it the largest marine park in Malaysia.

TMP covers 50 islands and spans across Sabah’s Northern coastal districts of Kudat, Kota Marudu and Pitas with a combined population of over 85,000. With its gazettement, the park contributes to the increase in percentage of marine protected area (MPA) or managed as an MPA to 11% for Sabah and 2.1% for Malaysia. Prior to TMP’s gazettement, the status was 1.3% and 0.8% respectively.

TMP was launched by the Chief Minister of Sabah on 24 July 2016, where he also announced that all marine parks in Sabah will become shark sanctuaries in an effort to protect endangered shark species in Sabah.

The official MoA (Memorandum of Agreement) exchange between WWF-Malaysia and Sabah Parks, signifying an agreement to work in collaboration for the Tun Mustapha Park (TMP) for the next 10 years.
The Marine Programme policy team has participated in various forums and has provided input with respect to several national documents. They were seeking to push for the redirection of harmful fisheries subsidies and the adoption of the Ecosystems Approach to Fisheries Management (EAFM), in addition to carrying out stakeholder engagement on these subject matters. Two national policies, namely the 11th Malaysia Plan and the National Policy on Biological Diversity, now have provisions addressing the need for reviewing or redirecting subsidies, and also for important ecosystems consideration when managing natural resources.

Our work in Semporna Priority Conservation Area (PCA) progressed with the launch of the Semporna Marine Spatial Plan (SMSP) in June 2015. The SMPS received international recognition when it was awarded the runner up for International Planning Excellence from the Royal Town Planning Institute on 5 May 2016. This award recognised the commitment made by the Semporna stakeholders to use Marine Spatial Planning, and that it was in line with the Sustainable Development Goals promoting marine ecosystem sustainability and people’s livelihood and welfare.

Marine spatial planning (MSP) also began in Terengganu with the first MSP training in May 2016. The MSP process is important in bringing stakeholders together to address conflicting use of space towards a common sustainable development goal and it is an important tool for ensuring a balance between conservation and sustainable coastal development.
My Fin My Life (MFML) was the first nationwide campaign started since January 2016 by WWF-Malaysia and partners – Reef Check Malaysia, Malaysian Nature Society (MNS) Selangor Branch Marine Group, Sabah Shark Protection Association, Shark Savers Malaysia and Scuba Schools International.

Supported by the Penang State and Sabah State Governments, the two MFML launches in Georgetown and Kota Kinabalu received wide national media coverage and initiated public discussions for shark protection. Both State Governments were very supportive of the MFML campaign and organised, jointly with WWF, public and business forums for businesses, hotels and restaurants to discuss going fin-free and other opportunities beyond the campaign.

The MFML campaign ran until 30 September 2016 for business engagements and 31 December 2016 for public engagements. Malaysians and people living in the country were urged to be a shark hero and pledge at myfinmylife.com.
Towards a Better Sea
Turtle Awareness and Conservation across Malaysia

Five resolutions were agreed upon and adopted in a Turtle Seminar and Workshop in September 2015 organised by the Science Advisor of the Prime Minister of Malaysia, Universiti Malaysia Terengganu, WWF-Malaysia and Department of Fisheries Malaysia. One of the resolutions is to achieve a nationwide ban on commercial turtle egg trade tentatively by December 2016.

This 2016 nesting season, the Turtle Guardian team in Melaka, comprising turtle patrollers employed by the Department of Fisheries and WWF-Malaysia’s monitoring team had successfully:

- Secured 348 hawksbill turtle nests to-date for incubation in the hatchery
- Patrolled 9 out of 10 prime nesting beaches nightly in Melaka during the peak months of April to September
- Recorded 140 nesting females in total and flipper tagged 74 new females
- Saved and released alive one juvenile turtle accidentally caught in a fishing net, which was reported by the local community

In Terengganu, 4,907 Green Turtle nests were recorded throughout the state in 2015, with almost 430,000 turtle eggs protected in the hatchery. Meanwhile in Sabah, from January to June 2016, WWF-Malaysia recorded 78 Green Turtle nests and 26 Hawksbill Turtle nests in Semporna.

Best hatchery management practice course (BHP) held on 21 April 2016 at Ma’Daerah Turtle Sanctuary, Kerleh, Terengganu. For the first time, we invited an officer from the Malaysian Maritime Enforcement Agency to give a talk on their work at sea with regard to safeguarding our waters from turtle poachers and interaction between turtle and fishing gears.
Sarawak Conservation Programme

Programme Overview

The Sarawak Conservation Programme’s goals focus on sustainable management of the state’s natural resources in identified priority conservation areas (PCAs). This includes creating and maintaining hydrological river and wildlife corridors connectivity between these PCAs to ensure that wildlife populations such as clouded leopards, bearded pigs and orang-utans can continue to thrive. We also advocate for increased coverage of protected areas and assist in improving their management effectiveness. The programme’s vision is to have the health of forest and ecosystems in important areas increased for the benefit of man and nature.

We work closely with government, private sector and non-governmental organisations especially groups that affect or are affected by the utilisation of natural resources. Our stakeholders comprises Forest Department Sarawak, Sarawak Forestry Corporation, Natural Resources and Environment Board, Agriculture Department, Sarawak Rivers Board, Sarawak Energy Bhd, Tanoti Sdn Bhd and higher learning institutions. We also collaborate with NGOs such as the Malaysian Nature Society, Wildlife Conservation Society and community platforms like the Alliance of the Indigenous Peoples of the Highlands of Borneo (FORMADAT).
Success Stories

WWF-MY signs Memorandum of Understanding (MoU) with Forest Department Sarawak in Miri

The five-year MoU aims at strengthening both organisations’ collaboration that will assist the state to achieve its conservation goals and objectives of sustainable development. The collaboration and activities covered under this MoU include documentation work for the gazettment of new areas as Totally Protected Area (TPA); explore methods and provide technical support to establish community-based protected areas; and develop pilot integrated watershed management plan for water security in identified watershed within Permanent Forest Estates and TPAs.

WWF-Malaysia will also provide technical support to enhance timber legality assurance system in Sarawak and to implement the system in pilot study areas; provide technical support in promoting Sustainable Forest Management leading towards Forest Management Certification in Sarawak; and develop a map of PCAs for Sarawak using the systematic conservation planning approach.

