

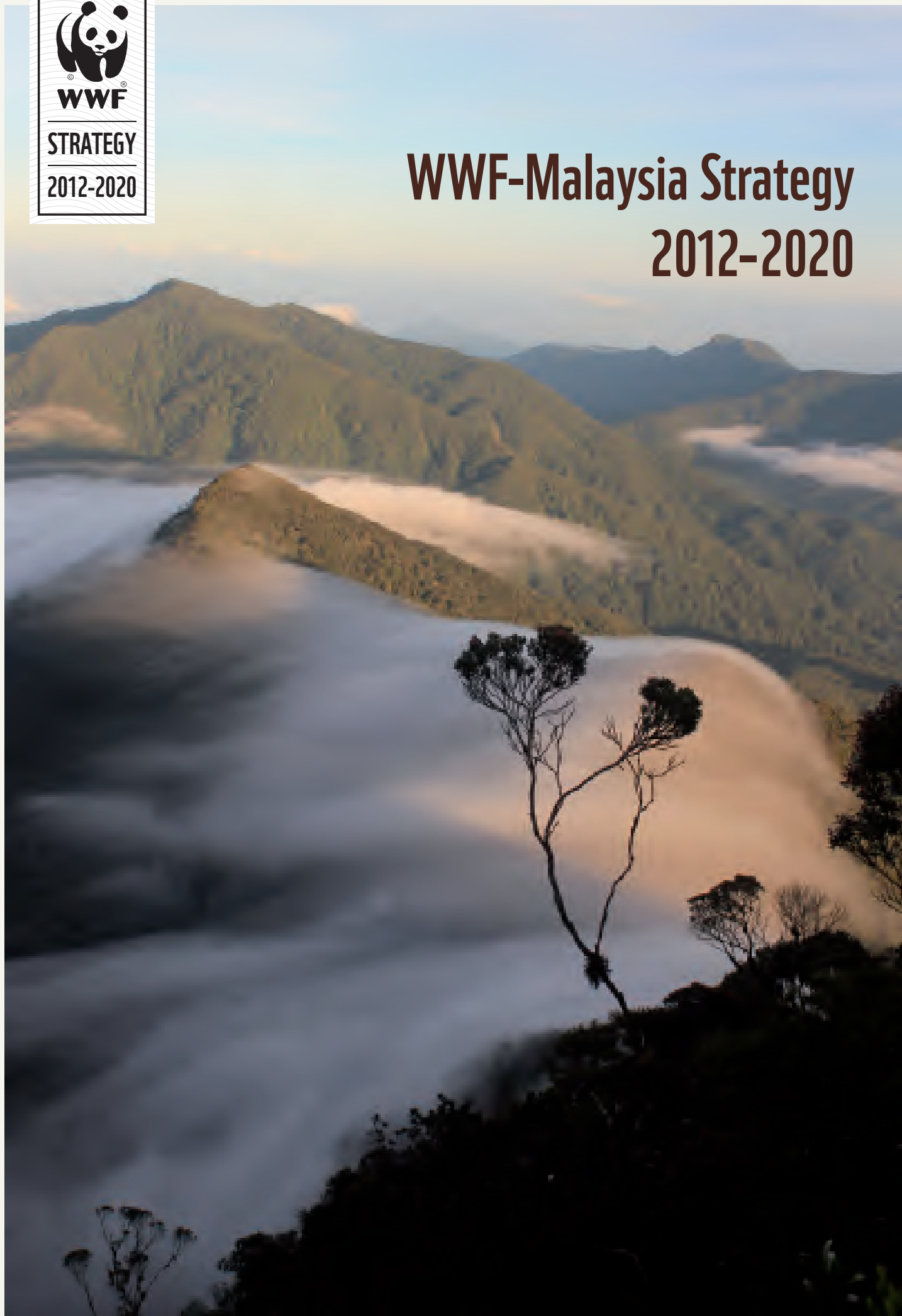


WWF

STRATEGY

2012-2020

WWF-Malaysia Strategy 2012-2020



A Special Thanks

TO ALL STAFF OF WWF-MALAYSIA AND INDIVIDUALS
OUTSIDE THE ORGANISATION WHO HAS CONTRIBUTED
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WWF-MALAYSIA STRATEGY 2012-2020.

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A team member surveying the reefs of Semporna during the Semporna Marine Ecological Expedition.

List of Acronyms

CAGR	Compounded Annual Growth Rate	M&E	Monitoring and Evaluation
CEE	Community Education and Engagement	MEKAR	Persatuan Khazanah Rakyat Ma' Daerah
CBOs	Community-based Organisations	MENGO	Malaysian Environmental NGOs
CEO	Chief Executive Officer	MGU	Major Gifts Unit
CRU	Corporate Relations Unit	MOU	Memorandum of Understanding
CSPO	Certified Sustainable Palm Oil	MICA	Maliangin Island Community Association
DANIDA	Danish International Development Agency	MNS	Malaysian Nature Society
DWNP	Department of Wildlife and National Parks	MONRE/NRE	Ministry of Natural Resources and Environment
EAFM	Ecosystem Approach to Fisheries Management	MTCS	Malaysian Timber Certification Scheme
EBMF	Ecosystem Based Management for Fisheries	MYCAT	Malaysian Conservation Alliance for Tigers
ECER	East Coast Economic Region	NEM	New Economic Model
EE	Energy Efficiency	NCER	Northern Corridor Economic Region
EEZ	Exclusive Economic Zone	NCIA	Northern Corridor Implementing Agency
EIA	Environmental Impact Assessment	NGO	Non-Government Organisation
EPU	Economic Planning Unit	NKRAs	National Key Result Areas
ETP	Economic Transformation Programme	OMA	Omadal Menampilik Association
EU	European Union	PA	Protected Area
FMU	Forest Management Unit	PACOS	Partners of Community Organisations
FAO	Food and Agriculture Organization of the United Nations	PCA	Priority Conservation Area
FORMADAT	Forum of Indigenous People of the Highlands of Borneo	PEFC	Programme for Endorsement of Certification
FSC	Forest Stewardship Council	PEMANDU	Performance Management and Delivery Unit
GDP	Gross Domestic Product	PEWANIS	Women's Society of Kampung Mangkok, Setiu
GFTN	Global Forest & Trade Network	PPKNK	Persatuan Pemilik Kapal Nelayan Kudat
GHG	Greenhouse Gas	QTR	Quarterly Review
GIS	Geographic Information System	PM	Peninsular Malaysia
GPF	Global Programme Framework	RE	Renewable Energy
GTP	Government Transformation Programme	REDD	Reducing Emissions from Deforestation and Degradation
HOB	Heart of Borneo	RSPO	Roundtable on Sustainable Palm Oil
HCVF	High Conservation Value Forest	SCORE	Sarawak Corridor of Renewable Energy
HNWI	High Net Worth Individual	SEA	Strategic Environmental Assessment
HWC	Human-wildlife Conflict	SEB	Sarawak Energy Berhad
IAE	Internal Audit and Evaluation	SSME	Sulu Sulawesi Marine Ecoregion
ISU	Individual Supportership Unit	STEI	Sustainable Teacher Training Institute
IUCN	International Union for Conservation of Nature	TPR	Technical Progress Report
KAPOK	Komuniti Anak Pokok Kinabatangan	TRAFFIC	The Wildlife Trade Monitoring Network
KCoL	Kinabatangan Corridor of Life	UNDP	United Nations Development Programme
MC	KCoL Management Committee	UNFCCC	United Nations Framework Convention on Climate Change
KPI	Key Performance Index	UPM	University Putra Malaysia
LULUCF	Land Use, Land-Use Change and Forestry	UNEP	United Nations Environmental Programme
MPAs	Marine Protected Areas	WWF	World Wide Fund for Nature (also known as World Wildlife Fund in US & Canada)
MCCC	Malaysian Climate Change Group		



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Forest fire and conversion are some of the threats to our biodiversity in Malaysia and contribute to climate change.

MESSAGE FROM THE CHAIRMAN OF THE BOARD AND THE EXECUTIVE DIRECTOR/CEO OF WWF-MALAYSIA

WWF passed a landmark milestone this year; 50 years of existence (1961-2011) and involvement in the conservation of biological diversity and sustainable development. Closer to home, WWF-Malaysia celebrates its 40th Anniversary in 2012. We have come a long way since our beginning in 1972, in advocating for the conservation of Malaysia's

fauna and flora, sustainable development and promoting tools in shaping a much more responsible business community towards the development of a green economy. Today, our work is as challenging as it was 40 years ago. Aspirations to achieve a developed nation status by 2020 and a growing population and its demands on resources and space have, amongst other things, placed us in a position of opportunity to engage with decision makers – to ensure we are on the correct growth trajectory – one that ensures that development is not at the cost of the environment. A country with a healthy environment provides fundamental goods and services to its inhabitants and provides for a stable environment for good business to thrive.

Consistent with WWF's Global Programme Framework, this strategy for the period 2012-2020, presents WWF-Malaysia's commitment towards fulfilling our global mission in Malaysia. It takes cognizance of the country's fast development and economic growth aspirations and strategies to ensure that species and spaces of global interest and high conservation value are conserved. We endeavour to be thought leaders in our business and to influence national and regional policy on sustainable development. We aspire to mobilise the voice of Malaysians in calling for a sustainable and secure future.

Even as we look at the conservation successes achieved and are grateful for the support we have engaged, we are very much aware of the challenges that still lie ahead before us as we strive to move corporations towards sustainable business practices and engage individuals to choose responsible, green lifestyle options and participate in environmental conservation – all against a backdrop of depleting fish stocks, diminishing biodiversity, pressure on land resources for development and climate change.

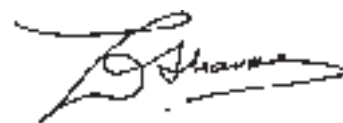
Amongst the numerous challenges that lie ahead of us – climate change and the need to locally reduce our national carbon footprint and advocate for the development of renewable energy will certainly feature prominently. Given the geopolitical and economic uncertainties, we will take stock of our strategies and plans via a mid-term review to test our current assumptions and ensure we are on track towards delivering conservation of biological diversity at scale.

We are fully committed to raising adequate funds to see that this strategy is implemented and to ensure that we are financially independent by 2020. Fostering partnerships and strategic alliances will be one of our key endeavours in ensuring that we tap into the human capital, beyond our own organisation, to jointly deliver on our goals. It is our resolve to bring others onboard our mission and to share our vision of a sustainable future. Therefore, we hope that our efforts to save our living planet to safeguard human wellbeing will continue to earn your support.

Thank you.



Prof. Emeritus Dato' Dr Abdul Latiff Mohamad
Chairman



Dato' Dr Dionysius S. K. Sharma
Executive Director/CEO

EXECUTIVE SUMMARY

The WWF-Malaysia Strategy 2012-2020 draws its context from the environmental security of Peninsular Malaysia and Borneo, which are part of the Sundaland hotspot, a mega-diversity region with an array of coastal, marine and terrestrial ecosystems. In its quest for development there is little doubt that Malaysia has compromised on the quality of its environment through the aggressive production and extraction of commodities such as palm oil, timber and fisheries, and through Malaysia's various development plans to drive the country towards being a fully developed country in line with Vision 2020.

WWF-Malaysia has evolved from an organisation that is largely focused on the conservation of terrestrial and marine species to one that also increasingly addresses drivers of biodiversity loss and the ecological footprint of humans. Over the last 40 years, WWF-Malaysia has had a significant impact on environmental planning and policy within the country through advocacy and work on the ground. It has contributed to the creation of protected areas, spearheaded policy documents and helped prepare legislations of importance to Malaysia's environment and biodiversity. For the future, WWF-Malaysia aims to build a broader constituency for conservation through direct donor support and by leveraging on social media.

WWF-MALAYSIA'S CONSERVATION PLAN



Malaysia provides the marine and terrestrial habitat for 13 out of 36 priority species under the WWF global conservation programme, which focuses on conserving biodiversity of priority places and species, reducing the ecological footprint in the areas of energy/carbon, commodities and water, and tackling a set of global priority drivers. As of December 2011, WWF-Malaysia is contributing to six Global Initiatives; Tigers, Heart of Borneo, Coral Triangle, Market Transformation, Forest-Based Carbon and Smart-Fishing. WWF-Malaysia also participates in other platforms for collaboration among the WWF offices, including the Global Forest & Trade Network (GFTN) programme and Asia Pacific Growth Strategy (APGS).

The **Conservation Department** of WWF-Malaysia is organised into three divisions; Terrestrial and Marine Conservation, and Policy and Education. The Terrestrial and Marine Conservation divisions are structured for conservation delivery within priority land and seascapes while receiving thematic support from teams working on reducing ecological footprint, sustainable finance and land use policy from the Policy and Education division. The Policy and Education division have cross-cutting programmes which work at creating policy frameworks at the national level as well as internally in relation to the Terrestrial and Marine Conservation divisions.



WWF-Malaysia's **Conservation Programme Strategies** can be summed up in five macro strategies. The first, *Sustainable production, supply chain and consumption* focuses on commodities that have an impact on WWF-Malaysia's priority landscapes/seascapes or species. A policy shift towards an ecosystem approach to fisheries is a central strategy in the marine environment, while on the terrestrial front; the main focus is on reducing the footprints of timber, paper-pulp and palm oil commodities. Second, *Community engagement and environmental education*, focuses on collaborative management and giving support to local communities to find sustainable alternatives in natural resource use, and on promoting environmental awareness in the formal education system. The third macro strategy is to *Enhance governance and*



strengthen institutions, including supporting the government to fulfill its international obligations, policy advocacy and incorporation of civil society participation in environmental decision making. A fourth macro strategy is the *Mainstreaming of ecosystem services* through increasing protected areas; REDD paradigm and payment for ecosystem services. The fifth macro strategy is to encourage responsible *Spatial planning* to prevent and address a wide range of threats from human-wildlife conflict to forest fires.

WWF-Malaysia engages and leverages on a wide range of **partners** for various purposes. *Federal, state and local government departments and agencies* are WWF-Malaysia's partners for the implementation of treaties and policies, governance, enforcement and reforms; *Private sector and government-linked companies* are for collaborative management, responsible financing and best practices; *Trade bodies and commodity roundtables* for thrust areas in sustainable production and supply chain management; *Non-governmental organisations and community-based organisations* for a range of efforts from collaborative management to the sharing of knowledge; and *Universities and research institutions* for research collaboration and sharing of resources.



The **terrestrial conservation work** in WWF-Malaysia spans two main ecoregions in Malaysia: Peninsular Malaysia and Borneo, which have both been identified as Global 200 Ecoregions due to their globally outstanding floral and faunal biodiversity and high levels of endemism. The terrestrial conservation programme comprises five distinct thematic areas operational in Peninsular Malaysia, Sabah and Sarawak, namely, **Sustainable Palm Oil, Freshwater, Responsible Forestry, Protected Areas and Species**. National Programmes under the terrestrial division comprise Sustainable Palm Oil, Freshwater Conservation and Responsible Forestry.



The **Peninsular Malaysia Programmes** cover Protected Areas and Species Conservation. The conservation targets of this programme include the threatened and increasingly rare ecosystems in Peninsular Malaysia, as well as the inclusion of two taxa – Asian big cats and the Asian elephant. Two geographic areas have been identified for the implementation of site-specific project activities in Peninsular Malaysia, which are i) the Belum-Temengor Forest Complex and Southern Titiwangsa Range Forest Complex and ii) the ecological linkages between Belum and Temengor Forests and between the Titiwangsa Range and Taman Negara.



The **Borneo Programme** covers the Sarawak Programme, Sabah Species Conservation, and Protected Areas. The main thrust of WWF-Malaysia's work in Sabah and Sarawak is to work collaboratively with partners (i.e. governments, private sector, communities and civil society) to effectively manage the landscape and its resources through an economically viable and sustainable means to ensure conservation and green development happens for the people of this generation and the future. The Sarawak Programme focuses on infusing sustainable practices in the development of the state through land use planning processes, responsible forestry practices, sustainable palm oil production and mainstreaming valuation of ecosystem services. The Sabah Species Conservation Programme aims to conserve the Bornean orangutan, Bornean pygmy elephant, Sumatran rhinoceros and the Sundaland clouded leopard within the priority landscapes of Tabin, Lower and Northern Kinabatangan, Central Forest Reserves and Ulu Kalumpang.

Protected area work in both Peninsular Malaysia and Borneo focuses on improving the management effectiveness of the existing protected areas while in Peninsular Malaysia, emphasis is also given to the establishment of new protected areas.



The **marine conservation work** in WWF-Malaysia comprises the Peninsular Malaysia Seas Programme and the Sulu Sulawesi Marine Ecoregion (SSME) Programme. The **Peninsular Malaysia Seas programme** focuses on the remaining Green and Hawksbill turtle populations, along with the world's last viable population of Painted terrapins, and sustaining and restoring fisheries along with their related ecosystems in the Straits of Melaka and east coast of Peninsular Malaysia. A national level sustainable fisheries programme focuses on changing fisheries policy through a combination of direct management agency action, engagement with the private sector and consumer awareness. The **SSME programme** focuses activities on two priority conservation areas, *Kudat-Banggi* and *Semporna*, and the *live reef fish trade*. Within these Priority Conservation Areas (PCA), habitat targets include Malaysia's two largest concentrations of coral reefs and seagrasses as well as extensive mangrove forests. These programmes focus on strengthening management of natural resources by all stakeholders including local communities, the private sector and government agencies. Strategies are shaped to promote the sustainable use of resources by the local communities and the commercial fisheries sector.



The **Policy and Education division** houses four areas of work that operate through cross-cutting components, which are *National Policy Advocacy and Land Use*, *Environmental Education*, *Community Education and Engagement*, and *Climate Change*. These areas are designed and structured internally to promote synergy and coordination with all other programmes, initiatives and advocacy.