Sustainable Forest Management in East Malaysia: Kubaan-Puak Forest Management Units in Sarawak & FMU 5 in Sabah workshop in Kuching

The drive towards achieving Sustainable Forest Management (SFM) in Kubaan-Puak Forest Management Units (FMUs) in particular has moved up a notch after the workshop as stakeholders involved are better convinced on the need to co-manage logging concessions with communities. The workshop is part of the Sustainable Forest Management initiative in the East Malaysia states spearheaded by WWF-Malaysia’s Responsible Forestry Strategy and supported by the German Federal Ministry of Food and Agriculture and Forest Department Sarawak. It also enabled around 30 semi-nomadic Penans from Kubaan-Puak area to understand SFM concept and raise their concerns and what they hope to see from the project, as well as provided an opportunity to meet and engage with timber companies, the department and civil societies. After the workshop, a series of engagements were held with the stakeholders, particularly timber companies and the Penan communities affected.
On-going conservation efforts by Sarawak Conservation Programme
Inspiring Social Enterprise for Conservation of Nature

WWF-Malaysia has been collaborating with Malaysian Global Innovative and Creativity Centre (MaGIC) to raise awareness and hold trainings on Social Enterprise’s (SE) potentials towards social development and conservation for highlands communities. SE initiatives encourage local communities to start their businesses with considerations of social and environmental impacts in their business model, as a form of alternative livelihoods instead of fully depending on natural resources.

Successful SE can contribute to conservation of nature where local communities manage conservation initiatives independently such as tree planting programmes, protection of wildlife for ecotourism activities and preservation of rivers for fishing activities.

Workshops and social surveys in Kubaan-Puak

The Responsible Forestry and Community Engagement and Education Programmes held series of dialogue sessions and workshops at village level to prepare the Penan communities in Kubaan-Puak on the formation of Community Representative Committee (CRC). To better showcase of a successful CRC to the semi-nomadic community, WWF and Sarawak Forestry Corporation (SFC) held an exposure trip for the Penans to visit Anap Muput Forest Management Unit (FMU) in Bintulu. The Penans had first hand experience on how the Iban community co-manage the forest through CRC which is part of sustainable forest management. The trip included site visits and sharing sessions by the Iban community and briefing explanation by SFC.

WWF has also held two social-economic surveys for the 18 Penan groups to gather baseline data on the population, education level, daily activities and traditional knowledge of the community. The data will come in handy particularly in understanding the dynamics of the community and how future activities can be tailored to meet their needs.
Sabah Terrestrial Conservation Programme
Programme Overview

Sabah Terrestrial Conservation Programme (STCP) strives to integrate most of WWF-Malaysia’s terrestrial work in Sabah into one programme, for collective actions towards conservation of endangered ecosystems and species. It envisions conservation in perpetuity for Sabah’s forests, riverine systems and biodiversity, and in particular its endangered species.

The team believes that joint efforts with stakeholders such as government agencies in Sabah will result in reducing threats impacting forest and endangered species such as the Bornean orangutan and elephant. Conservation achievements highlighted are the fruits of collaborative efforts supported by our stakeholders in Sabah.
Success Stories

More forests and orangutan habitats protected in Sabah

An intact forest is an unbroken natural landscape of a forest ecosystem and is of sufficient size to support indigenous biodiversity of viable populations. One of the intact forest areas identified and successfully advocated for protection by WWF-Malaysia was the ultra-basic forests of Meliau range (22,982ha), which coincided with Sabah Forestry Department’s plan. Our survey efforts also contributed to the upgrading of protection status of an area measuring 30,989 ha (part of Kuamut and Gunung Rara Forest Reserves) from Class II to Class I, after STCP’s surveys revealed an abundance of orangutans in the area.

Increased enforcement in forest reserves to reduce poaching

The establishment of the STCP-advocated anti-poaching task force in Lahad Datu comprising Sabah Forestry Department (SFD), Sabah Wildlife Department, Yayasan Sabah and the Police Department (PDRM) led to a series of joint and coordinated patrolling and enforcement exercises focused on Ulu Segama Forest Reserve and Danum Valley Conservation Area. The diligent efforts by the task force resulted in the arrest of four government-linked company staff in September 2015 at Ulu Segama Forest Reserve. The group were later successfully prosecuted and sentenced to two years in jail.

Sabah’s first Human-Elephant Conflict (HEC) working group

The HEC working group in the Kalabakan landscape, which was advocated by WWF-Malaysia, has provided a platform for plantation companies involved in conflict to come together and jointly develop HEC mitigation options for the landscape. These include re-alignment of electric fences, and setting aside parts of the land to enable movement of elephants. As a result, Sabah Softwoods Berhad (SSB), a tree and oil palm plantation company, set aside a corridor (of approximately 80 ha) in April 2016 to allow elephants to move through an area being newly planted with oil palm. With these mitigation options in place, it is predicted that the frequency of HEC will be reduced in Kalabakan.

Datuk Sam Mannan (seated centre) held a special appreciation ceremony with the rangers and personnel involved in the September 2015 arrest of poachers in Ulu Segama Forest Reserve. STCP ranger Masrin Otoh is standing on the far left.

Brumas (the collared female elephant on the left) and her herd are usually found in the Brumas estate of Sabah Softwoods Berhad. This tree and oil palm plantation company has agreed to set aside a corridor to allow elephants to move between forest patches and tree plantation areas.
Restoring degraded orangutan habitat in Bukit Piton

As of December 2015, WWF-Malaysia has planted 2099 hectares out of the 2400 hectares of the committed restoration area in Bukit Piton Forest Reserve, a forest reserve gazetted as a Class I Protection Forest due to our orangutan research and advocacy. The 2009-hectare replanted areas also boast almost a million of seedlings planted since 2008. Our forest restoration efforts have enabled the tree-dwelling apes to use the newly planted trees as their food source, nesting sites and also to travel from one part of the forest reserve to another.

The River Rangers of Ranau

Our engagement with local communities at Ranau, at the upper reaches of Sugut River, has resulted in 17 villagers (headmen/leaders) being trained as river rangers. WWF-Malaysia embarked on this river ranger recruitment to encourage greater awareness, understanding and stewardship of the river that the local communities depend on.

The empowerment of these local communities has resulted in them setting up their own society called “Kelab Pemantau Sungai Daerah Ranau” (Ranau District River Monitoring Club). The club has been monitoring their rivers monthly since January 2016 and has trained other villages to monitor the rivers in their villages. In addition, the club is also advocating for the Upper Sugut River to be gazetted as Water Protection Area under the Water Resource Enactment 1998.
On-going Conservation Efforts by STCP

Under STCP, WWF-Malaysia works to prevent land conversion in Sabah’s priority conservation areas, restore degraded forests, reduce wildlife crime and human-elephant conflict (HEC), and improve river quality in important catchments. Therefore we work together with our stakeholders on:

Conservation spatial planning such as mapping High Conservation Value forests, elephant movements and orangutan distribution in the Central Forest Reserves of Sabah. These will be used for land-use planning and advocacy to protect more forests in Sabah and to help Sabah achieve 100% Certified Sustainable Palm Oil (CSPO), as endorsed by the State Cabinet in October 2015.

Capacity building of Sabah Forestry Department and Yayasan Sabah staff on protected areas management and credible certification to ensure that Sabah’s rangers and officers can protect and manage its conservation areas well.

Identifying priority orangutan areas to be restored. They are Trusan Sugut, Sungai Tiagau, Bukit Piton - Ulu Segama, Gunung Rara, Kuamut - Deramakot, and Madai-Baturong - Ulu Kalumpang Forest Reserves. Restoring the habitats of tree-dependent orangutans will provide them with adequate resources and connect one forest reserve to the other for their movement.

Advocating the setting up of anti-poaching task forces in Tawau and Tongod (following the success of the Lahad Datu task force). Joint patrols have started in Tawau and resulted in one individual arrested for transporting wild meat during a roadblock on 20 May 2016 and two individuals arrested during raid in local market on 22 May 2016.

Developing a long-term management plan for HEC in the Kalabakan landscape. This long-term plan will include spatial plans for the landscape, wildlife corridors and riparian buffers. It will help coordinate efforts amongst the plantation companies to reduce the frequency of HEC, and increase the long-term survival of the elephants.

Gazetting Sugut and Inanam water catchments as Water Protection Areas under the Water Resource Enactment 1998.
Peninsular Malaysia Terrestrial Conservation Programme Overview

Peninsular Malaysia Terrestrial Conservation Programme covers the terrestrial region of Peninsular Malaysia, with an emphasis on the conservation of forests, wetland ecosystems and a key species - the Malayan tiger. The programme focuses on Freshwater, Protected Areas and the Northern Banjaran Titiwangsa priority areas.

The programme envisions for the Peninsular Malaysia’s forests, wildlife and freshwater ecosystems to be valued, conserved and sustainably managed for the long-term benefits of human and nature.
Success Stories

Maybank stepped in as a major funder for tiger conservation

In January 2016, a major corporate funder, Maybank Foundation, came on board with a committed funding of RM1.2 million for the first year of this four-year project. The contribution enabled WWF-Malaysia to continue its crucial tiger conservation efforts in the Belum-Temengor landscape. A special partnership launching ceremony was held at the Belum Rainforest Resort in Perak which was graced by DYMM Paduka Seri Sultan Perak Darul Ridzuan, Sultan Nazrin Muizzuddin Shah, who is also WWF-Malaysia’s patron. Other VIPs in attendance included the Chief Minister of Perak Datuk Seri Dr Zambry Abdul Kadir as well as State Exco members and Federal and State directors from various agencies.

Advancing protection efforts for Setiu Wetlands through strengthened partnership

The Terengganu state government has established several relevant committees to mobilise the planning process towards the gazettement of a state park in the Setiu Wetlands. As a recognised partner, WWF-Malaysia has been invited to be part of these committees and related meetings where we participated and provided critical information and recommendations particularly from the conservation and sustainable development perspectives.

WWF-Malaysia with several government agencies has also jointly organised several initiatives in 2016 to promote the importance of Setiu Wetlands and its protection. We held the “Walk and Plant for Healthy Wetlands” in conjunction with International Day of Forests on 19 April 2016 in collaboration with the Terengganu Forestry Department and officiated by the State Exco for Tourism and Culture on behalf of the Terengganu Menturi Besar. The 500 participants comprised students, local community and government officials. Another major initiative was the Scientific Expedition held from 20 to 24 April 2016, co-organised with Universiti Malaysia Terengganu, Terengganu Forestry Department and Terengganu Department of Wildlife and National Parks. 79 people participated with 16 research topics covered and four feature articles about the expedition published in the media. The expedition generated vital findings that could provide justification and guidance for informed decision by the government for the management of Setiu Wetlands especially on the gazettement of a state park in Setiu Wetlands.

WWF-Malaysia’s patrol teams deactivated 35 active wire snares from July 2015 to June 2016, potentially saving a number of endangered wildlife species. Within the same period, patrolling efforts spanning 298 patrol days covered 1,238 km on foot. Rangers from Perak State Parks Corporation were also given two basic trainings on patrolling and navigation, whilst several joint patrols with the enforcement agencies were carried out; one which resulted in the release of a sambar deer caught in a snare.

A community engagement session with the Orang Asli in Belum.
Believing that art can be a powerful visual tool to attract people, WWF-Malaysia organised the ‘Ulu Muda Artists’ Excursion’ featuring renowned local artist, Christine Das and photographers, Rizalis and Afza. The excursion that was held in April 2016 brought these talented artist and photographers to experience the lustrous wonders of Ulu Muda and capture them in their own form of artistic interpretation. Their artworks would showcase the magnificence of Ulu Muda’s biodiversity in a new and creative form.

Through the excursion, the three local artists were deeply moved and fascinated with Ulu Muda, and each of them were determined to help us spread awareness on Ulu Muda through their masterpiece artworks.

Their artworks shall be used to tell stories of this area; its grandeur and the threats faced. It shall also be used for advocacy and to increase awareness of the area amongst the general public, especially those in the northern regions who are directly and indirectly dependent on the Ulu Muda forest for their livelihoods and quality of life. Apart from the three artists involved during the excursion, another supportive local artist, Monica Lee, also contributed three artworks to be used as awareness materials, although she was not able to join the trip.