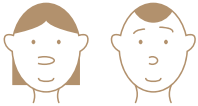
In National Policy Advocacy, the strategy will involve engagement at the highest levels of government, capitalising on the government's reform initiative and promoting a 'green economy' agenda. In *Sustainable Land Use Planning and Management*, the strategy has been to engage federal, state and local administrations to advocate for sustainability in spatial planning. The *Environmental Education* work has been centred on partnership building and collaboration to develop and support environmental citizenship through behavioural changes largely among school community members. To achieve this, WWF-Malaysia is working towards the development and implementation of an Environmental Education Policy at the national level by the Ministry of Education (MOE). WWF-Malaysia's *Community Education and Engagement* work seeks to empower local and indigenous communities to participate in the conservation and collaborative management of natural resources. WWF-Malaysia's *Climate Change* programme intends to influence society, corporations and the government of Malaysia to move towards more sustainable and low carbon growth in terms of energy and resource use and conservation. In addition, the growing visibility of the climate change agenda offers new opportunities for advocacy beyond raising public awareness and policy consultations.





The **Monitoring & Evaluation** (M&E) Guidelines for Conservation was introduced to enhance accountability and transparency with donors from Malaysia and abroad, as well as the general public. In addition to the monitoring within each project team, all projects and programmes are subjected to Quarterly Reviews (QTR) (during the 1st and 3rd quarters of the year) and Technical Progress Reports (TPR) every six months. Larger programmes are to conduct external evaluation every three years.

STRATEGIC MANAGEMENT AND OPERATIONS



In terms of Strategic Management and Operations, WWF-Malaysia's vision is to fulfill its aspiration to become the top non-profit employer in Malaysia by 2015. To achieve this vision, seven enabling strategies have been identified, namely, improving communications, building a sustainable pool of talent, aligning and implementing green business practices and procedures, integrating and consolidating business processes and resources, establishing and providing legal support and services, innovating and creating cost effective models and establishing a working culture that is consistent with the Brand and WWF-Network direction.

MARKETING AND FUNDRAISING



WWF-Malaysia seeks to be **financially independent by 2020**; being able to sustain projects and operational expenditure without assistance from network and government funding. As the three main targets for fundraising are the individual supporters, corporate partners and major donors, further in this document will focus on engaging these groups to achieve the vision above; aggressively grow the individual donor base, grow corporate partnerships across the 4Cs (i.e. Cash, Conservation, Communications and Change), penetrate the high-net-worth individual market to establish a base of major donors supporting WWF, nurture relationships with individuals to leave personal legacies for long-term support and continue to grow and engage the youth as a base for future support.

COMMUNICATIONS



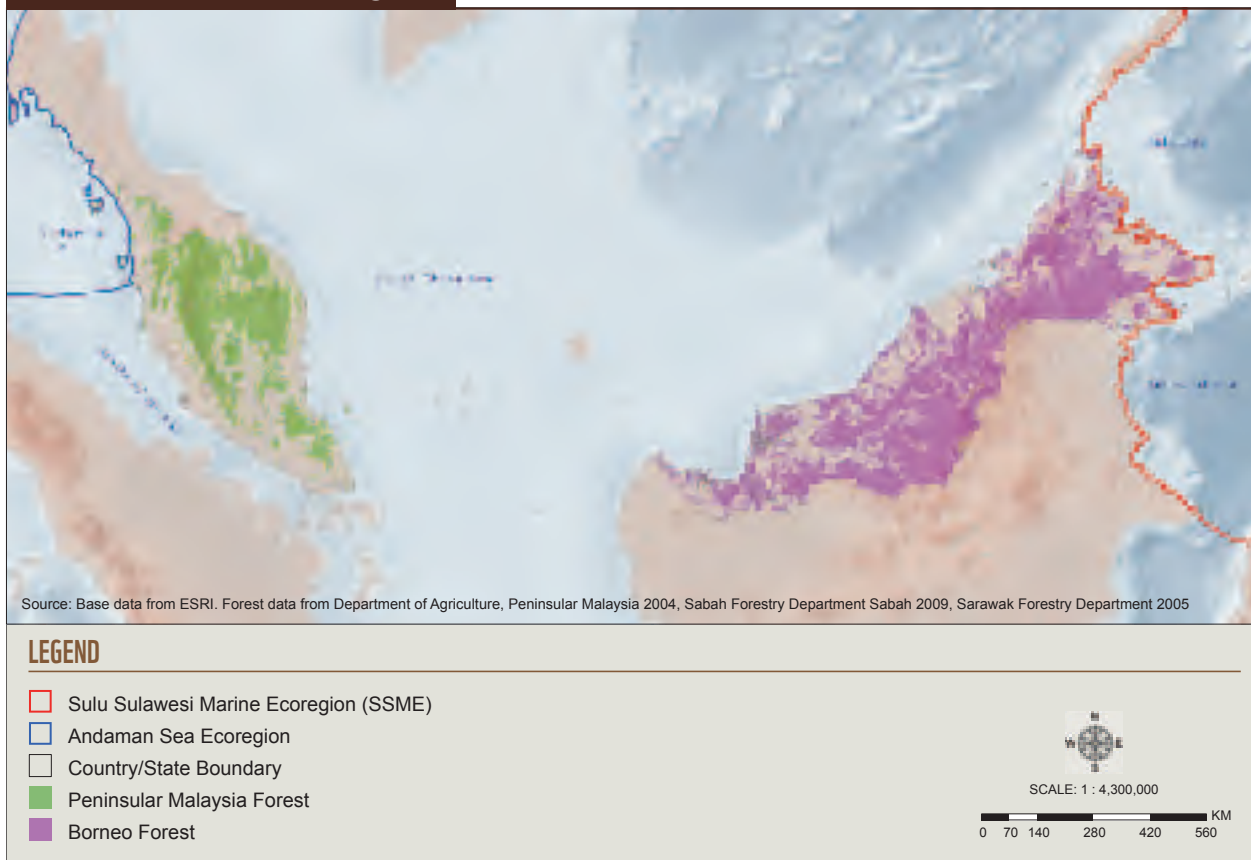
Towards achieving its vision of financial independence, WWF-Malaysia seeks to establish itself as a thought leader in biodiversity and footprint. Its communications objective is to grow support across audiences to achieve the organisation's goals. To this end, it seeks to position WWF-Malaysia as Malaysia's most influential and knowledgeable champion of the environment. WWF-Malaysia's communications with its target audiences comprising Malaysian citizens, individual donors, government, corporations, and media should help them meet their goals by offering knowledge, technical expertise, community participation, corporate responsibility strategies and media expertise.

CHAPTER 1: INTRODUCTION

Malaysia has been identified as one of the 17 mega-diverse countries in the world (Mittermeier *et al.*, 1997). Peninsular Malaysia and the Borneo lowland and montane forests make up the Sundaland hotspot (Wikramanayake *et al.*, 2002). The Sulu Sulawesi Marine Ecoregion (SSME) and the Andaman Sea Ecoregion were identified as Global 200 Ecoregions and the SSME forms a significant portion of the Coral Triangle (see page 52). These areas are recognised to be amongst the most important for biodiversity conservation. The Coral Triangle and Borneo are identified in WWF's Global Programme Framework (WWF, 2008) as two of WWF's 35 priority places.



Terrestrial and Marine Ecoregions



Malaysia's Economy and Emerging Trends

Malaysia has had an impressive track record of sustained economic growth, substantial poverty reduction, and progress in human development over the last few decades. However, progress has had a detrimental impact on both habitats and species.

The Master Plan study for protected areas reported in 1996 that 17.6% of mammals and 7.5% of birds were threatened (DWNP, 1996). The IUCN Red List (IUCN, 2009) also points to more local mammals closer to extinction following a reclassification of their 2007 status to a higher threat category.

Habitat loss has been cited as one of the reasons for the decline in mammal numbers in Malaysia. A large portion of these habitats are found in low-lying areas below 300 metres where fragmentation and isolation of habitat patches are most severe. Similar scenarios are also relevant for the Malaysian Borneo states of Sabah and Sarawak. This is likely linked to the rapid conversion of large areas of lowland Dipterocarp forests to oil palm and timber plantations through government and private land development schemes since the country gained independence in 1957 (Aiken and Leigh, 1985).

The Malaysian government has set out various development plans to drive the country towards being a fully developed country in line with Vision 2020. These will have a tremendous impact on nature and the environment if they are not well-planned and implemented for maintenance of biodiversity.

(left) White tip reef shark is one of the many shark species found in the mega-diverse Coral Triangle.



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The Sumatran rhinoceros is listed as Critically Endangered in the IUCN Red List and is threatened by poaching and reduced population viability. It is also one of the flagship species of WWF.

The New Economic Model (NEM) sets the framework for driving Malaysia's economy forward and recognises the unsustainable dependence on the country's natural resources. Malaysia's rich biodiversity is acknowledged as a unique advantage which can be harnessed to generate economic benefits (e.g. tourism, recreation, pharmaceuticals and nutritional products).

The NEM boldly asserts that Malaysia should lead the global green revolution – by preserving the country's natural rainforests and coral reefs to play a significant role in global carbon emission mitigation. The NEM approach implies creating higher value and revenue per hectare of usable land, rather than just increasing higher volumes of output, while minimising damage to the environment. Building on the framework created by the NEM, the government has also launched the Government Transformation Programme (GTP) and the Economic Transformation Programme (ETP), spearheaded by Performance Management and Delivery Unit (PEMANDU) to streamline the achievement of Vision 2020.

In addition to this, the government has within the last decade, introduced economic 'corridors' for regional development, with the aim of simulating economic development in less developed regions. As of January 2010, there are five major economic development corridors (Iskandar Malaysia, the East Coast Economic Region, the Northern Corridor Economic Region, the Sarawak Corridor of Renewable Energy, and the Sabah Development Corridor). These corridors cover large swathes of land, including high conservation value forests.

SARAWAK CORRIDOR OF RENEWABLE ENERGY (SCORE)

Launched in February 2008, this major initiative is being undertaken to develop the Central Region and transform Sarawak into a developed state by 2020. It covers an area of 70,709 km² and focuses on energy resources (i.e. hydropower, coal and natural gas). This is expected to enable the state to price its energy competitively and encourage investments and further industrial development.

WWF-Malaysia intends to exercise greater influence on the planning and implementation of SCORE through the adoption of sustainability. Examples of such programmes and projects are the Heart of Borneo, China for a Global Shift and Market Transformation Global Initiatives, Global Forest & Trade Network as well as through involvement in the Roundtable on Sustainable Palm Oil (RSPO) and Forest Stewardship Council (FSC) processes.

SABAH DEVELOPMENT CORRIDOR

The Sabah Development Corridor is guided by national and state policies. The three main focal areas for Sabah's land use are production and food security, sustainable economic revenue and sustaining existing social harmony. These include the sustainable management of water resources and catchment areas as well as forest resources and geological resources.

Many of WWF-Malaysia's ongoing efforts in Sabah are aligned with these priority areas, contributing towards a balance between development and environmental sustainability. Among WWF-Malaysia's past and ongoing initiatives, with various government and non-government partners in Sabah, are the SSME Programme, Conservation of Global Priority Mammals in Sabah, Asian Rhino and Elephant Action Strategy, Partners for Wetlands, Kinabatangan Corridor of Life, Protected Areas Programme, Forest Conservation Programme, Sabah Conservation Strategy, Identification of Potential Protected Areas Project and the Heart of Borneo Global Initiative.

EAST COAST ECONOMIC REGION

Launched in 2007, this is the largest development corridor in Peninsular Malaysia. It covers an area of more than 66,000 km², approximately 51% of Peninsular Malaysia's total land area and includes the states of Terengganu, Kelantan, Pahang and the Mersing district in Johor. This region has a population of about 3.9 million, which represents 14.5% of the total population of Malaysia. The key sectors to be developed include tourism, petrochemical and agriculture. Whilst sustainable development is emphasised, some of the potential threats to biodiversity include impacts to coastal and marine resources due to reclamation for tourism purposes, petrochemical industries and agricultural projects such as large scale farming and aquaculture development. Some of the ongoing conservation efforts of WWF-Malaysia in this area are the Peninsular Malaysia Seas Programme, the Species Conservation Programme, Protected Areas Programme and the Forest Conservation Programme.

NORTHERN CORRIDOR ECONOMIC REGION

Spanning an area of 24,000 km² with a population of 3.64 million, this economic region covers the states of Penang, Perlis, Kedah and four districts in Perak. The main focus of development for this region is agriculture followed by manufacturing and tourism. Although the focus of agriculture development is mainly on increasing the output from the existing areas, the amount of agricultural land utilised in this region is slated to increase from around 8,000 to 10,000 km². The plan further stipulates that only idle and degraded land will be utilised for agriculture.

The Northern Corridor Implementing Agency (NCIA) is spearheading the development of an integrated management plan for the Belum-Temengor forest complex. This is a priority conservation area for WWF-Malaysia as this forest complex is habitat for flagship species such as the Malayan tiger and the Sumatran rhinoceros. WWF-Malaysia is presently actively involved in the development of this plan.

Fisheries, Plantation Industries and Commodities in Malaysia

In its quest for development there is little doubt that Malaysia has compromised on environmental security. A major cause for this compromise is the nation's aggressive production and extraction of commodities such as palm oil, timber and fisheries, which WWF-Malaysia has identified as the important drivers for change to the environment of Malaysia. While Malaysia's GDP generation is dependent, and will continue to be dependent on the services sector, agriculture (which includes palm oil production, fisheries and forestry) is still a significant driver of the economy and probably makes the largest contribution to revenue in Sabah and Sarawak and a few Peninsular Malaysian states.

PALM OIL

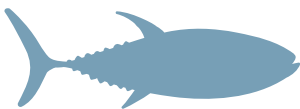


There are 15 million hectares of palm oil plantations in the world today and it is estimated that an additional 12 million hectares will be needed to meet the projected demand. The world production of palm oil is 45 metric tonnes but this is expected to increase to 63 metric tonnes in 2015 and 77 metric tonnes in 2020 (IFC and World Bank, 2011). Palm oil expansion in Malaysia has been capped at 5 million hectares with most available land already cultivated in Sabah and Peninsular Malaysia (PEMANDU, 2010).

It is estimated that the land allocated for oil palm will increase by an additional 400,000 hectares in Sarawak. In Sarawak, the majority of land slated for conversion will be peatlands although some of the larger plantations (e.g. Sime Darby) have made it a policy not to develop such land. Most of the remaining available land is in Sarawak and there is a concern that much of these lands are peatlands or relatively intact tracts of permanent reserved forests. Conversion of these areas will not only cause biodiversity loss but will release tonnes of greenhouse gas (GHG) into the atmosphere. The Roundtable on Sustainable Palm Oil (RSPO) is attempting to address the issue of GHG emissions from peatland conversion on a priority basis within its certification process. Due to limited suitable land for expansion it is very likely that Malaysian companies will focus on their operations in other regions such as the Congo Basin in Africa and Papua New Guinea.

Prices for crude palm oil have remained high partly due to the control on oil palm expansion in Malaysia and moratoriums on High Conservation Value Forest (HCVF) conversion in Indonesia. It is speculated that the commodity future markets are influencing these prices due to a possible gap between demand and supply in the coming years.

FISHERIES



Malaysia is a net importer of fish in volume but a net exporter of fish in value. Malaysia exports high value fish such as prawns and groupers and imports lower value fish for consumers and aquaculture feed. The fisheries sector is comparatively a small revenue earner for Malaysia and consequently, may be of lower priority for the government. A national management plan for fishery resources is not currently available even though Malaysia is the third largest per capita consumer of fish in Asia, making this commodity a vital protein source for the country.

The results of a 1998 government trawl survey (the most recent comprehensive resource survey) showed a 90% decline of demersal fish stocks in some areas of Peninsular Malaysia and a 60-70% drop in Sabah and Sarawak since the early 1970s (Abu Talib *et al.*, 2003). Species caught have also changed drastically over the last 50 years where many fish species that were commonly consumed in the past are no longer widely available. This is true for both salt and freshwater fish species.

The decline in natural fish stock could result in increased dependence on fish imports and an expansion of the aquaculture industry to cater for both domestic consumption and revenue generation through export. Expansion of the aquaculture industry could lead to the clearing of mangrove and other forms of coastal vegetation. These habitats provide important spawning grounds for commercially important fish species which could potentially restock marine habitats already depleted by overfishing.

A key driver that has caused the overfishing of Malaysian waters is the subsidies that the sector enjoys. Diesel oil is heavily subsidised and the fishing sector accounts for around 20% of the diesel consumption in Malaysia. Proposed additional subsidy will only exacerbate the pressure on the resource.



FORESTRY

Malaysia has 18.25 million hectares of forested area (MTC, 2011), equivalent to 55% of the total land-cover. Regionally, Sarawak is the biggest producer with 8 million m³, Sabah with 4 million m³ and Peninsular Malaysia with 2 million m³ per year (MTC, 2011).

The current demand for timber/plywood exceeds its supply, thus inducing an increase in the price of timber/plywood. Two main factors contribute to the increase in demand, namely, seasonal difficulties in obtaining logs and the high demand for plywood from the Japanese market due to rebuilding activities post-tsunami.

Continuous pressure on permanent reserve forests has given cause for concern over the ability to maintain 50% forest cover as pledged at the Rio Earth Summit 1992. Historical forest conversion figures indicate that by 2020, forest cover in Malaysia would be 51.8% of the country's total land area. This amount is precariously close to the Rio Earth Summit pledge. Unsustainable logging and conversion of land to industrial plantations (e.g. palm oil and rubber) have been responsible for much degradation and deforestation.

Increase in timber export is also expected to double by 2020 (MPIC, 2009), however, industry experts opine that this goal is highly unlikely given the current trend in log production. Based on the National Timber Industry Policy 2009-2020 and the Ministry of Plantations and Industrial Commodities (MPIC), it is expected that 375,000 hectares of forest plantation would need to be produced by 2020 at the rate of 25,000 hectares per year to achieve this target. The main forest plantation species recommended by MPIC are rubber wood and acacia.

Forest conversion to rubber plantations is projected in line with the government's intention to double the acreage from 900,000 to nearly 2 million hectares. However, labour shortage seems to be the stumbling block, as the expansion of a million hectares would necessitate a total of 200,000 labourers.

While sustainable forest management have been the focus of the government and the private sector in Malaysia, only 30% of Malaysia's forest areas are under third party forest certification schemes. The total area certified by the Forest Stewardship Council in Malaysia stands at 1.3 million hectares, mainly in the state of Sabah and Terengganu, while areas certified under MTCS/PEC is about 4.65 million hectares, mainly in Peninsular Malaysia. Although this is relevant for Permanent Reserved Forests (PRF) in Malaysia, state-lands receive little legal protection and are the most vulnerable. However, PRFs face some threat as well with the planting of forest plantation species (e.g. timber latex clones) which is yet to be considered illegal, since timber plantation species are accepted under the Food and Agriculture Organisation's (FAO) definition of forests (FRA, 2000).

Emerging Global and Regional Policy Trends on Sustainability and Climate Change

RIO+20

An emerging global issue is renewed interest on sustainability and the Rio+20 event (the 2012 Sustainable Development Summit in Rio) may be a driver for this. It is expected that Green Economy is going to be one of the most significant drivers for sustainability and will emerge as a key topic for the summit. However, there are many voices, in particular, developing countries that want to also focus on the many unfulfilled commitments made since the original Earth Summit in 1992 prior to starting a new series of Green Economy and sustainability commitments.

PAYMENT FOR ECOSYSTEM SERVICES (PES)

Payment for ecosystem services is gaining momentum in many parts of the world but is only starting to emerge in Malaysia. The true value of ecosystem services is not reflected in Malaysia's economy. Consequently, physical areas essential to maintain these services are not considered to be attractive for conservation.

Good examples of these can be seen through scenarios involving clean water in Kedah and Selangor. Kedah declared a few years ago that they would be willing to conserve their forests but would need about RM 300 million per year to do so while in Selangor, where much of the upper reaches of the water catchments have been conserved, does not receive any compensation to offset the cost of producing clean water. Moving forward the Central Forest Spine project could be an example of an area where the valuation of ecosystem services could contribute towards the conservation of the landscape.

REDUCING EMISSION FROM DEFORESTATION AND DEGRADATION (REDD)

Reduced Emission from Deforestation and Degradation (REDD) is primarily intended to slow, stabilise, and ultimately reverse emissions of greenhouse gases (GHGs) stemming from the clearing and destruction of tropical forests. Announced in 2006, REDD provides incentives for cost-effective ways to reduce emissions in developing countries and invest in low-carbon paths to sustainable development. Incentives will be given to maintain forests and carry out rehabilitation programmes on degraded or deforested areas. In 2008, the scope was broadened to the REDD+ mechanism to include conserving and enhancing forest carbon stocks and sustainably managing forests – adding the '+' to 'REDD+'.

Malaysia has advocated for fair and equitable incentives for REDD+, especially for countries who have sustainably conserved large tracts of forested land (e.g. SFM) as opposed to those who have logged their forest indiscriminately. The incentives should drive countries to reduce deforestation and help conserve forest, and it should be positive in the sense that other complementary activities (e.g. afforestation or reforestation) are not undermined.

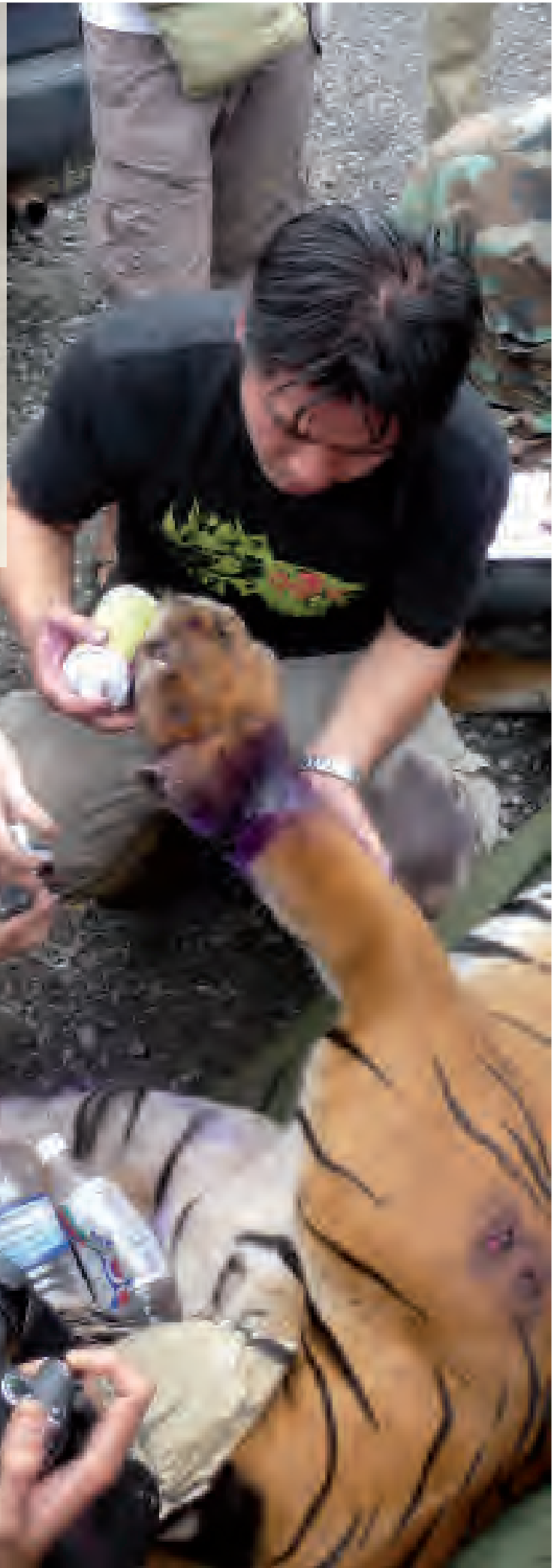


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Corals become “bleached” when water temperatures rise too high and are sustained for too long.

CHAPTER 2: THE EVOLUTION OF WWF-MALAYSIA

WWF-Malaysia has evolved into an organisation that increasingly addresses drivers of biodiversity loss and the ecological footprint of humans on the planet. While field-based conservation on land and seascapes is an integral part of WWF-Malaysia's work, today, the organisation also specialises in using data and information strategically for advocacy and campaigns that strive to reverse biodiversity loss. These strategies and campaigns intend to influence thought and opinion among the Malaysian public and to create constituencies for transforming corporate and government policy towards sustainable natural resource use and development planning. While the campaigns have focused on pertinent issues in the country, the organisation anticipates greater participation in WWF network campaigns targeted at achieving international treaty commitments.



WWF-MALAYSIA'S ACHIEVEMENTS

In the 40 years of its existence, WWF-Malaysia has made a significant impact on environmental and land use planning, biodiversity conservation and affecting change on environmental policies in the country.

AREAS OF WORK

ACHIEVEMENTS

PROTECTED AREAS



WWF-Malaysia has advocated, collaborated and worked towards the formation of these protected areas,

- Batang Ai-Lanjak Entimau, Sarawak
- Mulu National Park, Sarawak
- Perlis State Park, Perlis
- Ma' Daerah Turtle Sanctuary, Terengganu
- Lower Kinabatangan Wildlife Sanctuary, Sabah
- Gunung Stong State Park, Perlis and Kelantan
- Tunku Abdul Rahman Park, Sabah
- Tun Sakaran Marine Park in Sabah

Current projects,

- Ulu Muda Reserve Forest, Kedah as a state park in Kedah
- Tun Mustapha Park, Sabah

POLICIES, PLANS AND LAWS



Documents and legal instruments of importance to Malaysian environmental and biodiversity policies that were prepared by WWF-Malaysia or where WWF-Malaysia was consulted/ submitted comments or worked collaboratively with other organisations in its development.

- Peninsular Malaysia Highlands study
- Sabah Highlands study
- Sarawak Highlands study
- Sabah Land Use Policy
- Sabah Conservation Strategy
- National Eco-tourism Plan
- National Conservation Strategy
- National Biodiversity Policy
- National Climate Change Policy
- National Tiger Conservation Action Plan
- National Physical Plan
- National Water Use Study (leading to the Water Resource and Environment Policy)
- National Coastal Zone Physical Plan
- Wildlife Conservation Act 2010

ECOREGION CONSERVATION



Through WWF-Malaysia's efforts to conserve globally important ecoregions, it has facilitated political commitment towards the following initiatives,

- Sulu Sulawesi Marine Ecoregion (SSME)
- Coral Triangle Initiative on Coral Reefs, Fisheries and Food Security
- Heart of Borneo Initiative
- Central Forest Spine, Peninsular Malaysia

CAMPAIGN



Whether working with the government, public or corporations, WWF-Malaysia implements campaigns which are of importance to species and habitats through advocacy, creating awareness and behaviour change.

- **Egg=Life:** Culminated in the submission of a Memorandum to the Prime Minister which calls for marine turtles to be placed under Federal jurisdiction and law which would offer more holistic protection for marine turtles.
- **Save our Seafood:** Highlighted the dwindling state of marine fisheries thereby inspiring consumers to make informed choices and urging the government to adopt an ecosystem management approach to marine fisheries.

(left) One of the main threats to tigers in Malaysia is poaching. This snared tiger was rescued along the East-West Highway, Perak.

Network Evolution Aspirations

WWF globally has formulated four important evolution aspirations in conjunction with its 50th anniversary celebrations in 2011. WWF-Malaysia aspires to achieve greater heights in the four evolution goals which are described below.

ENGAGING MILLIONS

WWF-Malaysia believes in outreach to a far greater number of individuals through conservation activities and social media. Programmes implemented by WWF-Malaysia will be designed to take advantage of cultivating connectivity through social media. Broader constituency for conservation will also be built through the Direct Debit Donor Programme while the success of the Earth Hour can be used continuously to engage with youth groups across major towns and cities.

ROBUST NETWORK

A brand survey carried out in 2010 with stakeholders has shown that WWF is an influential and powerful brand. The global WWF network has conceptualised, formulated and implemented many global initiatives of which WWF-Malaysia is a part of (e.g. Heart of Borneo, Market Transformation and Coral Triangle).

WWF speaks and acts as one global organisation through the clear set of values which are strongly defined and defended. The global coherence is not only in implementing Network Initiatives but also by putting into action credible certification programmes (e.g. FSC, RSPO) for commodities that impact priority places and species. This is also consistent across all WWF offices with regard to its performance, benchmarks, brand values and commitment to conservation.

THOUGHT LEADERSHIP

More and more corporations are greening their business practices. WWF-Malaysia can play a key role in providing solutions and bringing sustainability into supply chains, fisheries management, agricultural productivity and water stewardship.

In 2011, WWF engaged the Boston Consulting Group to work with WWF offices in Malaysia, Indonesia, China and India to develop the global palm oil strategy and implement country specific strategies. WWF-Malaysia has set up a National Palm Oil team which has the mandate to provide opinion pieces on the palm oil sector in Malaysia which is a fast growing industry that impacts priority landscapes and flagship species.

Collaborations with government, research organisations and regulatory bodies have also been forged in order to influence sustainability of resource use and to promote a low carbon economy. Dialogues with Business Forums and Chambers' of Commerce is an example where WWF-Malaysia can become a reference point for knowledge on the footprint of commodities such as timber, fish, paper, palm oil and increase resource efficiency with minimal disturbance to natural ecosystems.

A WORLD CLASS CAMPAIGNING ORGANISATION

WWF-Malaysia will continue to lead effective campaigns with concrete and actionable ideas to move the masses and bring about change in perception and behaviour. National campaigns which combine programme actions and compelling communication would be a focus. WWF-Malaysia will implement innovative national public environmental campaigns that lead to positive changes in consumerism, better environmental stewardship and informed environmental decision/policy making.

There have been many campaigns conducted nationally but Save Our Seafood, Egg=Life and the Earth Hour are notable campaigns where many people from different walks of life have been reached. These campaigns were designed in a unique manner to reach out to the masses to promote sustainable seafood choices, no consumption of turtle eggs, and a more sustainable lifestyle to reduce each individual's ecological footprint.



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Earth Hour, started off by WWF, has become a global event involving 134 countries in 2011.

Milestones

1972:

WWF-Malaysia conducted its first ever project by assisting the National Parks Board (now Sabah Parks) with a survey of Pulau Gaya, off the coast of Kota Kinabalu. It is now part of the Tunku Abdul Rahman Park established in 1974.



1977:

The Bata-sponsored WWF-Malaysia mobile education unit began visiting school children throughout Peninsular Malaysia and sharing the wonders of our natural world with them.

1979:

WWF-Malaysia assisted the Game Branch of the Sabah Forest Department in a two-year faunal survey of Sabah to collect scientific data for the development of wildlife conservation plans in the state.

1981:

WWF-Malaysia joined forces with the Sarawak Forest Department to survey the proposed Lanjak-Entimau Wildlife Sanctuary leading to its gazettelement in 1983.

1987:

WWF's name changed from the World Wildlife Fund to the World Wide Fund for Nature to reflect the broadening of WWF's work from species and habitats to the way people use natural resources of all kinds.

1988:

WWF-Malaysia and the Sabah Foundation organised a scientific expedition to survey the unexplored Maliau Basin in Sabah. Maliau Basin today is internationally recognised as one of Sabah's crown jewels of nature.



1989:

WWF-Malaysia's 'Save the Turtles' campaign was launched. The campaign generated significant awareness among Malaysians on the urgent conservation problem which lead to over half a million ringgit for turtle conservation efforts raised.

1990:

WWF-Malaysia provided assistance to the Sarawak Forest Department's Education and Extension Unit in bringing the nature conservation message to Sarawak's rural communities.

1993:

The National Conservation Strategy, which was developed to guide the Malaysian government in the integration of conservation and development for a sustainable future and put conservation firmly on the national agenda, was completed.



1994:

The Highland Forests Campaign was launched to create greater awareness of Malaysia's natural habitats and why they are important.

1996:

The Fraser's Hill Nature Education Centre (FHNEC) was set up to raise awareness on the need to protect our highlands.

1998:

Perlis State Park was declared by the Menteri Besar of Perlis, which is the first protected area established in the northwestern part of Peninsular Malaysia.



1999:

The Partners for Wetlands programme was launched to support conservation initiatives in the Lower Kinabatangan, Sabah.

The Forests for Water, Water for Life programme was launched to change the way Malaysians use and manage freshwater.



2000:

The Sulu Sulawesi Marine Ecoregion (SSME), in collaboration with WWF-Philippines & WWF-Indonesia, was launched to conserve the Coral Triangle.

The Asian Rhino and Elephant Action Strategy (AREAS) was established to carry out a plan of action to enhance the unique species' conservation initiatives.



2003:

MYCAT, the Malaysian Conservation Alliance for Tigers, comprising the Department of Wildlife and National Parks, TRAFFIC Southeast Asia, Malaysian Nature Society, Wildlife Conservation Society and WWF-Malaysia was formed with the common goal of conserving tigers.



2004:

Ma' Daerah was gazetted as a Turtle Sanctuary by the Terengganu government.

With WWF-Malaysia's assistance, the Fraser's Hill Environmentally Sustainable Heritage (FRESH), a local community group, was formed to conserve the hill's natural environment.

2005:

The Lower Kinabatangan Wildlife Sanctuary was finally gazetted after more than ten years of work there.

The Tun Sakaran Marine Park was finally gazetted after 15 years of hard work and lobbying efforts by the Sabah Parks, the Marine Conservation Society and WWF-Malaysia.

2006:

The Heart of Borneo programme was launched.

The Kota Kinabalu City Bird Sanctuary (KKCBS), which WWF-Malaysia played a significant role in establishing, is now managed by independent NGO, Sabah Wetlands Conservation Society.

2007:

The Heart of Borneo is formally declared as a three-country collaborative programme by the ministers responsible for forestry of Brunei Darussalam, Indonesia and Malaysia.

The Royal Belum State Park was gazetted by the Perak State Government as the result of long-term efforts by the Perak State Government and Malaysian NGOs.



2008:

WWF-Malaysia's Kinabatangan Corridor of Life Programme, the Sulu Sulawesi Marine Ecoregion Programme as well as the WWF Heart of Borneo Network Initiative were mentioned as the three main conservation projects to be supported and developed by the Sabah State Cabinet by 2025.

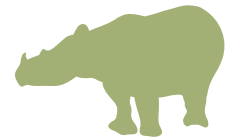
2009:

A non-detrimental finding study conducted by the Department of Fisheries Sabah (DoFS), WWF-Malaysia and TRAFFIC on the wild populations of the Humphead Wrasse led DoFS to impose a total ban in the export of this fish from 1st January 2010.

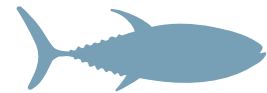


2010:

Footage of the elusive and extremely rare Sumatran rhino, suspected to be pregnant was obtained in the Danum Valley by WWF-Malaysia's Rhino Patrolling Unit.



The first Malaysian sustainable seafood guide was presented during the launch of the Save our Seafood campaign in conjunction with World Oceans Day.



2011:

1,150 ha in North Ulu Segama Forest Reserve, Sabah have been reforested with support from corporates, individuals and the WWF Network. Orangutan nests were found in the reforested area indicating that they are now using restored forest locations.

The National Eco-Schools Committee, comprising government agencies, universities and NGOs throughout Malaysia was established. The website www.eco-schools.wwf.org.my was successfully launched to facilitate active discussions about EE among schools.

CHAPTER 3: CONSERVATION PLAN

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GLOBAL PROGRAMME FRAMEWORK

Since its establishment in 1961, WWF has used a variety of methods and strategies to prioritise its activities. The Global Programme Framework (GPF) is one such method developed by WWF in 2008 to organise its global conservation efforts. The priorities outlined in the framework are addressed through programmes which

receive 80% of WWF network's programmatic investment.