Besides the artists, journalists from The Star and NST also joined us in this excursion and thereafter published two articles entitled ‘Not Just Another Jungle’ (23rd April 2016, NST) and ‘Paradise in Peril’ (28th May 2016, The Star). With these feature articles, the importance of Ulu Muda’s protection were shared to a wider range of people.
Partnership with the Royal Bank of Canada (RBC) in safeguarding water security in Klang Valley

A new three-year partnership with a corporate funder, the Royal Bank of Canada (RBC) via the RBC Blue Water Project Award was successfully secured and officially launched on 2 June 2016. The funding amounting to RM345,000 will enable WWF-Malaysia to further continue its freshwater conservation efforts in Klang Valley. The conservation work focuses on demonstration case studies, assessments on cost and benefits linking water catchment forest connection with water resources security, and water awareness and educational campaigns targeted for civil society, planners and decision makers.

Launching of Awareness Signboards & Pocket Guides in Fraser’s Hill

In conjunction with the Fraser’s Hill International Bird Race event back in May 2016, WWF-Malaysia launched specially designed awareness signboards and pocket guides encompassing information on Malaysia’s two main conservation acts; National Forestry Act 1984 and Wildlife Conservation Act 2010. The event was officiated by YB. Dato’ Ishak Mokhtar, the General Manager of Fraser’s Hill Development Corporation (PKBF).

The signboards and pocket guides were part of an initiative of WWF-Malaysia with the support of Fraser’s Hill Development Corporation, Forestry Department Peninsular Malaysia, Department of Wildlife and National Parks, and the Raub District Council. This initiative aimed to increase public awareness and understanding of relevant provisions of the two conservation acts, especially amongst the visitors to Fraser’s Hill. The signboards were installed at five identified hotspot locations in Fraser’s Hill and the pocket guides would be given away to the public through the tourist information center and all leading hotels and resorts in the area.

Furthermore, this event also gave us an opportunity to connect with YB. Dato’ Sri Haji Mohd. Sharkar Bin Haji Shamsudin, the Chairman of Pahang’s State Tourism and Culture Committee, and to present a proposal on getting long-term protection of Fraser’s Hill from any potential threat. We believe that by establishing a state park at Fraser’s Hill, covering a significant area of forest, will not only give it better protection status but will allow for the streamlining and improvement in the management effectiveness of the area with clear management objectives guided by a management plan.

Raising Awareness and Motivation for Responsible Water Consumption

WWF-Malaysia focuses on increasing awareness and promoting action among the public on issues concerning freshwater conservation and water security through various channels and public outreach activities.

The Water Quest, which was organised by WWF-Malaysia in Klang Valley in November 2015, was inspired from treasure-hunt concept and challenged the 150 participants on their water knowledge while enabling them to learn in a fun way. The event presented the ideal avenue to convey the connection between catchment forests and rivers with water resources. It focused on the big picture and raised awareness and motivation towards responsible water consumption.

Two other major awareness and public outreach activities conducted were the Water-Nature Photography Contest and mini exhibition as a prelude leading to the World Water Day in March 2016. The contest held throughout February 2016 encompassed four themes namely, ‘Water for People’, ‘Water for Wildlife’, ‘Water and Forests’ and ‘Water and Threats’. It aimed to educate the public on the importance of conserving freshwater resources and its ecosystems, the close relationship and dependency of people towards water, and to expose the public to the severe threats on our freshwater resources. Over 200 entries were received from all over Malaysia. The top 20 winning photographs were then featured at the mini exhibition held at Avenue-K in Kuala Lumpur from 25 to 27 March 2016. The mini exhibition called for action towards positive changes in the way we think and manage water.
The team is currently conducting scientific research on tigers in Belum-Temengor to assess how the population is faring compared to the baseline data obtained from 2009 to 2011. A total of 162 camera-traps were set in 81 locations across Temengor Forest Reserve, thus far capturing images of several tigers. Aside from setting camera-traps, the team trekked more than 1,000km surveying for animal tracks and signs, to gain information on the distribution of tiger prey species and other large mammals.

Part of our community engagement work this year included conducting interviews with a total of 459 Orang Asli villagers to assess their baseline conservation awareness levels. Four Focus Group Discussions with 117 Orang Asli in Belum-Temengor were held to enhance their participation in conservation efforts, discuss local issues, and to identify participants who are interested in activities related to anti-poaching. As a result of this, a local informant/anti-poaching network and reporting system has been established in January 2016. A total of 35 Orang Asli also attended an Introductory Workshop on Community-Based Groups in Belum-Temengor, organised by WWF-Malaysia from 11 to 12 April 2016 at Pulau Banding. There were also two outreach programmes conducted in the project area reaching out to over 300 people which aimed to increase awareness among the public at large on the importance of biodiversity and its main threats in the Belum-Temengor Forest area, as well as awareness on the existence of the Wildlife Conservation Act 2010 and National Forestry Act 1984.

We have embarked on a High Conservation Value (HCV) Assessment in June 2016 to gather and analyse key data about the critical conservation values in Setiu based on biodiversity, ecosystems and community needs. The findings generated from the assessment will provide management recommendations for the identified HCV areas and form key inputs to support the gazettement of the Setiu state park.

Quarterly water quality monitoring has been conducted jointly with experts from University Malaysia Terengganu at 20 selected locations within the Setiu-Chalok-Bari-Merang river basin complex extending over an area of approximately 40 km in length and 5 km width. The findings provided information on water quality status of the rivers that were monitored and identification of potential pollutant sources. Management recommendations to tackle the water quality issues were formulated based on the findings.

Active engagement has been established with key community based organisations (PEWANIS, Sahabat Setiu and Kumpulan Pengembangan Wanita) from three villages within the Setiu Wetlands area, namely Kampung Mangkok, Kampung Pengkalan Gelap and Kampung Beris Tok Ku respectively. We continue to support the empowerment of these community groups to become environmental stewards who will drive and sustain conservation efforts in the Setiu Wetlands. Furthermore, as part of our community engagement work, a total of eight major awareness, outreach and capacity building programmes related to the sustainable management of Setiu Wetlands were held to provide avenues for engaging the participation of about 1,300 stakeholders including local communities, students and teachers.