Focusing on meta-goals and goals, WWF, through its conservation programmes, will tackle the drivers of **biodiversity loss** and **humanity's ecological footprint**, many of which are interlinked. To achieve its meta-goals and goals, WWF's programmes concentrate on conserving priority places and species, and reducing footprint in the areas of energy/carbon, commodities and water.

Examples of this approach can be seen through ecoregion and species action programmes, global initiatives, policy initiatives and other projects. As of December 2011, WWF-Malaysia is contributing to six **Global Initiatives** and other global programmes such as the Global Forest & Trade Network (GFTN) programme and Asia Pacific Growth Strategy (APGS).

Although the conservation focus of the overarching WWF GPF is global in nature, WWF-Malaysia's efforts directly address the nation's conservation needs. WWF-Malaysia believes that it is possible for a country to develop sustainably while ensuring its natural heritage is respected and conserved for future generations.

Biodiversity and Footprint Meta-Goals and Goals

2050 META-GOALS

BIODIVERSITY

By 2050, the integrity of the most outstanding natural places on earth is conserved, contributing to a more secure and sustainable future for all.

FOOTPRINT

By 2050, humanity's global footprint stays within the earth's capacity to sustain life and the natural resources of our planet are shared equitably.

2020 GOALS

PLACES

Biodiversity is protected and well managed in the world's most outstanding natural places.

SPECIES

Populations of the most ecologically, economically and culturally important species are restored and thriving in the wild.

FOOTPRINT

By 2020, humanity's global footprint falls below its 2000 level and continues its downward trend, specifically in the areas of:

- Energy/carbon footprint
- Commodities footprint (crops, meat, fish and wood)
- Water footprint

WWF Marine Biologist in Sebungkat, Semporna, Sabah. Malaysia's seaweed farming supplies emulsifiers for many industries and provides an alternative to destructive fishing.



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6 GLOBAL INITIATIVES

As part of the international WWF Network, WWF-Malaysia is committed to do its part in addressing global conservation concerns. With the WWF Global Programme Framework as a guide, WWF-Malaysia has designed its Strategic Plan to ensure that the key drivers and threats are addressed and managed well. This also means that WWF-Malaysia will capitalise on partnerships with other WWF offices on areas of global conservation interest.

These partnerships include being actively involved in the various multi-national Global Initiatives where multiple WWF offices pool together their strengths and resources to effect transformative change at a regional and even global level.



1

TIGERS ALIVE

With as few as 3,200 tigers remaining in Asia, action is needed to increase protection for the species. There are around 500 Malayan tigers living in Peninsular Malaysia. This sub-species is threatened by human-wildlife conflict, hunting/poaching and loss of habitat due to forest conversion for agriculture and development. WWF-Malaysia seeks to address these and other threats by reducing human-wildlife conflict, increasing enforcement efforts and raising awareness through educational programmes, addressing tiger landscape connectivity as well as monitoring of tigers and their prey.

2

HEART OF BORNEO

The tropical rainforests of Borneo are one of the most biologically diverse ecosystems on Earth. This natural treasure trove, however, is threatened by unsustainable logging, plantation agriculture, mining and hunting. WWF is working with the 3 Borneo nations (Brunei, Indonesia and Malaysia) to conserve 220,000 km² of rainforest – almost 1/3 of the island – through a network of protected areas and sustainably-managed forests. WWF-Malaysia supports the implementation of the Heart of Borneo Strategic Plan of Action by the Sabah and Sarawak state governments.

3

CORAL TRIANGLE

The Coral Triangle is a 6 million km² area spanning Indonesia, Malaysia, Papua New Guinea, the Philippines, Solomon Islands and Timor Leste. 76% of the world's coral species, 6 of the world's 7 marine turtle species, and at least 2,228 reef fish species live within the Coral Triangle. This abundant marine life is now at risk from unsustainable fishing, poorly planned development, pollution and the effects of climate change. WWF seeks to protect the resilience and the native species of the Coral Triangle through collaboratively managed practices and creating economic opportunities for the people who live here.

4

FOREST & CLIMATE INITIATIVE

When forests are destroyed they release large quantities of CO₂ into the atmosphere, thus contribute to climate change. WWF's Forest & Climate Initiative is working to reduce greenhouse gas emissions from deforestation to benefit climate, forests, biodiversity and people. WWF-Malaysia is working towards influencing society, corporations and the government of Malaysia to move toward more sustainable and low carbon growth.

5

SMART FISHING

WWF collaborates with partners on boats and with processors, buyers and retailers in seafood markets to transform commercial marine fisheries towards long-term sustainability – where seafood is harvested in a way that sustains and protects the marine environment, the species within it, and the people who depend on them. WWF also advocates with governments to shift decision-making towards sustainable and responsible fishery practices.

6

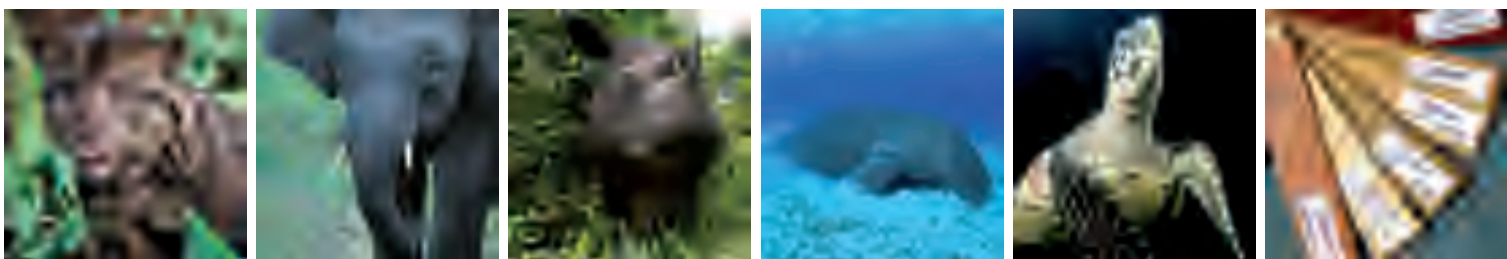
MARKET TRANSFORMATION

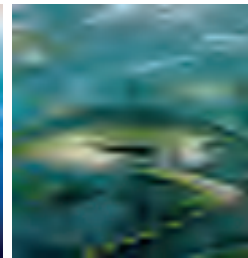
As market demand for food, fibre and fuel increases in the coming decades, so will the impact on our planet's natural resources. The effect on biodiversity is, however, not just linked to global demand, but also to where and how companies and their supply chains obtain and process these vital commodities. WWF's Market Transformation Initiative reduces global human footprint by showing that commodities can be produced at affordable costs with measurably reduced environmental impacts, and by creating a significant demand for such products, entire commodity markets can be moved towards greater sustainability, and deliver large-scale environmental outcomes.

13 PRIORITY SPECIES

Malaysia provides terrestrial and marine habitat for 13 priority species among the 36 listed in the Global Programme Framework. These include both flagship and footprint impacted species.

- Asian big cats
- Asian elephant
- Asian rhinos
- Marine cetaceans
- Marine turtles
- Orangutans
- Ramin
- Asian tortoises and freshwater turtles
- Corals
- Humphead wrasse
- Reef sharks
- Tuna
- Pelagic sharks



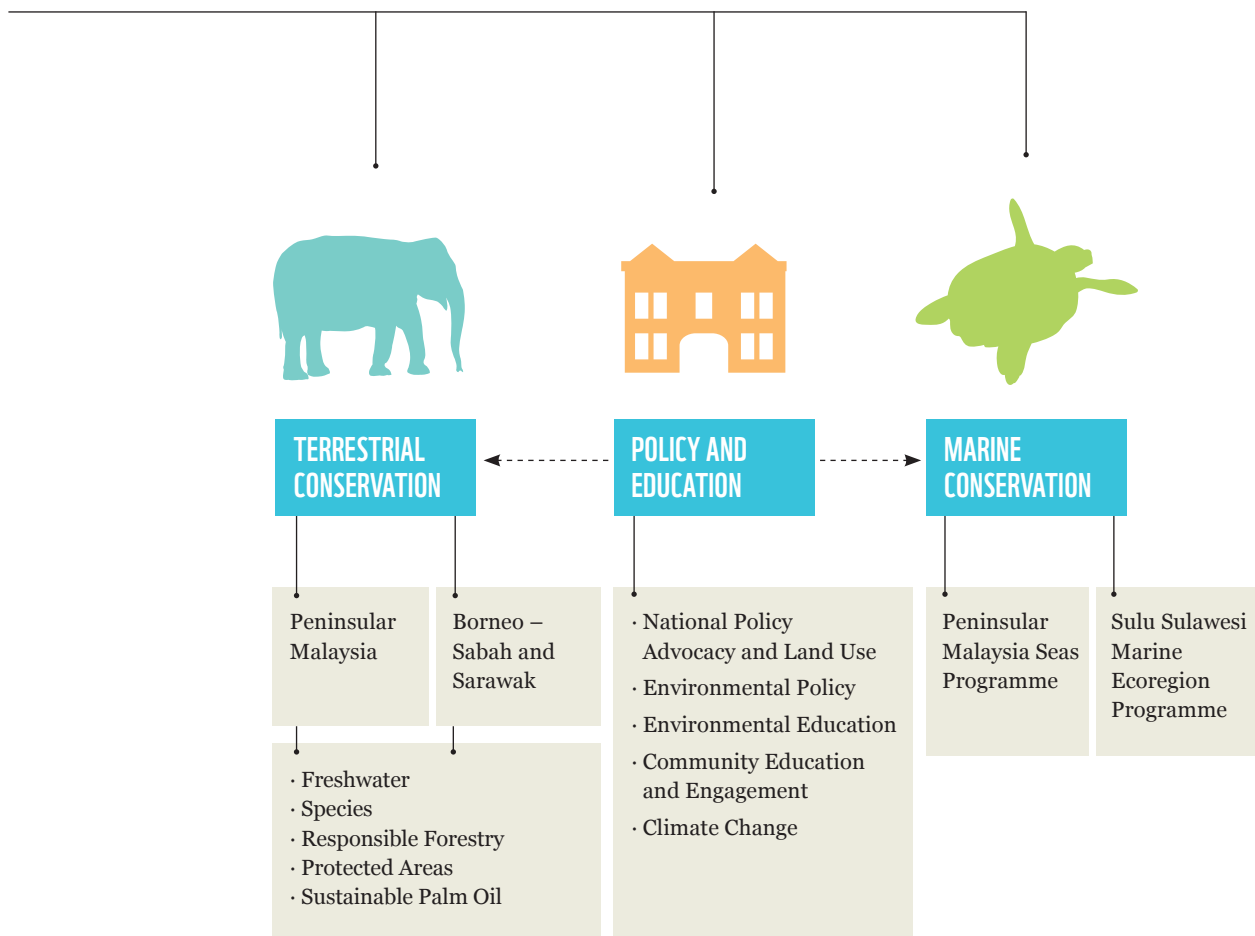


WWF-Malaysia's Conservation Department and Programmes

The Conservation Department of WWF-Malaysia is organised into three divisions; **Policy and Education**, **Terrestrial** and **Marine Conservation**. The Policy and Education division are cross-cutting programmes which work at creating policy frameworks at the national level as well as internally in relation to the Terrestrial and Marine Conservation divisions. The Terrestrial and Marine Conservation divisions are structured for conservation delivery within priority land and seascapes while receiving thematic support from teams working on reducing ecological footprint, sustainable finance and land use policy from the Policy and Education divisions.

Programme Structure of the Conservation Department

CONSERVATION DEPARTMENT



Conservation Programme Strategies

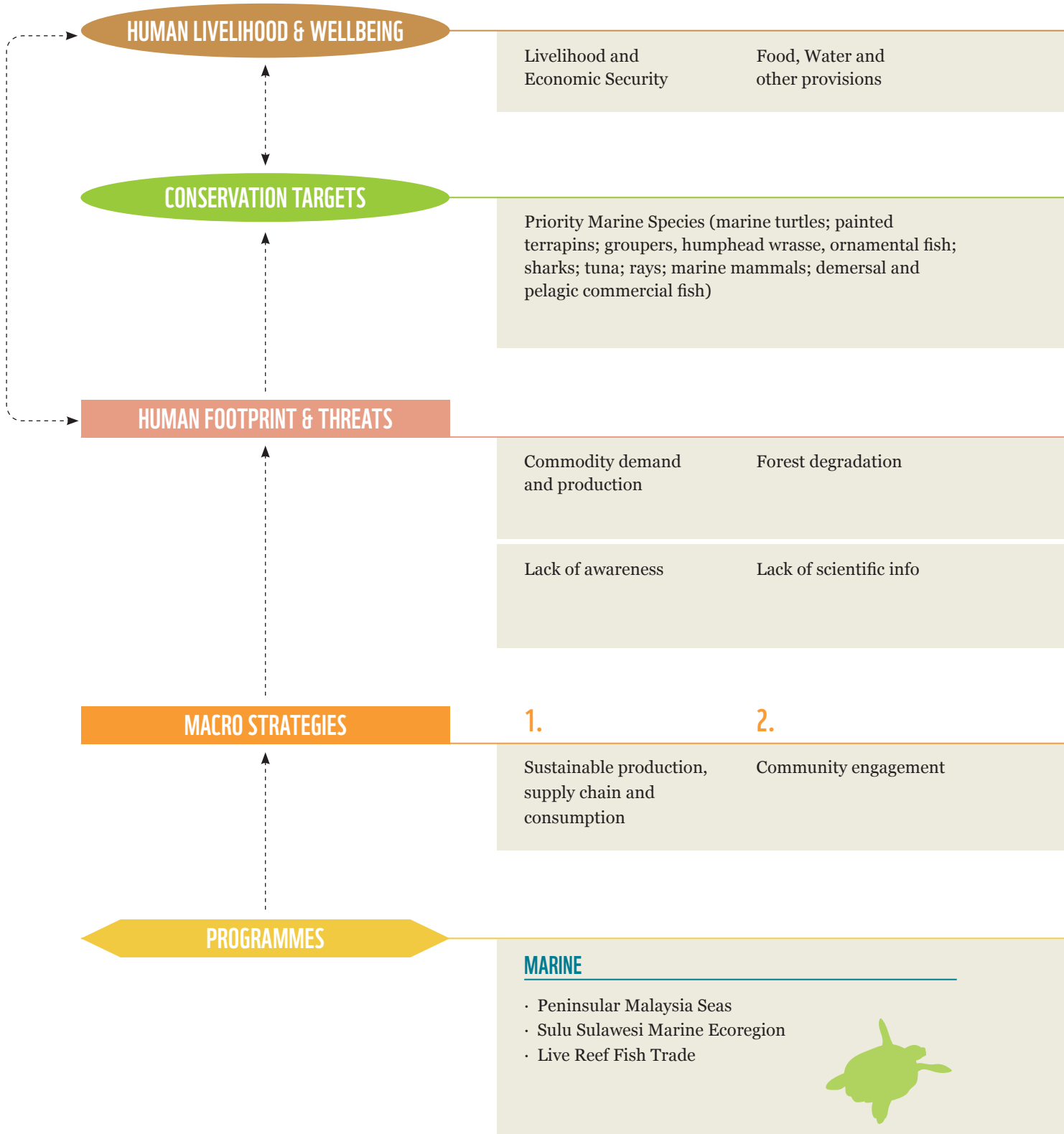
For a mega-diverse country such as Malaysia, conservation requires a comprehensive effort. WWF-Malaysia's major programmes apply five macro strategies to tackle the various threats to our conservation targets. Targets are elements of biodiversity in the form of species, ecosystems or ecological processes, and the focus of conservation outcomes and monitoring. WWF-Malaysia's inclusive approach to conservation is illustrated in the **Macro Conceptual Model** which gives a bird's eye view of every action and its potential impact. Each conservation programme utilises various strategies which are grouped into macro strategies to address the factors which are threatening the conservation targets. While conservation targets are impacted by human footprint and threats; they also affect human livelihoods and wellbeing. The macro strategies represent the direction, method of engagement or the scope of action which can be employed.



© NATUREPL.COM/TIMI LAMAN / WWF

Mangroves being converted to aquaculture farms is an example of an ecosystem being impacted by human livelihood.

Macro Conceptual Model



Cultural Services	Other Ecosystem Services	Health	
Priority Terrestrial Species (Asian big cats – tigers, clouded leopard; orangutans; elephants; rhinoceros)	Natural forest (lowland dipterocarp forest, montane dipterocarp forest, natural forest, montane, peat swamp, mangroves, etc.)	Hydrological regimes, freshwater habitats (rivers, lagoons, streams), aquatic species	Marine ecosystems (coral reefs and seagrass beds; mangroves)
Exploitation of wildlife resources / human wildlife conflict	Climate change	Unsustainable consumption	Unsustainable agricultural practices
Over-fishing	Destructive fishing	Infrastructure development / coastal development	Pollution
3.	4.	5.	
Governance / institutional strengthening	Mainstreaming ecosystem services	Spatial planning	

TERRESTRIAL - THEMATIC PROGRAMMES

- Species
- Protected Areas
- Sustainable Palm Oil
- Responsible Forestry
- Freshwater



POLICY & EDUCATION

- National Environmental Policy Advocacy
- Sustainable Land Use Planning and Management
- Climate Change
- Community Education & Engagement
- Environmental Education



Macro Strategies for Conservation Programmes

The macro strategies illustrate avenues required to achieve the conservation goals of all WWF-Malaysia's programmes. The strategies are defined as sets of approaches used to achieve behaviour changes over a period of time. Presented in this section are five macro strategies and the expected outcomes.

Macro Strategy 1

Sustainable production, supply chain and consumption

By 2020, Malaysia's ecological footprint in fishing, forest and cropland is reduced by 15%, from year 2007.

Malaysians derive more protein from seafood than any other country in Southeast Asia. Many Malaysian fisheries resources are overfished and there is a need to transform fisheries management as acknowledged by the government, many fishermen and consumers. A policy shift towards ecosystem management and a modified version of the Food and Agriculture Organisation (FAO) endorsed Ecosystem Approach to Fisheries Management – where the health of the ecosystems and fish stocks are included as measures of management performance is central to WWF-Malaysia's strategy (Hiew *et al.*, 2008); coupled with increased consumer awareness and demand for sustainably sourced fish (wild-caught and cultured). One of the biggest challenges faced is building awareness and capacity among fish producers as a reaction to policy and demand changes.

On the terrestrial front, emphasis is given to the footprints of timber, paper-pulp and palm oil. The work will ensure that supply chains are sustainable and that industries conform to guidelines and criteria established by the regulatory authorities and market forces. Production methods are also examined to minimise impact on natural landscapes and to encourage improvement. WWF-Malaysia supports certification of timber, paper-pulp and palm oil products, through the Forest Stewardship Council (FSC) for timber and the Roundtable on Sustainable Palm Oil (RSPO) for certified palm oil that promotes sustainable production.

It is also important to reach out to the consumers through consumer outreach programmes that advocate change to lifestyles and consumption choices. One example is the 'Live Green' campaign launched in March 2011 that promotes lifestyle changes with sustainable living concepts embedded within which the layman can practise. With an extensive approach covering the two ends of the supply chain and in between, we aim to reduce Malaysia's ecological footprints.



© SIMON BUXTON / WWF-CANON

A Yellowfin tuna loaded onto a trawler. The Coral Triangle is the source of more than 43% of global tuna catch. Most tuna stocks are already fully exploited, overexploited, or depleted due to overfishing. Transforming the economics of tuna fishing in the Coral Triangle is one of WWF's main priorities.

Macro Strategy 2

Community engagement and environmental education

By 2020, ten communities at project sites and 200 educational institutions in Malaysia are engaged in environmental conservation.

This strategy focuses on local communities living in and around the priority places, and educational institutions throughout Malaysia. Community engagement focuses on two key areas; firstly, providing support to local communities with regard to exploring sustainable alternatives in natural resource use, and, encouraging collaborative management while safeguarding the access to resources and rights of communities. The empowerment of rural communities is pivotal in achieving sustainable natural resource management between communities and the government.

Environmental education advocates the promotion of environmental awareness and conservation through and the national formal education system – involving the students, teachers, principals and teacher trainers.

Developing local capacity to engage in management and fostering the development of local NGOs, civil society institutions and interest groups are part of the long-term sustainability strategy of WWF-Malaysia.

Macro Strategy 3

Governance/institutional strengthening

By 2020, environment is featured prominently in the national government agenda which is measured against a Key Performance Index (KPI) system monitored regularly by the Federal Cabinet.

The main thrust of environmental governance is meeting sustainable development goals. WWF-Malaysia supports the government in fulfilling international obligations such as the Convention on Biological Diversity, Heart of Borneo Tri-national Declaration, the Sulu Sulawesi Marine Ecoregion Tri-national Memorandum of Understanding and the Coral Triangle Initiative Regional Plan of Action, through its conservation efforts.

The core elements of environmental governance from a policy perspective includes advocacy with Federal and State governments to improve the way all levels of government plan and implement policies, enactment and enforcement of regulations, incorporation of civil society participation in environmental decision making, sustainable financing of conservation efforts, and strengthening institutions in charge of environmental protection and management.



© WWF-MALAYSIA / MAZIDI GHANI

In conjunction with World Ocean Day, an awareness activity with a marine turtle theme was conducted for the children of Kulapuan Island, one of the 49 islands found in Semporna Priority Conservation Area (PCA).

Macro Strategy 4

Mainstreaming ecosystem services

By 2020, ecosystem services crucial to human wellbeing are mainstreamed through at least three strategic interventions.

Ecosystem services are the benefits that people receive from nature, such as water purification and flood control by wetlands, coastal protection from mangroves and coral reefs, and carbon sequestration by forests and seagrass beds. Services also include the provision of products such as clean air or fish landings. By providing figures from economic valuations and cost-benefit analyses in comparison to the potential costs of replacing ecosystem services, stronger rationalisations and sound economic arguments for decision making in favour of protecting resources can be made.

Protected Areas (PA) serve as a refuge for a suite of endangered species; providing many critical ecosystem services to humans. Innovative ways of managing and financing are needed to further improve the effectiveness of PA networks and ecological corridors in both marine and terrestrial landscapes.

WWF-Malaysia is increasingly promoting at policy and project levels, the paradigm that ecosystems are precious natural capital assets that supply life-supporting services through interventions. The challenge is to turn this recognition into incentives and institutions that will guide wise investments in natural capital on a large scale while reducing perverse incentives and subsidies that reward unsustainable resource exploitation. Improvements are required on three key fronts – the science of ecosystem production functions and service mapping; the design of appropriate finance, policy, and governance systems; and the art of implementing these in diverse biophysical and social contexts.

Macro Strategy 5

Spatial planning

By 2020, effective spatial planning is widely used and integrated into development planning in the four WWF-Malaysia priority landscapes (i.e. Heart of Borneo, Peninsular Malaysia Forest, Sulu Sulawesi Marine Ecoregion and Peninsular Malaysia Seas).

Responsible and thorough spatial planning can avoid or minimise a wide range of threats from human-wildlife conflict to forest fire. Spatial planning is about land use planning and development (e.g. infrastructure and agriculture) taking into consideration PAs and ecological linkages. Both human and wildlife need space or habitat to live; conflict arises when the needs are incompatible.

Zoning for various land use options need to consider environmental, social and economic factors. The construction of roads or power lines can fragment natural habitats thus increasing human-wildlife conflict and reducing resilience to climate change and extreme weather events. Large infrastructure development such as dams for hydroelectric power can have far-reaching impacts on the natural ecosystems and people in the affected river basin. Through spatial planning, these issues and conflicts can be taken into account from the onset for guiding decision making that ensures attainment of development objectives without compromising the conservation needs.

WWF-Malaysia is advocating for the use of spatial planning tools in development planning with the aim of minimising land use conflicts and hence, achieving conservation objectives.



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Oil palm plantation on deforested land, Sabah. Impacts of agricultural expansion can be minimised with responsible spatial planning.

Partnership as a Strategy to Achieve Conservation

In addition to the macro strategies above, partnership is the foremost strategy that is practised by WWF-Malaysia. WWF-Malaysia engages and leverages on a wide range of partners for various purposes.

WWF-Malaysia's Partnerships

PARTNERS

FOCUS OF ENGAGEMENT & PARTNERSHIP

Federal and State government departments and agencies; Local government and district level government agencies



- Implementation of international treaties at the national level and national policy implementation
- Governance/institution strengthening for natural resource managers and regulators
- Policy and legislation (in relation to species, public participation, transparency)
- Sector/Structural reform
- Enforcement of laws, action and management plans, etc.
- Spatial planning
- Mainstreaming ecosystem services into development and fiscal planning
- Sustainable conservation financing
- Collaborative management of ecosystems



Private Sector and Government Linked Companies

- Collaborative management of ecosystems (some are in the position as resource managers)
- Sustainable production, supply chain and consumption
- Payment for ecosystem services and sustainable financing
- Responsible financing



Trade Bodies, Councils and Commodity Roundtables

- Sustainable production
- Supply chain and consumption
- Standards setting



NGOs and CBOs

- Collaborative management of ecosystems
- Sustainable livelihood
- Education and awareness
- Policy and international agreements
- Collaboration and joint campaigns
- Sharing of knowledge



Universities and Research Institutions

- Research collaboration
- Advancement of science
- Sharing of knowledge

To overcome the many challenges in conserving Malaysia's biodiversity while also balancing the country's growth and economic needs require the strengthening of environmental civil society organisations. WWF-Malaysia endeavours to create strong environmental influence and encourage lively public discourse in Malaysia by encouraging the establishment and growth of environmental civil society organisations through the efforts mentioned below.



SUCCESSFUL PARTNERSHIPS BETWEEN WWF-MALAYSIA AND OTHER MALAYSIAN NGOS AND CBOS

WWF-Malaysia has been successful in the establishment of community-based organisations to further conservation objectives. For example, *Persatuan Khazanah Rakyat Ma'Daerah* (MEKAR) and *Persatuan Wanita Kg. Mangkok, Setiu* (PEWANIS) in Terengganu, helped spread awareness on turtle and terrapin conservation at the grassroots level.



The 'Save our Seafood' campaign was carried out in collaboration with the Malaysian Nature Society (MNS) to appeal to a wider audience.




WWF-Malaysia worked with partners in the Malaysian Conservation Alliance for Tigers (MYCAT) to advocate for the implementation of the National Tiger Conservation Action Plan and Wildlife Conservation Act 2010.



WWF-Malaysia is an active member of the Malaysian Environmental Non-Governmental Organisations (MENO) which acts as an independent platform and network of Malaysian NGOs that is committed towards enhancing the environmental sustainability agenda at local, national and international levels.



© WWF-MALAYSIA / SHARIFAH RUQAIYAH / SARA SUKOR / BRANDON LIU - MYCAT



TERRESTRIAL CONSERVATION

WWF-Malaysia's Terrestrial Conservation Programme spans two main geographical regions – Peninsular Malaysia and Borneo. These areas harbour ecoregions that were included in the Global 200 Ecoregions (Olson and Dinerstein, 2002) due to their globally outstanding floral and faunal biodiversity and high levels of endemism. Borneo is among the 35 priority places listed in WWF's Global Programme Framework (WWF, 2008).

The Peninsular Malaysia Forests hold populations of Malayan tigers (*Panthera tigris*), comprising approximately 500 individuals (DWNP, 2008). These forests are also home to the critically endangered Sumatran rhinoceros (*Dicerorhinus sumatrensis*) which have possibly reached severely low numbers numbers (Zafir *et al.*, 2011) and less than 1500 Asian elephants (*Elephant maximus*) (Department of Wildlife and National Parks, 2006). Conservation of these species (excluding rhinoceros) and their habitats dominate much of our strategies within Peninsular Malaysia.

(left) The Sundaland clouded leopard is the largest carnivore found in Borneo and the Bornean subspecies has been reclassified by the IUCN Red List as endangered in 2008.

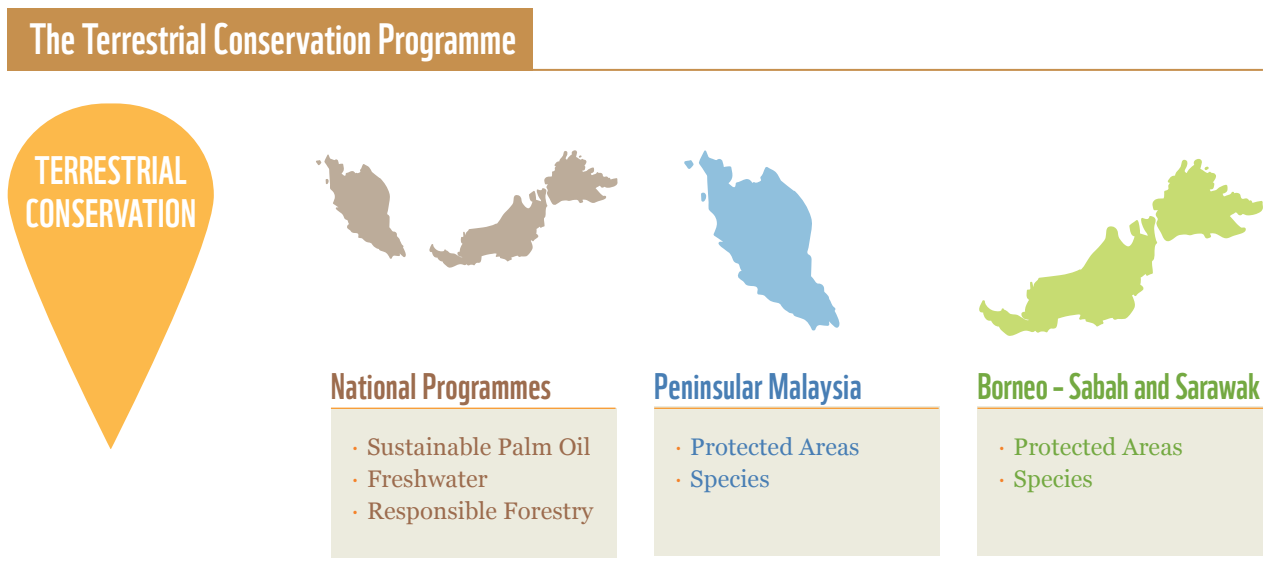
In Borneo, we focus on forest landscapes within the Malaysian states of Sabah and Sarawak. Sabah is renowned for large mammals such as the Sunda clouded leopard (*Neofelis diardi*), Bornean orangutan (*Pongo pygmaeus*), Bornean pygmy elephant (*Elephas maximus borneensis*) and the Sumatran rhinoceros (*Dicerorhinus sumatrensis*). Sarawak still has several vegetation types which hold high levels of biodiversity and endemism.

In all the three sub-regions of Malaysia (i.e. Sabah, Sarawak and Peninsula), protected area systems prevail, comprising Wildlife Reserves, National Parks, Permanent Forest Reserves designated for protected purposes, State Parks and Wildlife Sanctuaries and other categories. WWF-Malaysia’s Geographical Information System (GIS) team is able to provide snapshots of the status of forests, protected areas and other land use in the country with indications of the locations of priority species in their natural habitats. This forms a strong basis for advocacy work at both state and federal level promoting sustainable land use and ecological connectivity for wildlife.

Forest landscapes also safeguard the integrity of catchment areas. The water quality of the freshwater and river systems largely depend on protecting large tracts of intact upper catchment forests and implementation of compatible land use activities in the catchment areas.

Division Structure and Strategic Plan

The Terrestrial Conservation division in WWF-Malaysia comprises of five distinct thematic areas operational in Peninsular Malaysia, Sabah and Sarawak, which are, **Sustainable Palm Oil, Freshwater, Responsible Forestry, Protected Areas** and **Species**. Three of five thematic operational areas are national programmes.



A comprehensive strategic plan was developed for each of the thematic area. The goals, conservation targets and strategies pertaining to each thematic area can be found in the following sections of this document.

Terrestrial Conservation Programme Work Areas



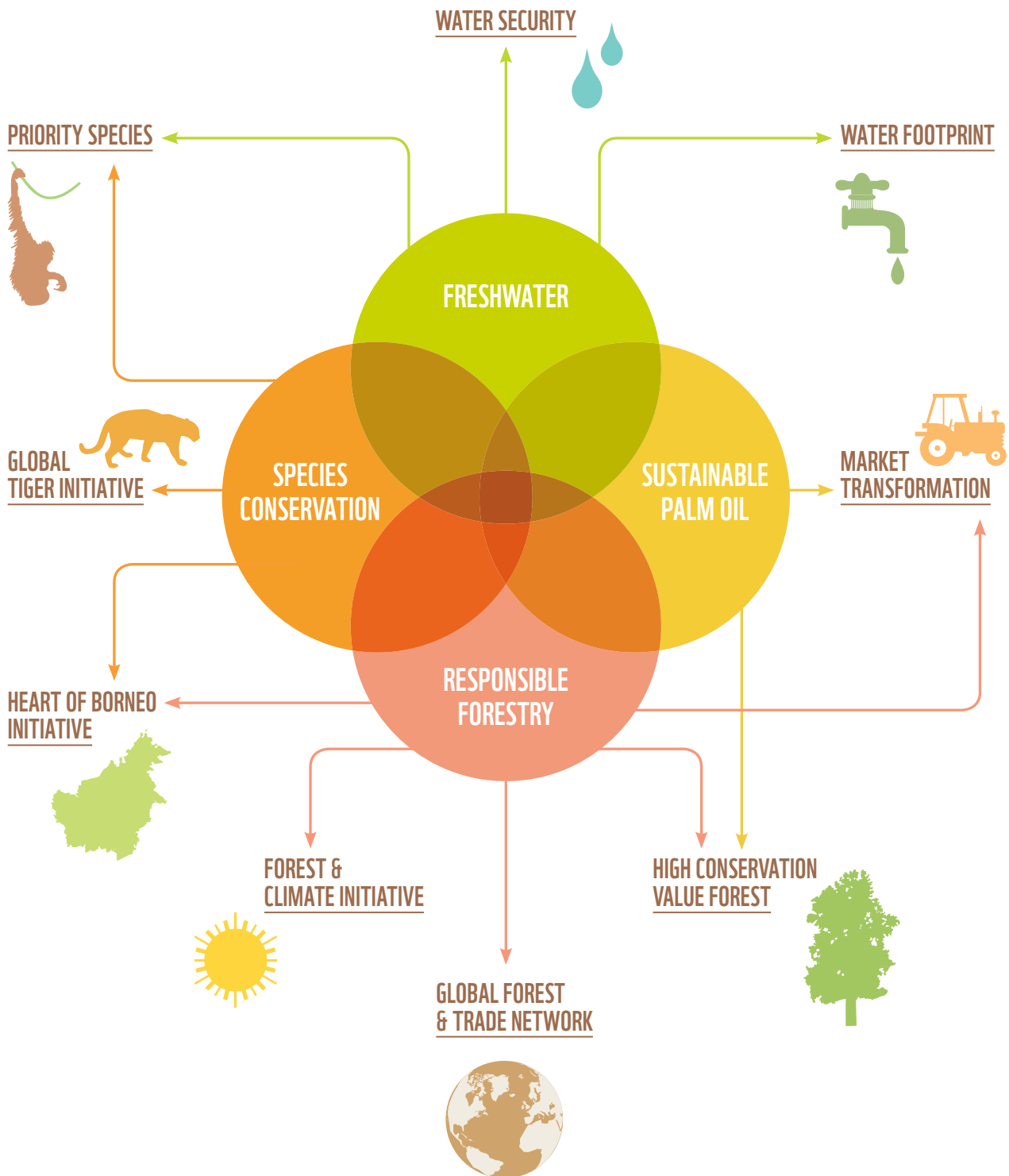


GLOBAL AND REGIONAL ALIGNMENT

WWF-Malaysia's terrestrial conservation work is guided by several global and regional biodiversity conservation frameworks such as the Global Tiger Initiative, Heart of Borneo, Forest and Climate Initiative; Global Forest and Trade Network; High Conservation Value Forest, Water Footprint and Priority Species.
