WWF-Malaysia in partnership with the Government and relevant stakeholders including local community continue to work together towards the gazettement of Setiu Wetlands as a protected area, so the wetlands’ resources and services can continue to be derived for the benefit of the present and future generations.

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Carrying Capacity Assessment for the Proposed Ulu Muda State Park

In 2009, the Kedah State Government announced plans to gazette approximately 27,000 ha of the Greater Ulu Muda forest as state park. Considering the area’s high ecotourism potential, the impending gazettement of the Ulu Muda State Park is expected to result in the intensification of tourism activities and potential infrastructure development in Ulu Muda. In the interest of preserving the Ulu Muda’s natural ecosystems, it is crucial to minimise any potential impacts instigated by the progression of tourism, particularly at environmentally sensitive areas.

With funds from Malaysian Wildlife Conservation Foundation (MWCF), a Carrying Capacity Assessment for the Proposed Ulu Muda State Park that started in August 2015 was successfully completed in June 2016. With the completion of the study, five opportunity zones within the proposed state park were identified, each with recommendations that will act as guidelines for the state park authority in the future. Potential areas and attractions that may cause tourist influx were also identified and management recommendations were outlined. With this study also, we had identified the limits of visitor number in key attractions which will ensure minimal effects to the forest and prevent environmental degradation.

By undertaking this study, WWF-Malaysia was able to gain a better understanding of the thresholds for tolerable levels of use that should be adhered to when carrying out tourism activities in the proposed Ulu Muda State Park. This in turn would allow sustainable management recommendations to be developed for the proposed state park, which will promote the preservation of biological diversity, ecosystem services and visitor satisfaction.

Commitment Towards the Establishment of the Fraser’s Hill State Park (FHSP)

In recognising the importance to protect Fraser’s Hill, the Pahang State Government committed to the establishment of the Fraser’s Hill State Park (FHSP) in 2010. Though the Fraser’s Hill forest complex is made up of pristine highland forest, the knowledge of its biological diversity is still lacking as most of the area has yet to be scientifically explored. There is a lack of information on the type of wildlife found in the area and in order to obtain an accurate picture of the habitat diversity of the area, WWF-Malaysia carried out a wildlife assessment using camera traps with funding from the CIMB Islamic Bank Berhad. Phase One of the project was completed with 26 species of mammals and five species of birds detected. These included the Peninsula endemic Mountain peacock pheasant, the Southern serow, Malayan sun bear and the critically endangered Sunda pangolin. Even a migrant bird from the Himalayas, the Orange-headed thrush, was detected by camera traps foraging on the forest floor.

Treasure the Mangroves Campaigns in Setiu Wetlands

WWF-Malaysia is a member of the National Task Force Committee on Planting of Mangroves and Other Suitable Species on the Shorelines of the Country since 2007. The “Treasure the Mangroves” programme has been designated as a platform for the task force committee members comprising forestry departments, research institutions, universities and 10 NGOs to spread awareness on coastal shoreline protection and to promote campaigns on tree re-planting activity in Malaysia. In conjunction with the celebration of International Day for the Conservation of the Mangrove Ecosystem 2016, WWF-Malaysia conducted a series of interviews with representatives from community-based organisations, including Pengusaha Wanita Setiu (PEWANIS) on the progress of a decade of involvement of communities in mangrove conservation work through a series of “Treasure the Mangroves” campaigns hosted and facilitated by NGOs in Setiu Wetlands and Kerteh. The findings of the interviews were presented at the National Seminar on Coastal Forest in Ipoh, Perak in August. Overall, the active involvement of the community in this programme was very encouraging and highlighted a positive impact on efforts by communities to protect mangrove forests which have become increasingly threatened. It is hoped that the campaigns on “Treasure the Mangroves” will continue in the next decades to obtain continuous support from communities for better protection of coastal shorelines in Malaysia.
Education for Sustainable Development

Programme Overview

Education for Sustainable Development (ESD) is a combination of innovative educational approaches to ingrain environmental citizenship values into the society. The programme is developed using the framework recommended by the United Nations Educational, Scientific and Cultural Organization (UNESCO). It emphasises promoting behavioural change using economic, social, environmental and cultural dimensions. At the core of ESD is the necessity for the development of critical thinking in each individual. Using participatory teaching and learning methods, youths and children are encouraged to imagine an ecologically excellent future. They are asked to make collaborative decisions on local issues while also looking at the global impacts. This will enable them to understand the connection between the vulnerable nature and harmful impacts of human activities.
Success Stories

Partnerships towards a sustainable development

We value partnership and networking to enhance credibility to the work we do as well as to reach out to a wider audience. We aim to empower our stakeholders. In FY16, new partnerships were forged between WWF-Malaysia and KUISCELL, Soka Gakkai Malaysia (SGM), Penang Green Council (PGC) and Natural Resources, Environmental Board (NREB) Sarawak, and Sekolah Sri Bestari, amongst others.

Working with KUISCELL and SGM provided us with opportunities to use the religious approach in developing animation series. The series acts as a supporting material for our conservation heroes to share their successes to a larger audience. It can be very useful during classroom teaching and engagement with the public especially when they participate in the Seed of Hope Exhibition roadshow. To date, four Institute Pendidikan Guru (IPG) campuses had conducted the exhibition with 24 teacher trainees involved as narrators for the exhibition in each campus. These initiatives also had functioned as a platform to collect pledges (Shark Conservation) and helped in the campus management's desire to develop higher order thinking skills among its trainees. As of June 2016, six campuses, approximately 20 teacher trainees per campus which totaled to about 120 teacher trainees, were involved in the My Fin My Life Campaign.

Working with PGC and NREB, Sarawak, we consolidated resource materials as well as build our stakeholders' capacity (namely the Institut Pendidikan Guru (IPG) lecturers), and develop modules that can be use throughout the nation. Sekolah Sri Bestari acted as a model school for the teacher trainees in their quest to obtain the highest award in Eco-Institutes for their campuses. The bond was built through the International Eco-Schools Conference where teacher trainees volunteered to be facilitators for the participants. From there, they will motivated to introduce Eco-Schools Programme in their practical school and also future schools where they would be posted.