The Terrestrial Conservation Programme as Aligned to WWF's Global and Regional Priorities



(left) The Bornean pygmy elephant, found only in Sabah, prefers low lying forests near rivers with some open areas for feeding.

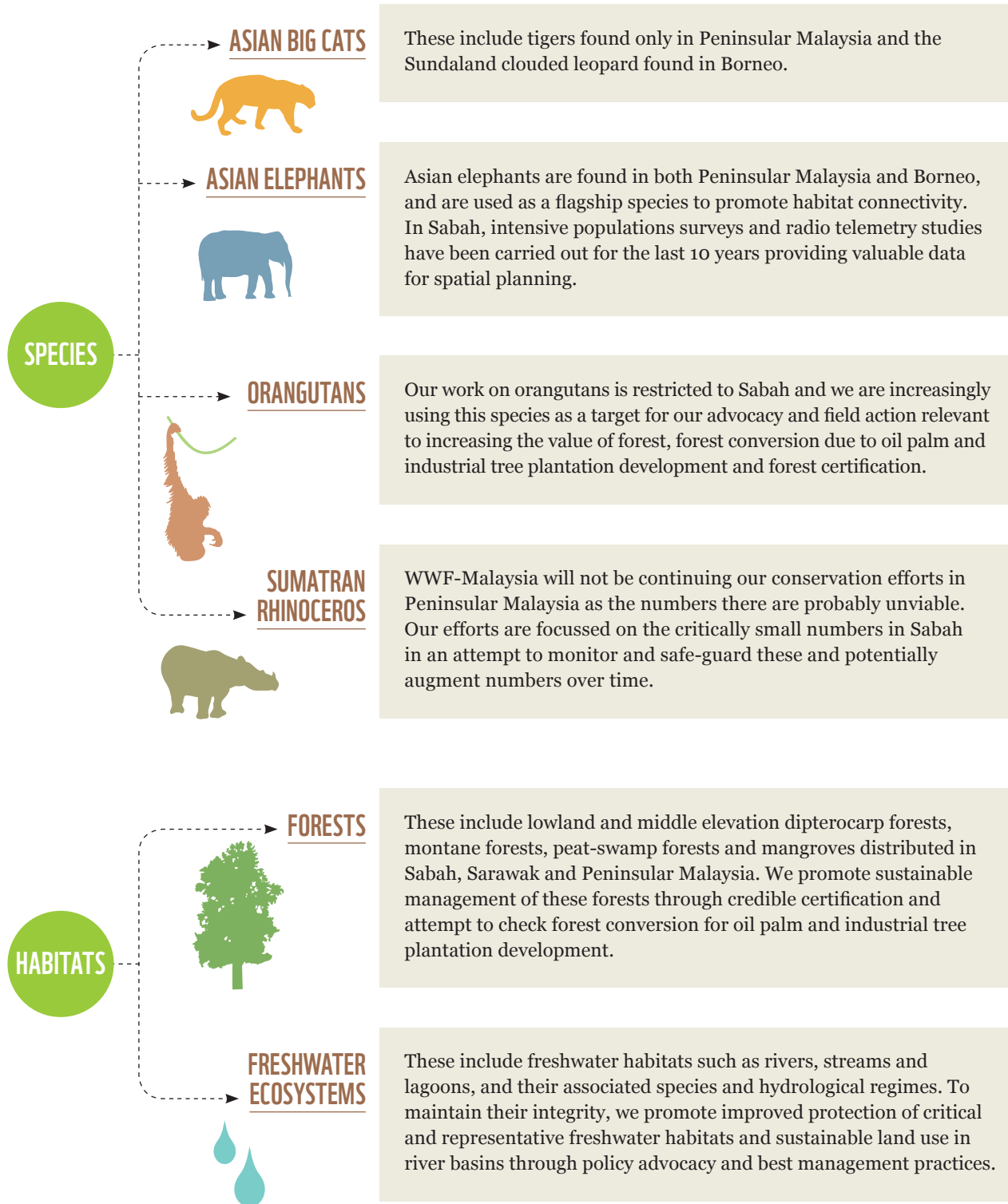
The Visions and Goals of the Terrestrial Conservation Programme

	GEOGRAPHICAL AREA	VISION
 <p>SUSTAINABLE PALM OIL</p>		<p>Sustainable Palm Oil production occurs in Malaysia by 2020 where High Conservation Value Area are no longer converted to plantations and measures are in place to reduce biodiversity loss arising from plantation activities.</p>
 <p>FRESHWATER</p>		<p>Healthy and biologically diverse freshwater ecosystems in Malaysia for people and nature.</p>
 <p>RESPONSIBLE FORESTRY</p>		<p>Forest landscapes in Malaysia are valued and managed sustainably supporting highly diverse flora and fauna communities of global priorities while providing sustainable economic benefits to the people.</p>
 <p>PROTECTED AREAS</p>		<p>The natural resources in Sarawak are well managed through good governance and according to the principle of sustainable development ensuring benefits for future generations.</p>
		<p>A global network of ecologically representative, effectively managed and sustainably-financed protected areas that sustain biodiversity and natural resources across entire ecosystems, help to reduce poverty, provide environmental services and resilience to long-term challenges, protect threatened human cultures and communities and give space for both wildlife and people.</p>
		<p>Forest ecosystem are protected and managed through the maintenance of a viable, representative network of protected areas in the most threatened and biologically significant regions of Sabah and Sarawak by 2020.</p>
 <p>SPECIES</p>		<p>Viable populations of global priority mammal species thrive in a large, functioning sustainably managed forested landscape in Sabah.</p>
		<p>The long term survival of tigers and other threatened species are secured, characterised by the maintenance of viable populations, and effective enforcement and management of habitat contiguity across the landscape.</p>

GOAL

- Sustainable oil palm production occurs in Malaysia by 2016 where high conservation value forests (HCVF) are no longer converted for plantations and measures are in place to reduce biodiversity loss arising from plantation activities. All palm oil producers commit to and follow the principle of zero conversion of high conservation value areas.
- By 2016, at least 50% of the populations of indigenous and high conservation value fish (particularly, mahseer and sultan fish) continue to be found in their natural environment at priority river systems in Malaysia based on the 2011 baseline level.
- By 2016, prioritisation and characterisation of riverine systems and forest catchment areas in Malaysia are established based on specific ecological criteria.
- By 2016, reduction in area of forested freshwater habitats in Malaysia does not exceed 20% of the 2011 baseline level.
- By 2016, at least 10% of high conservation value freshwater habitats in Malaysia are committed towards increased protection from the 2011 baseline level.
- By 2016, national, state and corporate water related institutions recognise and incorporate environmental flow requirements in development plans for water infrastructure at priority river systems in Malaysia. This is aimed at sustaining freshwater ecosystem health and services for the wellbeing of people that depend on the ecosystem.
- By 2016, at least 50% of production forests in species priority landscapes achieve sustainable forest management, through the implementation of credible certification, increased transparency and forest governance and maintaining natural forests through innovative financing mechanism in Malaysia.
- By 2016, at least 50% of the remaining mixed dipterocarp forest is conserved and sustainably managed while other critical ecosystems namely montane, peat swamp, heath forest and mangrove are protected in totality.
- By 2014, the mainstreaming of protected areas into the national consciousness is increased, including the establishment of at least 300 ha of new protected areas representing Peninsular Malaysia's most threatened and biologically significant ecosystems, and improved management effectiveness of about 300,000 ha.
- By 2020, mainstream Protected Areas into the national consciousness, including the establishment of at least 250,000 ha of new PAs representing Peninsular Malaysia's most threatened and biologically significant ecosystems, and improved management effectiveness of about 400,000 ha of Protected Areas.
- By 2014, at least 2 Protected Areas has an updated Management Plan in place (Maliau Basin Conservation Area and Imbak Canyon Conservation Area).
- To enhance and promote effective management of at least 80% of the Protected Areas in Sabah and Sarawak in order to maintain the biodiversity and ecological linkages by 2020.
- By 2020, density and diversity of food sources for orangutan in the 7 key habitats increased by 10%.
- By 2020, key orangutan habitats are no longer threatened by forest conversion.
- By 2020, all five managed elephant ranges are recognised and maintained.
- By 2020, population density of elephants in Lower Kinabatangan stabilised at 1.5–2.5 individual/km² through securing habitat connectivity.
- By 2015, all known isolated rhinos are determined and translocated to Borneo Rhino Sanctuary.
- By 2020, rhino enforcement and patrolling are continued with government taking the lead role.
- By 2013, management measures in order to conserve the Clouded leopard is adopted and implemented by forest managers and oil palm managers.
- By 2016, the baseline population density of tigers and occupancy of prey species are established in the Belum-Temengor-Stong Forest Complex; the Belum-Temengor Joint Enforcement Task-Force is functioning effectively; and improved human-wildlife conflict protocols are adopted and implemented by the government.

The Conservation Targets of the Terrestrial Conservation Programme





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National Programme Strategies

SUSTAINABLE PALM OIL

WWF-Malaysia supports and promotes sustainable palm oil production in Malaysia through its conservation strategy. WWF-Malaysia also addresses the Malaysian palm oil footprint through collaboration with WWF offices regionally and internationally on campaigns and advocacy in the EU and US markets (and in the near future with China and India).

WWF-Malaysia's National Sustainable Palm Oil strategies are,

Strategy 1

Advocate spatial planning with consideration of HCV and degraded land.

Strategy 2

Sustainable production and sourcing of palm oil.

Strategy 3

Facilitating partnerships between smallholders and big companies for Best Management Practices.

WWF-Malaysia promotes membership of smallholders¹ and their participation in the RSPO and corporations who are unable to join. These corporations have operations/ or activities with significant impact on priority conservation areas. WWF-Malaysia recently expanded its efforts in palm oil work by examining the Certified Sustainable Palm Oil (CSPO) supply chain, engaging investor markets to promote responsible financing and advocating for smallholder schemes to be RSPO certified. Within the time frame of this strategy, much emphasis will be given to monitor palm oil production of Malaysian companies for the domestic and export market.


(top) Palm oil is the 4th largest industry contributing to Malaysia's economy. WWF advocates the sustainable production and sourcing of palm oil.

¹ Palm oil producers with holdings below 40ha.


FRESHWATER

WWF-Malaysia’s Freshwater Conservation work recognises the inter-linkages between freshwater and other biomes namely, terrestrial, coastal and marine. The main threats to Malaysia’s freshwater biodiversity include water infrastructure development such as water supply and hydropower dams, unsustainable land use in water catchments, pollution from agriculture, forestry, domestic and industrial sources, river channel alteration, and aquaculture expansion.


To address these threats, the following strategies have been identified:

- 


Strategy 1

Advocate for application of sustainability assessment tools and approaches both at the project and basin levels to improve planning and development of dams.
- 


Strategy 2

Promote application of more effective measures to reduce pollution sources and impacts on freshwater ecosystem.
- 

Strategy 3

Promote greater protection and holistic land use management of critical water catchment areas in accordance to relevant national, state and district plans and policies.
- 

Strategy 4


Promote application of holistic and ecosystem based flood mitigation approaches and practices to minimise physical and hydrological alteration to river ecosystem.
- 

Strategy 5


Promote application of principles, practices and standards for responsible and sustainable aquaculture development to minimise impacts on freshwater ecosystem.

RESPONSIBLE FORESTRY (FOREST CONSERVATION)


The Forest Conservation programme works with the Heart of Borneo Initiative in Sabah and Sarawak and with the Tiger Network Initiative in Peninsular Malaysia through strategies that promote the maintenance of habitats of priority species by,

- 


Strategy 1

Encouraging responsible production and credible certification of production forest in priority regions through the Global Forest and Trade Network (GFTN) which has a clear mandate to promote responsible production and procurement of timber products and facilitate market link between buyers and producers of certified products.
- 

Strategy 2

The mainstreaming of HCVF Concept, its assessment, management and monitoring with local governments, forest managers, forest industries, local communities and ensuring local capacity is built to support the needs of the forest industry.
- 

Strategy 3

Advocating for legal compliance in timber production from natural forest and forest plantation.
- 

Strategy 4

Engaging on the development of a Reducing Emissions from Deforestation and Degradation (REDD+) strategy for the national and sub-national level with effective institutional and governance capacity, initiating pilots that contribute to annual emission reduction in priority landscape.

The programme links with regional initiatives such as Responsible Asia Forestry and Trade (RAFT) to build capacity of timber traders on implementing supply chains that will comply with the US regulation of the Lacey Act as well as the European Union (EU) due diligence.

Peninsular Malaysia Programmes

SPECIES CONSERVATION

WWF-Malaysia will focus on two target species, the Malayan tiger (*Panthera tigris jacksoni*) and the Asian elephant (*Elephas maximus*) in Peninsular Malaysia. The work encompasses the entire Peninsular Malaysia forests landscape and two geographic areas have been identified for the implementation of site-specific project activities.

These two areas are,



Belum-Temengor Forest Complex and Southern Titiwangsa Range

Forest Complex for the conservation of tigers. The southern part of Titiwangsa Range is included in this phase of WWF-Malaysia's Strategic Plan because it is geographically located on the same mountain range as the northern Belum-Temengor Forest Complex, where WWF-Malaysia is currently conducting ecological and population studies on tigers.



The ecological linkages between **Belum** and **Temengor Forests** and between the **Titiwangsa Range** and **Taman Negara** for the safe passage of elephants and other wildlife in these areas. These wildlife corridors are of utmost importance to allow the recurrence of gene flow among the fragmented populations of elephants and other wildlife due to the construction of highways that bisect the forests.

To address the threats on the Malayan tiger and the Asian elephant, five strategies have been identified,

Strategy 1

Advocate for greater effectiveness in anti-poaching (all wildlife) and enforcement efforts.

Strategy 2

Improve knowledge on the ecology of tigers, their prey and other key species to aid decision-making.

Strategy 3

Promote mitigation practices for human wildlife conflict (tiger and elephant) to be implemented nationwide.

Strategy 4

Advocate for the maintenance and enhancement of ecological linkages between Belum and Temengor Forests and between Titiwangsa Range and Taman Negara using elephants as a flagship.

Strategy 5

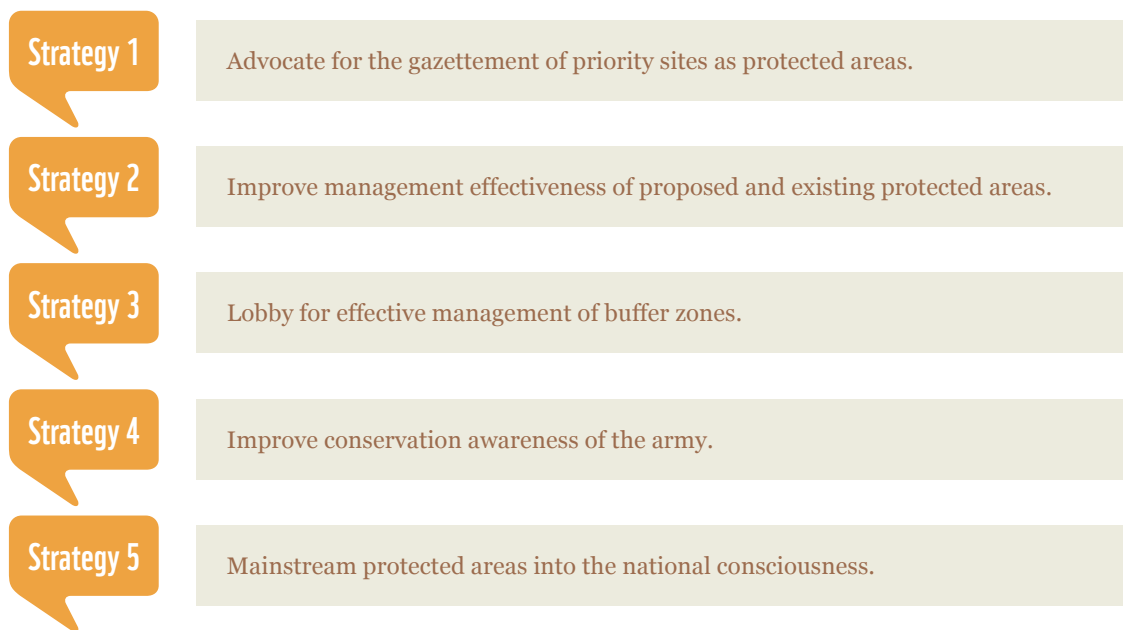
Support the implementation of sustainable revenue generation programmes, targeted at local communities in specific sites.

PROTECTED AREAS

While Peninsular Malaysia still has relatively good forest cover at 44.4% of the total land area (JPSM, 2008), only about 13.3% is within protected areas (NRE, in prep). There is much opportunity for expanding the PA system and increasing the representation of the different ecosystems types.

The conservation targets of this programme include the threatened and increasingly rare ecosystems in Peninsular Malaysia, as well as the inclusion of two taxa – Asian big cats and the Asian elephant. Emphasis is given to the establishment of new PAs and improving the management effectiveness of the existing PAs.

In order to provide refuge and adequate space for a wide range of ecosystems and species, key strategies related to the Peninsular Malaysia Protected Area programme are,



Borneo Programmes

SARAWAK PROGRAMME

The Sarawak Programme focuses on infusing sustainable practices in the development of the state through land use planning processes, protected area management, responsible forestry practices, sustainable palm oil production and mainstreaming valuation of ecosystem services within such operations.

The main challenge would be to drive the development agenda of the state towards developed status by 2020 with a more conservation and sustainable approach. Hydropower development and its financing as well as engaging with business within the Sarawak Corridor of Renewable Energy (SCORE) development on green growth will be a key factor. There is a strong emphasis of the work in Sarawak to engage with business in the forest and oil palm sector to ensure sustainable practices are adopted.

The work in Sarawak would also be on engaging local communities in the highlands of Sarawak through the local highland community forum, FORMADAT. This is part of the strategy for conserving the highlands and montane forests of Sarawak, through community empowerment and improvement of livelihoods.

The Heart of Borneo Global Initiative



Source: Base data from ESRI, Forest data from Forestry Department Sabah 2009, Forestry Department Sarawak 2005, WWF-Indonesia

SPECIES CONSERVATION



© STEPHEN HOGG / WWF-M

The main thrust of WWF-Malaysia’s work in Sabah and Sarawak is to work collaboratively with partners (i.e. governments, private sector, communities and civil society) to effectively manage the landscape and its resources through an economically viable and sustainable means to ensure conservation and green development happens for the people of this generation and the future. This is in line with the Heart of Borneo (HOB) vision of the three governments of Malaysia, Indonesia and Brunei as described in the signed HOB Declaration.

Sabah’s species conservation programme aims to conserve the **Bornean orangutan**, **Bornean pygmy elephant**, **Sumatran rhinoceros** and the **Sundaland clouded leopard** within the priority landscapes of Tabin, Lower and Northern Kinabatangan, Central Forest Reserves and Ulu Kalumpang. It was ascertained that by addressing the conservation issues of these four flagship species, the habitats and ecology of other species would also be addressed.

The strategies include,

- Strategy 1**

Increase value of forest through restoration, REDD and creative business planning.
- Strategy 2**

Promote zero conversion of forest reserve to oil palm plantation and responsible production of palm oil and oil palm products.
- Strategy 3**

Strengthen knowledge of flagship species and integrate their conservation requirements into forest management plans.
- Strategy 4**

Promote credible certification of Forest Management Units in the priority landscapes.
- Strategy 5**

Reduce unsustainable logging, illegal hunting and fire risk which impact on the flagship species in the priority landscapes.
- Strategy 6**

Reduce adverse impacts from new infrastructure development.
- Strategy 7**

Patrol and monitoring, and translocation of rhinoceros to managed sanctuary.
- Strategy 8**

Promote habitat connectivity between fragmented habitats.

PROTECTED AREAS

In Sabah, the current estimate of land under protected areas is about 1,174,398 ha or about 15.95% of Sabah's land area (Payne, 2006). Sarawak has one of most extensive PA networks in Malaysia. The State's PA network includes 18 national parks, four wildlife sanctuaries and five nature reserves. These protected areas cover a total area 512,387.47 ha (land area and water body) or approximately 3.97% of Sarawak's land area but that will increase substantially to 1,309,650.08 ha if the proposed and identified protected areas are approved by the State Cabinet.

In terms of management, the PAs in Sabah are established under several laws, with at least four different management authorities – Sabah Parks, the Sabah Wildlife Department, the Sabah Forestry Department and the Sabah Foundation (a State-owned agency). In Sarawak, all terrestrial PAs are established under the provisions of the National Parks Ordinance, 1956 and Wild Life Protection Ordinance, 1958 and managed by the Sarawak Forestry Corporation (SFC), a statutory body of the State Government entrusted to implement the sustainable forest management and conservation in the state (SFC website).

To ensure that PAs are protected and well-managed, a key strategy has been identified,

Strategy 1

Provide guidance on the management effectiveness of the PA system and support training of staff of management authorities.

KCOL

Exit Strategy for the Kinabatangan Corridor of Life (KCol)

WWF-Malaysia has been carrying out projects in the Kinabatangan area since late 1970s. A large-scale strategic programme to secure the long-term viability of wildlife populations in the area began in late 1998 and has continued to the present. WWF-Malaysia exited the landscape in July 2011 so that a more permanent institution could take over – ensuring that conservation and sustainable development takes place.

The KCol project team actively worked towards setting all the necessary 'enabling factors' to establish a system that allows continuous protection of the area by empowering the stakeholders and local communities so that they are able to undertake sustainable conservation. This includes working with the Ministry of Tourism, Culture and Environment to develop a policy Directive for KCol, with the ultimate goal of forming the KCol Management Committee (KMC), a body responsible towards managing the area holistically. Rightfully, the main committee would comprise of the people who reside within the Kinabatangan area, namely the government agencies, as well as people in the tourism industry, agriculture industry, local residents and local environmental NGOs.

Comprising all key stakeholders, KMC would be the suitable body and platform that will convene all stakeholders to work together to ensure that the area is well managed and coordinated, ensuring that KCol will continue to be a pristine landscape.



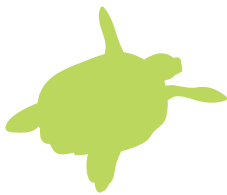
MARINE CONSERVATION

Malaysia is essentially a maritime state, spanning more than 19 degrees of longitude, with more than 4,600 km of coastline and bordering four major large bodies of water (i.e. Straits of Melaka, South China Sea, Sulu Sea and Sulawesi Sea). Malaysia has more sea area (including the claimed Exclusive Economic Zone) than

land territory under its control. Parts of Malaysia's seas fall within two Global 200 ecoregions (Andaman Sea Ecoregion, Sulu Sulawesi Marine Ecoregion; Olson and Dinerstein, 2002) and Malaysia is an integral part of the ecological Coral Triangle.

The seas surrounding Peninsular Malaysia are rich with biodiversity, highly productive and are among the most biodiverse known globally (Olson and Dinerstein, 2002; Briggs, 1999). They support some of the richest marine habitats in the world, including coral reefs, mangroves and sea grasses. Endangered species such as marine turtles, Painted terrapins (*Batagur borneoensis*) and dugongs (*Dugong dugon*) depend on these waters and habitats. The fisheries of the Straits of Melaka and the east coast of Peninsular Malaysia's South China Sea support a rich fishing industry that produces more than 70% of Malaysia's marine fish landings.

In Malaysia, the Semporna Priority Conservation Area has the highest marine biodiversity and Sipadan Island takes the prize for having the richest diversity.



1

TURTLES

Despite the well-documented decline of the Leatherback turtle (*Dermochelys coriacea*) population at Rantau Abang, there are still large populations of other marine turtles in Malaysia. Peninsular Malaysia and Sabah's east coasts both harbour large nesting populations of Green turtles (*Chelonia mydas*) as well as important populations of nesting Hawksbill turtles (*Eretmochelys imbricata*) along the coast of Melaka (TRAFFIC Southeast Asia, 2009). WWF-Malaysia has engaged with local communities, government and other partners for turtle conservation in Melaka and Terengganu since the early 2000s and 1980s respectively. There is also a critical population (perhaps the world's last viable population) of Painted terrapins (*Batagur borneoensis*) which nest on the beaches of Setiu, Terengganu.



2

FISHERIES

While marine PAs have been established in many of Malaysia's critical coral reef areas, they only cover a small fraction of the seas. At the same time, evidence is mounting that many fish stocks and their associated habitats are dwindling. Declines surpassing 90% of demersal fish stocks (Abu Talib *et al.*, 2003) in Malaysia's richest fishing grounds and a lack of awareness and data on the issue led WWF-Malaysia to move into sustainable fisheries programmes in 2006 after focusing for several years on the specialised live reef fish trade in Sabah.

Malaysia's fisheries are essentially domestic. Malaysia does not have a significant fleet of foreign boats fishing inside its Exclusive Economic Zones (EEZ), nor does it have many domestically-based vessels which venture beyond its EEZ. Commercial fisheries are primarily bottom-trawl and purse-seine. More than 70% of Malaysia's fish landings come from Peninsular Malaysia, while 75% of traditional fishermen are located in Sabah (Devi, 2008). As such, WWF-Malaysia's sustainable fisheries programmes focus on introducing Ecosystem Based Management of Fisheries (EBMF) as a management tool for domestic commercial and traditional fisheries in Peninsular Malaysia and Sabah respectively.



3

SULU SULAWESI MARINE ECOREGION

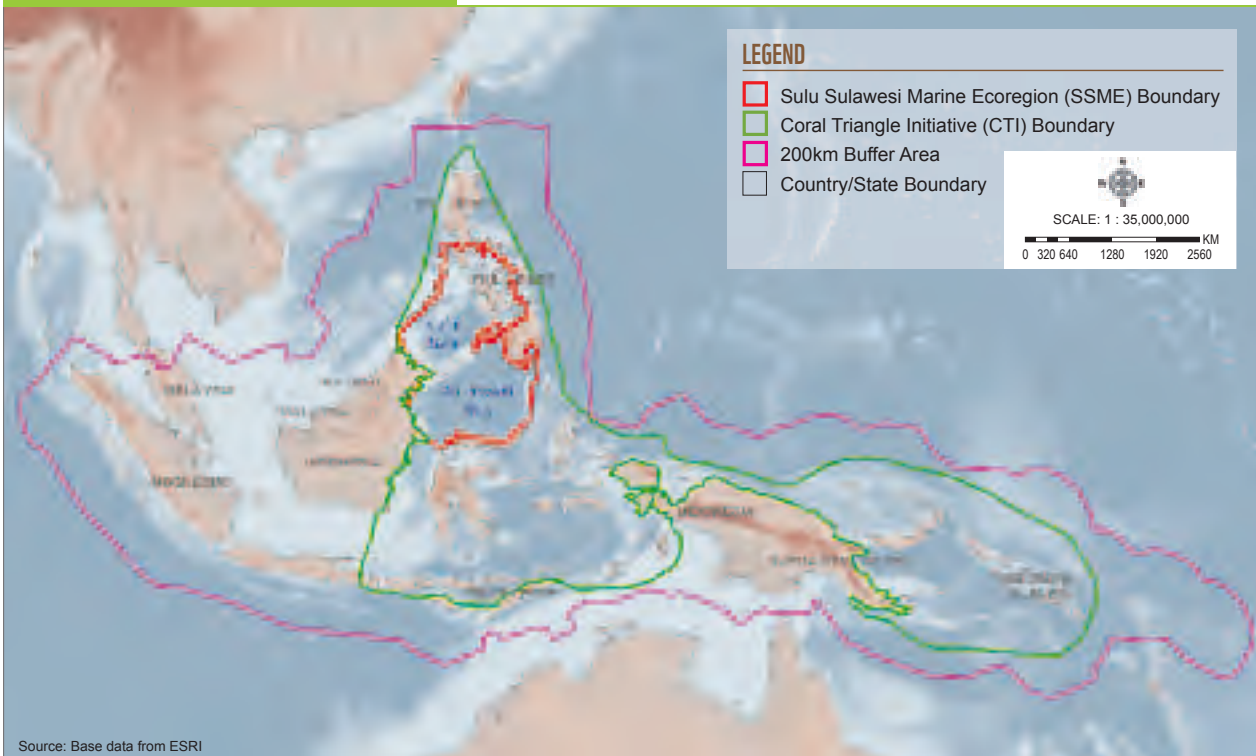
The Sulu Sulawesi Marine Ecoregion (SSME) was one of the first examples of a marine Global 200 Ecoregion to be implemented and an early example of how three countries could set conservation priorities collaboratively and systematically. Supported by experts from around the world, Indonesia, the Philippines and Malaysia established a conservation plan for their shared seas which included three globally important priority areas in Malaysia (Kudat-Banggi, Turtle Islands-Sandakan, and Semporna). The three sub-committees of the SSME Conservation Plan (Sustainable Fisheries, Networks of Marine Protected Areas, and Threatened, Endangered and Charismatic Species) form the nucleus of the Coral Triangle Initiative Regional Plan of Action.

The six-country Coral Triangle Initiative (Fisheries, Food Security and Coral Reefs), signed in 2009, built on the SSME and incorporated many of the SSME's principles and lessons into the Regional Plan of Action and into the Malaysian National Plan of Action, both of which emphasise the importance of the SSME but also recognise the importance of Malaysia's other marine areas for conservation and management.

Marine Conservation Programme Work Areas



The Coral Triangle Global Initiative





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Hawksbill turtle resting on the coral reef where it forages for sponges and other food.

Division Structure and Strategic Plan

The Marine Conservation division in WWF-Malaysia comprises of the Peninsular Malaysia Seas Programme and the Sulu Sulawesi Marine Ecoregion Programme.

Both fall within the area of the Coral Triangle Initiative and support the Malaysian Coral Triangle Initiative National Plan of Action and the SSME Tri-national Conservation Plan. These two programmes capture more than 50% of Malaysia's coral reefs and 75% of fish landings.

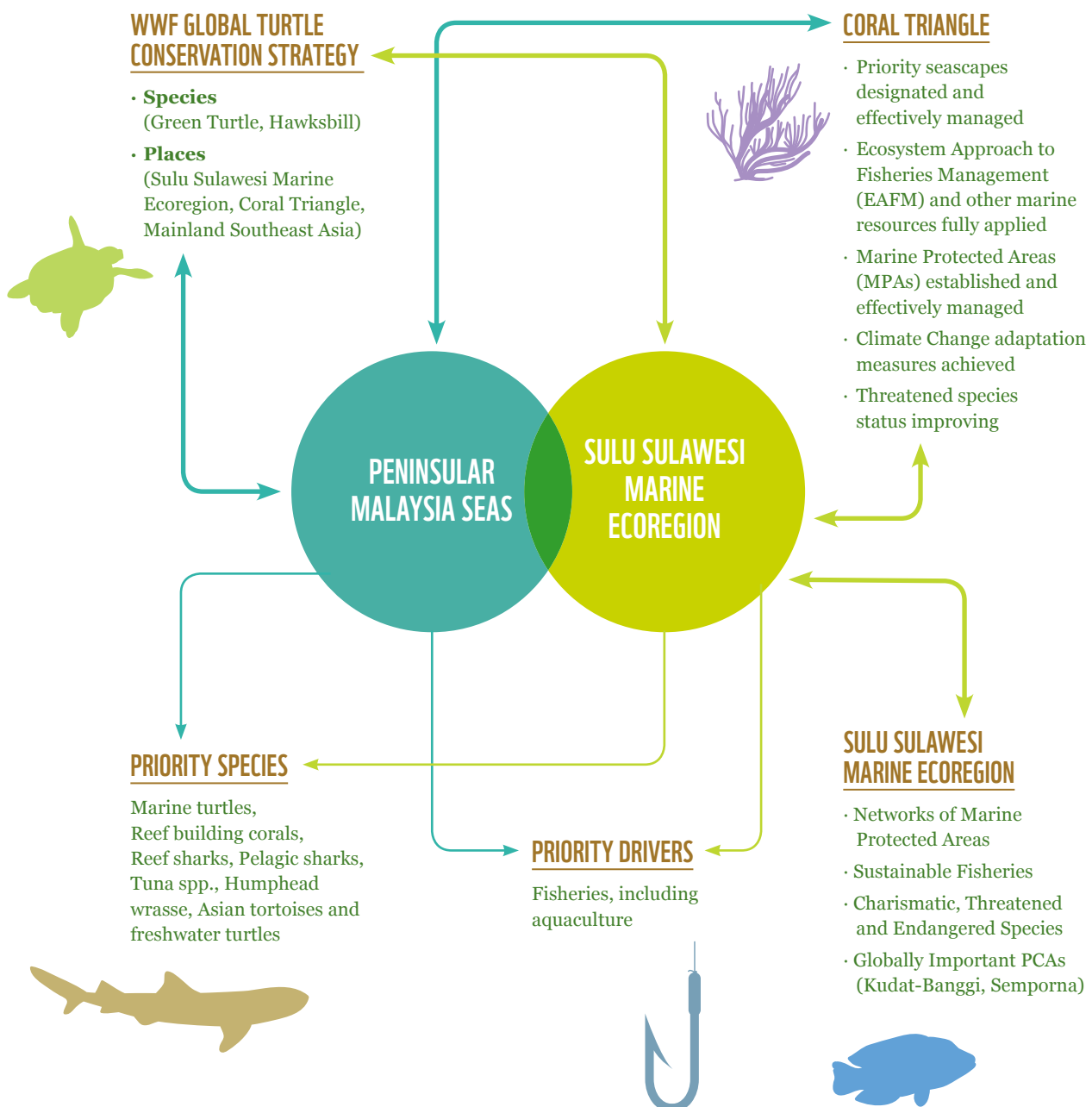
WWF-Malaysia's marine work aligns to several global and regional biodiversity conservation frameworks. The WWF Global Programme Framework, the Conservation Plan of the Sulu Sulawesi Marine Ecoregion, the Coral Triangle National and Regional Plans of Action, and the WWF Global Marine Turtle Strategy provide guidance and direction for our programmes.

Conservation targets, including biodiversity features such as species, habitats and ecological process, have been decided through a process of internal and external stakeholder consultation, alignment to the SSME, Coral Triangle and the WWF Global Programme Frameworks.

Global and Regional Alignment

WWF-Malaysia’s marine work aligns to several global and regional biodiversity conservation frameworks. The WWF Global Programme Framework, the Conservation Plan of the SSME, the Coral Triangle National and Regional Plans of Action, and the WWF Global Marine Turtle Strategy provide guidance and direction for our programmes.

The Marine Conservation Programme as Aligned to WWF’s Global and Regional Priorities





© CAT HOLLOWAY / WWF-CANON

Fed by nutrient rich currents, these soft coral gardens are havens and food sources for thousands of species of fish and invertebrates.

The Visions and Goals of the Marine Conservation Programme

SEASCAPE/THEMATIC AREA VISION

PENINSULAR MALAYSIA SEAS

WWF-Malaysia's vision for the Straits of Melaka and South China Sea is to have by the year 2020, a healthy marine and coastal environment characterised by high biodiversity, thriving populations of species and their natural habitats, through collaborative, participatory and effective marine and coastal governance and sustainable natural resources management, that provides benefits to present and future generations of people, who are empowered to make informed decisions on the welfare of their environment and lives.

SULU SULAWESI MARINE ECOREGION

- A marine ecoregion that remains a globally unique centre of diversity, with vibrant ecological integrity, including all species assemblages, communities, habitats and ecological processes.
- A highly productive ecoregion that sustainably and equitably provides for the socio-economic and cultural needs of the human communities dependent on it.
- An ecoregion where biodiversity and productivity are sustained through the generations by participatory and collaborative management across all political and cultural boundaries.