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It has been a fulfilling experience for us to have been involved in initiatives such as the habitat of the orangutans in Sabah, the BOH Forest Friends and the International Eco-Schools Conference. Through these impactful initiatives, we have witnessed a growing awareness for the environment and the challenges facing it. We believe that nurturing a conscious mindset will bring about positive change to better the environment among our society.

BOH remains committed to drive the message of environmental conservation and help shape a sustainable world for our future generations.

International Eco-Schools Conference 2015, the fourth annual largest event under Eco-Schools programme (ESP), was held in Shah Alam in December 2015. There was participation from 134 students, 24 teachers and 31 schools, out of which two schools were from Indonesia and the Philippines. The annual conferences provide a platform for students to share their activities, achievements and progress in running the ESP.

Partnered with Majlis Bandaraya Shah Alam, the conference was aptly themed “Climate Change and Local Agenda 21”. Various activities were organised for students and teachers to increase their knowledge and build their skills to address sustainability. These included field trips to community farms and compost centres, and workshops conducted with NGOs, social enterprises and veteran Eco-Schools. Participants also had Google Hangout sessions with the International Eco-Schools Director, Brid Conneely, and session with two Malaysian Youth Delegates who participated in the COP 21.

In February 2016, a total of 119 participants from Eco-Schools, Eco-Institutes and universities / colleges attended a Waste Management Workshop which was co-organised with Green Flag school Sekolah Sri Bestari. Aimed to empower participants on knowledge and skills on the 3 R’s – Reduce, Reuse, Recycle; a few Eco-Schools and Eco-Institutes conducted various DIY workshops on recycling and upcycling using waste materials. The workshop ended with a visit to the Air Hitam Sanitary Landfill, Puchong, where participants learned about their roles in reducing landfill by improving waste management in schools and at home.

WWF-Malaysia and Green Semporna recently collaborated for a second time on Projek Sekolah Hijau, where a series of workshop were held and participating schools competed for a seed grant of RM1000. The workshops included awareness and action needed on Marine Spatial Planning, marine sustainability issues and Eco-Schools Programme Malaysia. A total of nine schools have signed up with Eco-Schools Programme to embark on various sustainability issues thus far. The workshops were strongly supported by PPD Semporna and Kolej Komuniti Semporna where both parties have hosted the workshops and participated as judges for the competition.
Youth Empowerment for Sustainable Consumption and Production
visits Matang Mangroves

Universiti Sains Malaysia’s Engineering Campus organised a visit to Matang Mangrove Forest in Kuala Sepetang, Perak to celebrate Earth Day and its theme this year, ‘Trees For The Earth’. At the same time this was one of YESCP’s Learning about Forests (LEAF) activity for the year. 36 students from USM’s Engineering Campus, 1 student from INTI International University and 1 student from Universiti Malaysia Terengganu participated.

Matang is known as one of the most sustainably managed mangrove forests in the world. A guided tour by the highly entertaining and experienced En Nazruddin bin Samsuddin from the Forestry Department was also helped through the forest, to excellent interpretive centre and to nearby charcoal factories. The students got to appreciate mangroves for their beauty and the many other benefits they provide us such as protecting our shorelines against erosion, providing us fishery output such as fish and shellfish, as well as timber.

Congratulations to the Ecoteam, Eco-Rangers and Project Director Kirthan Yogan for making this a success!

Empowering Youth

Providing platforms to empower teacher trainees in teaching education for sustainable development is a major part of the programme where we collaborated with government or private agencies or other NGOs. We worked with Youth South East Asia Leadership Initiative (YSEALI), schools, State Forest Departments, KUISCELL, and Soka Gakkai Malaysia. The Seeds of Hope Exhibition was held where the teacher trainees explained the exhibition to the visitors. To date, four campuses already conducted the exhibition and two more are scheduled to conduct the exhibition next financial year where SGM youth group will train the teacher trainees in the in-depth meaning of the exhibition.

Developing materials in the form of animation is another approach we are exploring, and we shall develop the Christian and Buddhism animation after launching the Islam animation on 29 July 2016. The other platform to allow the teacher trainees to put their HOTs skills to use is the Sembang@WWF platform. We are launching Sembang franchises in individual teacher education institutes before selecting the top few to be featured in the third instalment of Sembang@WWF next year.

Curtin University chooses sustainable products

The management of Curtin University has decided that all printing paper used on campus will be switched to ones certified by the Forest Stewardship Council (FSC). This was the result of the students participating in the YESCP programme bringing the FSC option to the campus management’s attention. The newly preferred brand is offered by Canon. An unexpected positive outcome was it resulted in cost savings for the university i.e. 4.7% on the 70GSM paper allocated for students and 11.8% on the 80GSM paper allocated for staff.

INTI IU Gets Electricity-Savvy

The Youth Empowerment for Sustainable Consumption and Production (YESCP) programme participants of INTI International University managed to get seven units of 36w fluorescent lights at a prominent bus stop on campus replaced with 18w LED ones. By doing so, it was estimated that the university would see a return on investment (ROI) after approximately two years and seven months, after which a savings of RM13.06 will be realised monthly. At the national level, even more savings would be realised if one were to consider the government subsidies currently spent on electricity generation and distribution. The end positive result would be a reduction of carbon emissions.
Market Transformation Initiative

Programme Overview

Market Transformation Initiative (MTI) is a global initiative established in Malaysia in 2014 to transform the way key global commodities are locally produced, processed, consumed and financed. The MTI Programme focuses on sustainable production and consumption of major commodities in Malaysia e.g. palm oil, forest products (timber, pulp and paper), and seafood. The initiative works with businesses, producers, buyers, standards: Roundtable on Sustainable Palm Oil (RSPO), Forest Stewardship Council (FSC), Marine Stewardship Council (MSC), Aquaculture Stewardship Council (ASC), government, financial institutes, youth and the general public.
Success Stories

Sustainable Consumption
Talk & Exhibition

Building on the commitments to engage smallholders, a strategic partnership between Bahlsen, WWF-Germany, WWF-Malaysia, Wild Asia and Sime Darby was established. This project will serve as a business case and project module to be replicated in other areas in Malaysia with potential certified Sustainable Palm Oil buyers internationally and domestically. The objectives of the project is to support and educate smallholders towards becoming Roundtable on Sustainable Palm Oil (RSPO) certified, to establish a transparent palm oil supply chain to Europe/Germany and report/monitor on the progressive growth of smallholder groups.

Business Case: Bahlsen

In conjunction with Earth Overshoot Day, WWF-Malaysia collaborated with Malaysian Environmental NGOs (MENGO) and Eco-Knights to increase awareness on sustainable consumption and create greater understanding for the value of nature. The public event, Sustainable Consumption Talk and Exhibition, was held at Tropicana City Mall. Large and influential corporations leading the way for sustainable consumption, such as Kimberly-Clark, DHL, Centre for Environment, Technology & Development Malaysia (CETDEM) and Roundtable on Sustainable Palm Oil (RSPO), shared their experiences and methods in applying sustainable consumption in their companies. They also shared ideas for the public to embrace sustainable consumption without altering their current lifestyle drastically.

WWF-Malaysia with speakers of the Sustainable Consumption Talk.
Policy & Climate Change

Overview

WWF-Malaysia adopts various approaches and consolidates effective partnerships to promote the establishment of policies, plans, programmes and legislation that integrates environmental well-being with sustainable development.
In the run-up to the United Nations Framework on Climate Change Conference (UNFCCC) in Paris, WWF-Malaysia coordinated with other NGOs (CETDEM, GEC, EPSM and MNS) as part of the Malaysian Climate Change Group (MCCG) to host an Inter-faith Dialogue on Climate Change. Speakers included representatives from the Buddhist, Christian, Hindu, Indigenous, and Islamic faiths, as well as a speaker for the Ethical perspective. The event was held at the Ilham Gallery at Ilham Tower in Kuala Lumpur and well-attended with over 110 participants on 11th October afternoon. Common themes emerged from the dialogue: The need to turn faith into action; A deep concern for the consequences of climate change on all living beings and the earth system; An understanding that global and inclusive action towards mitigation, and adaptation is needed to mitigate future impacts of climate change; and the critical role of education in responding to the climate crisis. A report has been produced which would be shared with ministers and VIPs. Following the success of this dialogue, the MCCG committee are open to running future inter-faith dialogue sessions on climate change featuring representatives from other faiths.

WWF-Malaysia contributed to the 11th Malaysia Plan, particularly in the formulation of the strategy papers for the Green Growth Thrust. WWF-Malaysia also actively contributed to the preparation of the Revised National Policy on Biological Diversity 2016-2025 and are involved in the ongoing national effort of preparing Malaysia’s Climate Change report. These efforts help to integrate environmental issues into national planning and decision making, and provide greater traction for WWF-Malaysia’s on the ground programmatic work in conserving biodiversity and ecosystems which ultimately help to maintain the environmental goods and services that people and the economy rely on.
Heart of Borneo

Programme Overview

The Heart of Borneo (HoB) Initiative is a transboundary collaboration of the three Governments of Brunei Darussalam, Indonesia and Malaysia to conserve and sustainably manage the biodiversity, ecosystems and natural resources in the HoB. Since the signing of the joint declaration by the three countries in 2007, WWF continues to play a key role in supporting the Governments to implement the Initiative through numerous conservation programmes. The programmes focus on four strategic pillars:

1. Promotion of policy frameworks that recognise, incentivise and report natural values;
2. Transformation of corporate business behaviour to address impacts on natural resources;
3. Engagement and empowerment of civil society, local communities and Indigenous Peoples over natural resource management and well-being to secure a sustainable future;
4. Protection of priority species and habitats.

WWF’s HoB Programme is led by a collaboration between WWF-Indonesia and WWF-Malaysia with support from WWF offices around the world. We work closely with our key partners - governments, private sector, civil society and other support institutions (donors, technical specialists, public and media) - to adopt, implement and build strong synergies around the above four pillars of our work in Borneo.
FORMADAT, the Alliance of the Indigenous Peoples of the Highlands of Borneo (Indonesia – Malaysia) is one of Equator Prize 2015 winners. Announced at the United Nations Secretariat in New York on 21 September 2015, the alliance was awarded at the UNFCCC COP 21 in Paris for outstanding local achievements in advancing sustainable development solutions for people, nature and resilient communities.

WWF-Indonesia and WWF-Malaysia have worked and supported the alliance since the beginning of the transborder community initiative in the HoB. The partnership was formalised in 2013 with the signing of a Memorandum of Understanding (MoU) between the three parties to forge a stronger and more formal partnership with community organisations in the Heart of Borneo (HoB).

FORMADAT came together in 2004 to build on the shared historical and cultural bonds among the Lundayeh/Lun Bawang, Kelabit, and Sa’ban indigenous peoples living in the Highlands of the Heart of Borneo (HoB). This was the beginning of a long, shared journey of WWF with FORMADAT. The Alliance aims to integrate conservation and development, and ensure that the development of their homeland in the Highlands respects the environmental and social characteristics of the area and its communities. This shows that low-cost, innovative and local solutions do help the world battle climate change and realize sustainable development. Those honoured with the award of the Equator Prize show that local actions are a vital part of achieving sustainable and equitable development. This can also set an example for other areas and governments on the importance of fair partnerships to realise the UN 2030 Agenda for Sustainable Development.

Of all the Equator Prize 2015 winners, FORMADAT was the only organisation partnering and working together with two WWF offices.
A two-million hectare site, spanning from northern West Kalimantan to the south-west of Sarawak, has been identified for this HoB Transboundary Corridor project. It was funded under the International Climate Initiative of the Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety of Germany.

The transboundary project was launched on 19 April 2016 in Putussibau, Kapuas Hulu District, West Kalimantan.

Through cooperation between WWF-Indonesia, WWF-Malaysia and WWF-Germany, this corridor project aims at developing a green economy management concept that promotes environmentally-friendly resource use and production within the transboundary HoB Corridor for West Kalimantan and Sarawak. It is expected to generate economic, social and environmental benefits to mankind and nature.

The Green Economy in the Heart of Borneo project contributes to all the five pillars under the HoB Strategic Plan of Action as endorsed by the three HoB Governments - transboundary management, protected area management, sustainable resource management, ecotourism and capacity building. Thus, it will demonstrate how sustainable economic development can be integrated with conservation.

Situated within the HoB Corridor Project Implementation, it aims to create an ecological connectivity between protected areas and different land uses that spans Brunei Darussalam, the two Malaysian states of Sabah and Sarawak, and four Indonesian provinces of West, Central, East and North Kalimantan.
The WWF Heart of Borneo Programme has identified six priority areas within the Heart of Borneo Corridor Project Implementation that seeks to address forest fragmentation by maintaining and where necessary restoring connectivity of intact forest across Brunei, Indonesia, and Malaysia. It aspires to connect a series of protected areas through sustainable land use, community engagement and forest management spanning more than two thousand kilometres and five million hectares. In areas where forests remain intact and well connected, sustainable forest management is emphasised to retain healthy ecological conditions and to prevent deforestation. Conversely, where forests have been converted into other land uses and are therefore fragmented, the project would collaborate with key government agencies, private sectors and local communities to identify specific locations that could undergo forest restoration. Focus would be on areas vital for wildlife corridors for the conservation of biodiversity and endangered species such as orangutans and elephants as well as areas important for ecosystems services such as watershed forests and peatlands.

The six priority landscapes are:

1. The Crocker Range - Central Forest Landscape
2. The Transboundary Elephant Landscape (southern part of Sabah-North Kalimantan)
3. The Brunei-Sabah-Sarawak-North Kalimantan Transboundary Landscape
4. The Sarawak-West Kalimantan Transboundary Landscape (Batang Ai-Lanjak Entimau-Betung Kerihun-Danau Sentarum)
5. The Muller-Schwaner-Arabela Landscape
6. The Katingan Landscape (Sebangau National Park-Schwaner Mountains)

The Environmental Status of Borneo Report is an ongoing work of report produced in 2012 and 2014 with funding from WWF Germany. This report was based on a set of conservation targets put together by groups of experts. Most were indicators of biological states, primarily forest cover of different forest types. These reports have been the best measures of progress in the Heart of Borneo and have highlighted many of the remaining issues. The 2016 edition involved the development of improved methodology of MODIS satellite image classification for mapping of forest cover as well as setting up a new protocol that included expansion of indicators following global network standards and development of tools for impact monitoring.
Where We Work?

1. Pulau Langkawi
2. Ulu Muda
3. Belum - Temengor
4. George Town
5. Pulau Pinang
6. Perai
7. Fraser's Hill
8. Shah Alam
9. Klang Valley
10. PETALING JAYA OFFICE (HEADQUARTERS)
11. Petaling Jaya
12. Melaka
13. Ma’ Daerah
14. Setiu
15. Kudat
16. KOTA KINABALU OFFICE
17. Sugut
18. Trus Madi (FMUS)
19. Imbak Canyon
20. Bukit Piton
21. Danum Valley
22. Maliau Basin SB
23. Sabah Softwood SB
24. Semporna
25. Payeh Maga
26. Long Sandad
27. Ba’ Kelalan
28. Loagan Bunut
29. Kupaan Puak
30. Bario
31. Rajang Delta
32. Kuching Utara
33. KUCHING OFFICE
34. Maludam
35. Orang Utan Landscape
36. Song - Katibas
37. Ulu Baleh

Cross Cutting Work

Policy
Education for Sustainable Development
Market Transformation Initiative
Climate Change

Legend
- WWF-Malaysia Offices
- Earth Hour City Challenge (EHCC)
- Terrestrial Project Sites
- Marine Project Sites
- Forested Area
**Financial Report**

### Income

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<th>Audited 12 months to June 2016 RM’000</th>
<th>Audited 12 months to June 2015 RM’000</th>
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<td>Donations Received</td>
<td>25,286</td>
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<td>Interest Income</td>
<td>845</td>
<td>665</td>
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<td>Other</td>
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<td><strong>Total</strong></td>
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### Expenditure

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<th>Audited 12 months to June 2016 RM’000</th>
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<td>Conservation expenditure</td>
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<td>28,476</td>
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<td>Fundraising expenditure</td>
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<td>Administration &amp; Finance expenditure</td>
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<td><strong>Total</strong></td>
<td>37,836</td>
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**Net Surplus for the year**  
(58)  
741

### Conservation Expenditure Growth

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<td>FY2016</td>
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</table>
Thanks to your generous contribution, we were able to receive 7% more funds from our Donations. We hope to be able to continue earning your truly valuable support in future.

Conservation expenditure reduced by 4% during the 2016 financial year. Major spending was on Major landscapes, namely peninsula Malaysia, Sabah and Sarawak, and Marine works.

Mr Ken Pushpanathan
Chairman of Finance, Operations, Audit Committee
### Acknowledgement List

We thank all donors who could not be listed here. Please visit wwf.org.my to see the full list of donors.

#### RM100,000 and above

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- AXA Affin General Insurance Berhad
- HSBC Bank Malaysia Berhad
- HSBC Electronic Data Processing (Malaysia) Sdn Bhd
- Ikano Handel Sdn Bhd
- Malayan Banking Berhad

**INDIVIDUALS**
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- Basis Bay Info Solutions Sdn Bhd
- Bok Plantations Sdn Bhd
- Digi Telecommunications Sdn Bhd
- Emerald Evolution Holdings Sdn Bhd
- European Tour
- Faster Advertising Sdn Bhd
- Selia City Mall
- Hektar Property Services Sdn Bhd
- Kho Soo Soon Lee Realty Sdn Bhd
- Maple Returns Sdn Bhd
- Mont Kiara International School
- Nestle Products Sdn Bhd
- PKG Industries
- Shoppee Mobile Malaysia Sdn Bhd
- Tenby World Sdn Bhd
- UMW Toyota Motor Sdn Bhd

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- Julie Kan Wai Kiat
- Stephen John Watson Hagger
- Subara A/L Mulathoo

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- YKF Mail Enterprise

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- Chin Lye Ha
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- Christy Faiqa Adam Binti Abdullah
- Chong Chon Ken

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<td>Prof Puthiaparampilli Thomas Thomas</td>
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“WWF-Malaysia has crossed many milestones since its inception more than four decades ago. We shall continue to identify future opportunities and form creative partnerships to better protect Planet Earth”

— Dato’ Dr Dionysius Sharma, CEO/Executive Director of WWF-Malaysia