KUDAT-BANGGI PRIORITY CONSERVATION AREA

To maintain the integrity of the globally significant marine biodiversity in Kudat-Banggi PCA and ensure that the rich marine resources exist and support the people who live within the PCA are used in a sustainable manner, which is achievable through collaborative management among local and foreign, traditional and commercial, direct and indirect resource users who depend on its continuous existence of marine resources for survival.

SEMPORNA PRIORITY CONSERVATION AREA

To ensure that marine ecosystems in Semporna continue to provide food, services and income for the people of Semporna in an equitable way. Integrated management approaches amongst various sectors – community, private sector, academicians and government – ensure the sustainability of natural resources.

GOALS



SEA TURTLES

- By 2020, the number of sea turtle eggs protected increases by 30% from the 2003 baseline level, hatching success rate increases to 80%, and at least 50% of beaches with nesting population are effectively protected while by-catch of turtles is reduced by 50%.



PAINTED TERRAPINS

- By 2020, the number of painted terrapin eggs protected increases by 50% from the 2003 baseline level, hatching success rate increases to 90% while painted terrapin mortality is reduced by 50% of the 2010 baseline data; and at least 50% of beaches with nesting population are legally protected.



FISH

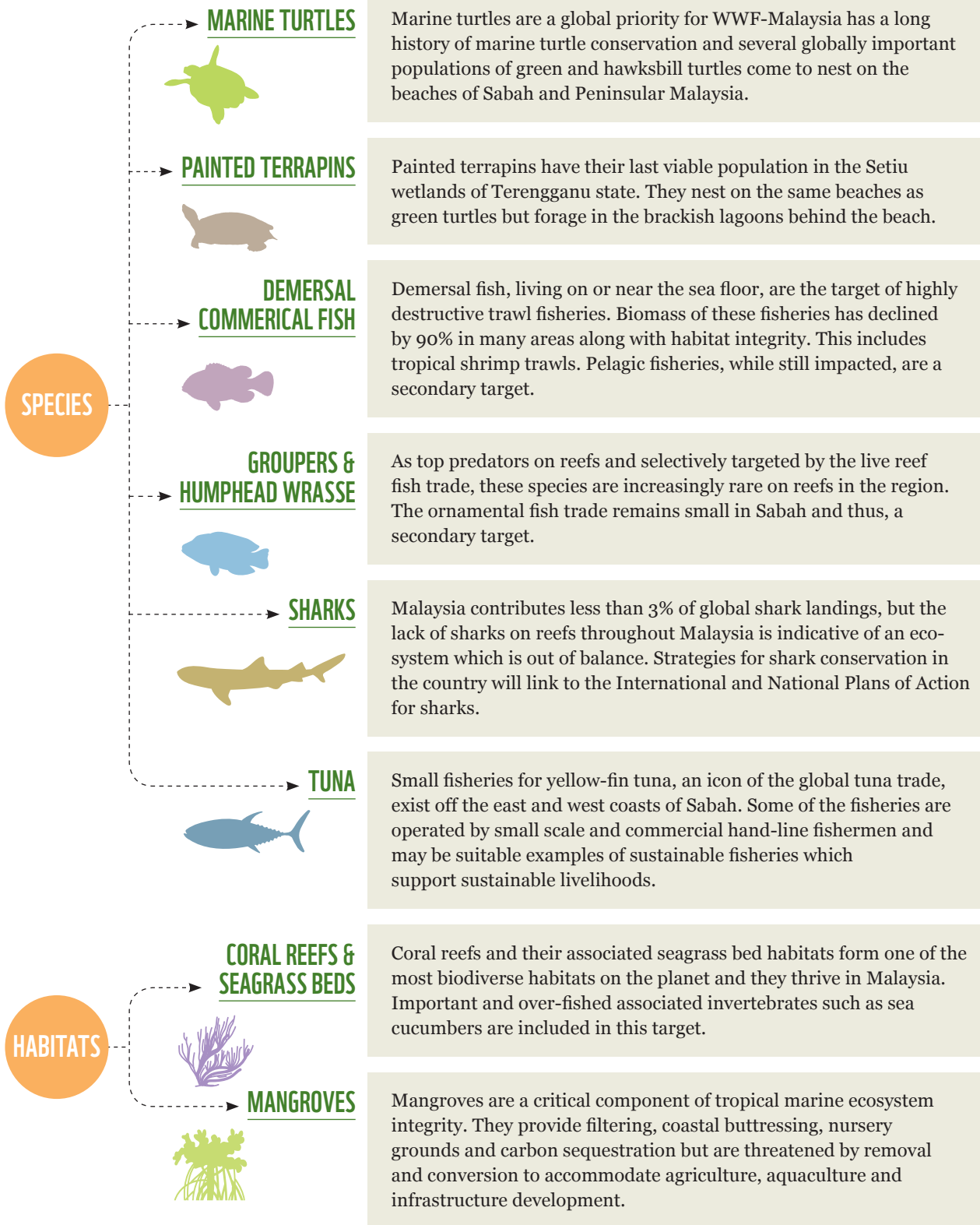
(capture fisheries and aquaculture)

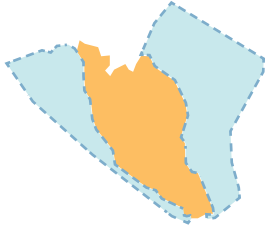
- By 2020, demersal fish biomass increases by 200% from 1997 baseline; and 50% aquaculture output (shrimp and fin fish) comes from best management practices.

- By 2016, a viable management plan for the 1.02 million ha Tun Mustapha Park is in place, the protected area is gazetted and steps are being taken to implement management measures.
- By 2016, at least 5 collaborative management sites are established to demonstrate benefits of marine protected area (MPA) in the Kudat-Banggi Priority Conservation Area (PCA).
- By 2020, 10% of reef areas surveyed shifts from the lower of ReefCheck categories (poor, fair) to better/higher categories based on 2009 baseline.
- By 2016, fish population of indicator species increase by 10% based on 2009 baseline.
- By 2016, 30% of the patch reefs and 30% of the fringing reefs are identified and protected under the no-take zoning system within TMP.
- 80% of mangrove forest in TMP supports healthy populations of molluscs, prawns/shrimps and fishes (include juvenile fishes) by 2020.
- By 2016, 50% of the mangrove area outside of mangrove forest reserve is included as no-take area within the zoning system of TMP.
- By 2016, population of *Scylla serrata* (mangrove crab) improve by 10% from the 2009 baseline.
- Increase sea turtle nesting populations within TMP by 20% from 2008 level by 2020.
- By 2020, 100% of turtle nesting beaches and habitats in TMP are zoned (identified and protected) for turtle conservation.

- By 2016, at least 3 collaborative management bodies in Semporna PCA are functioning between the tourism industry, local communities and local government.
- By 2020, 10% of reef areas surveyed shifts from the lower ReefCheck categories (poor, fair) to better/higher categories based on 2009 baseline (Ho and Kassem, 2009).
- By 2016, fish population of indicator species increase by 10% based on 2009 baseline.
- By 2016, ecological footprints of the mangrove of Semporna established.
- By 2020, 20% of disturbed mangroves improved in mangrove density and diameter at breast height based on 2010 baseline.
- By 2020 the number of marine turtles increases, measured primarily on a 25% increase, from 2009 baseline, in hatchlings released to the sea in the 6 Northeast Semporna islands.

The Conservation Targets of the Marine Conservation Programme





Peninsular Malaysia Seas

The Peninsular Malaysia Seas programme focuses on the remaining Green and Hawksbill turtle populations, and sustaining and restoring fisheries along with their related ecosystems in the Straits of Melaka and east coast of Peninsular Malaysia. Turtle activities focuses on Green turtles in Terengganu state, along with the world's last viable population of Painted terrapins. Hawksbill turtle activities are concentrated in Melaka state.

A national level sustainable fisheries programme focuses on changing fisheries policy through a combination of direct management agency action, engagement with the private sector and consumer awareness. The seas surrounding Peninsular Malaysia are presently threatened. Fish biomass has declined by as much as 90% in the Straits of Melaka since 1971 (Williams *et al.*, 2002, Taupek and Nasir, 2003). Mangroves and other habitats have been cleared for aquaculture and reclamation projects. Oil and gas production and shipping threaten the habitats with the spectre of pollution. Turtle populations are declining almost everywhere due to loss of habitats, by-catch and egg consumption (Chan, 2006). While more than 40 islands in five marine parks protect Peninsular Malaysia's island-fringing coral reefs; this only represents less than 1% of Peninsular Malaysia's seas.

Specific strategies to be employed in Peninsular Malaysia seas include,

Strategy 1

Developing guidelines to mitigate impacts of coastal development and lobbying for environmental friendly coastal development at state and national levels.

Strategy 2

Reducing turtle and terrapin egg consumption and trade.

Strategy 3

Promoting turtle and terrapin friendly fishing gear.

Strategy 4

Promoting responsible turtle-based tourism.

Strategy 5

Promoting Best Hatchery Management Practices.

Strategy 6

Promoting Ecosystem-based Management of Fisheries (EBMF).

Strategy 7

Reducing demands on unsustainable seafood.

Strategy 8

Designating mangroves as fish nursery grounds.

Strategy 9

Promoting sustainable aquaculture.



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Sulu Sulawesi Marine Ecoregion



The Humphead wrasse is one of the largest coral reef fishes and is threatened by unmanaged fisheries for the live reef fish trade.

The SSME programme focuses activities on two priority conservation areas, Kudat-Bangi and Semporna, and the live reef fish trade. Within these Priority Conservation Areas (PCA), habitat targets include Malaysia's two largest concentrations of coral reefs and seagrasses as well as extensive mangrove forests. These programmes focus on strengthening management of natural resources by all stakeholders including local communities, the private sector and government agencies. Strategies are shaped to promote the sustainable use of resources by the local communities and the commercial fisheries sector.

The coastal and marine ecosystems in Sabah state, bordering the Sulu and Sulawesi Seas are clearly within the biodiverse Coral Triangle. Despite most biodiversity assessments being primarily qualitative in this region, the diversity and locations of species groups (fishes, mangrove plants, seagrass), and of habitats such as mangrove

forests, seagrass beds, and coral reefs are apparent. A recent rapid ecological survey in Semporna found extremely high richness of some coral families along with fish, commensal shrimps and other invertebrates (Hoeksema *et al.*, 2007). There are large tracts of mangrove forests, seagrass beds, and coral reefs but few are in good to pristine condition. These ecosystems are threatened by destructive fishing, over-fishing and coastal development (Ho and Kassem, 2009). Furthermore, human migration and complex socio-economic factors pertaining to the development of Sabah contribute to ecosystem degradation (WWF, 2001).

A strong emphasis in both PCAs is on engagement with local communities and building their capacity to engage in natural resource management. Participation in enforcement, livelihoods that support conservation, and capacity to interact with resource managers are all programmes that assist local communities and work towards WWF goals. In both PCAs, WWF also engages with local government and state management agencies, including local District Offices, Municipal Councils, the Department of Fisheries Sabah and Sabah Parks, among others. There is also a growing interaction with the private sector at both sites.

The tourism industry is seen as a major stakeholder in Semporna; therefore, emphasis is placed on the lucrative and large scuba diving tourism sector. Tourism in Kudat is still in its preliminary phases and is not as great a concern as commercial fishing and aquaculture. A Sabah-wide live reef fish programme is working with fishermen and traders to improve the sustainability of the industry.

Specific strategies to be employed in the SSME for Semporna include,

- Strategy 1** Collaborative environmental monitoring.
- Strategy 2** Collaborative anti-fish bombing patrolling.
- Strategy 3** Sustainable tourism management initiative for 'Green Marine Tourism'.
- Strategy 4** Environmental awareness through anti-plastic littering campaign.
- Strategy 5** Turtle nest adoption programme.
- Strategy 6** Improve fisheries management (e.g. tuna and sea cucumber).
- Strategy 7** Gender mainstreaming – encouraging women in natural resource management.



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Strategies for Kudat-Banggi include,

Logging in the Matang mangrove forest, where *Rhizophora apiculata* trees are grown for 30 years and then harvested for charcoal production. This is considered the best managed production mangrove forest in the world.

Strategy 1

Advocacy for the gazettement and effective management of the Tun Mustapha Park.

Strategy 2

Demonstrating benefits of Marine Protected Area through establishment of demonstration sites.

Strategy 3

Community-based resource management through collaborative enforcement and development of alternative livelihood.

Strategy 4

Promoting environmental stewardship through education, awareness and capacity building programme.

Strategy 5

Strengthening fisheries management.

Strategy 6

Anti-fish bombing and cyanide fishing campaign.



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WWF-Malaysia speed boat Kahumbu (“whale” in the Bajau language) goes to the site of seaweed farming in Semporna, Sabah.



© JURGEN FREUND / WWF-CANON

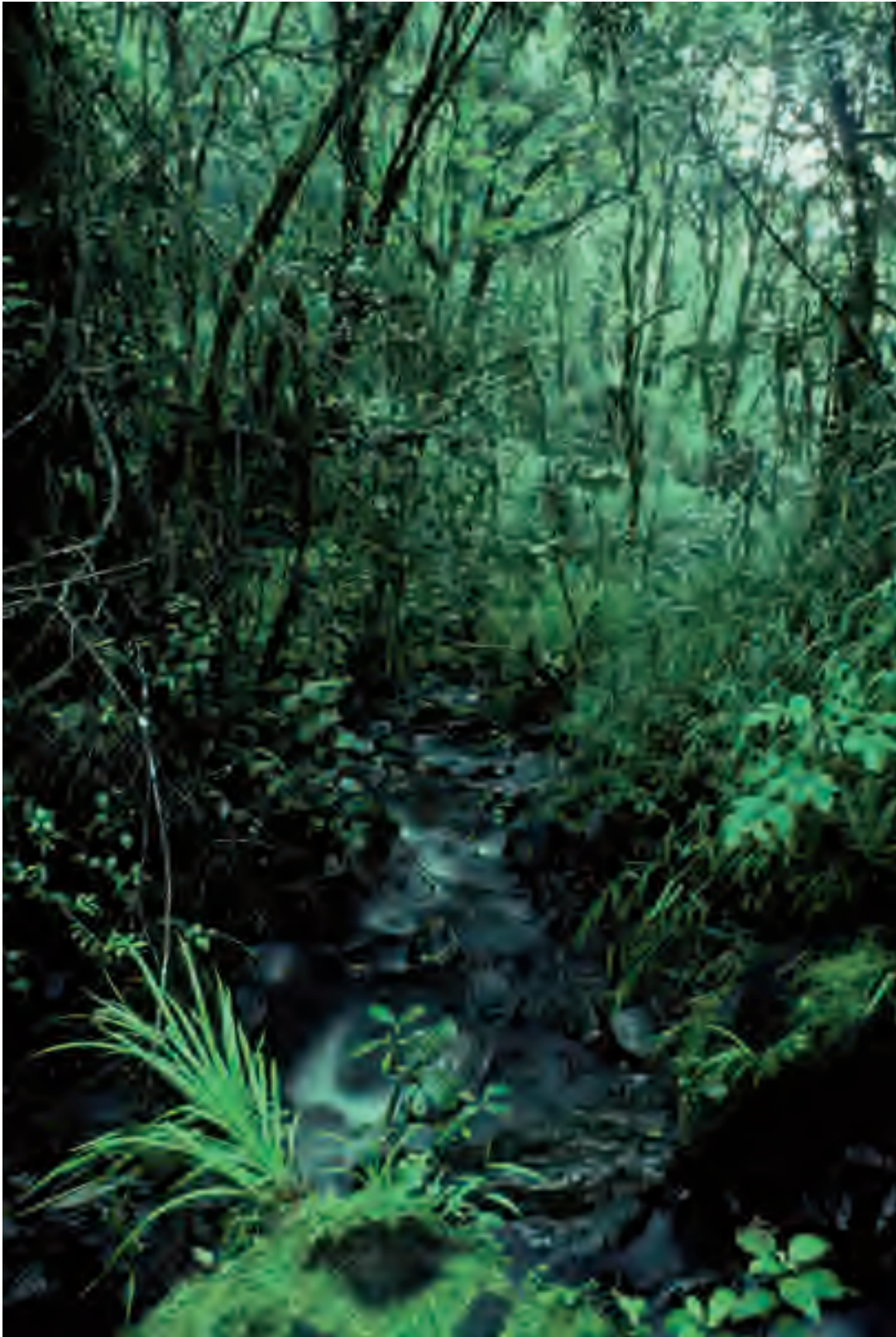
POLICY AND EDUCATION

Division Structure and Strategic Plan

The Policy and Education division within the Conservation Department of WWF-Malaysia was set-up late in 2010 with the aim of grouping various cross-cutting areas into a formalised and nested structure. This division currently houses four areas of work; **National Policy Advocacy and Land Use, Environmental Education, Community Education and Engagement, and Climate Change.**

The four areas of work operate through cross-cutting components that aid and complement the delivery of WWF-Malaysia's overall conservation mission. Additionally, these areas are designed and structured internally to promote synergy and coordination with all other programmes, initiatives and advocacy. Advocacy on national environmental policies for example, (which include wide and far-reaching issues such as environmental governance, sustainable financing, institutional capacity and environmental law) are aimed at seeking solutions and creating policy dialogues on issues identified across the various programmes.

(top) A WWF-Malaysia Marine Biologist explains to a Bajau Laut fisherman the how-to of seaweed farming using a WWF produced booklet with drawings and diagrammes written in the Bajau dialect.



© MAURI RAUTKARI / WWF-CANON

By protecting catchment forests, we will secure freshwater for domestic, agricultural and industrial uses.

Goals and Strategies of the Policy and Education Division

NATIONAL POLICY ADVOCACY AND LAND USE



- National Environmental Policy Advocacy

GOAL

By 2020, the federal government's commitment to environmental sustainability is demonstrated in the effective integration of environmental policies in development planning and robust institutional structures are in place to ensure implementation of environmental policies.

- Sustainable Land Use Planning and Management Strategies

By 2020, spatial planning and management in Malaysia is guided by environmental sustainability to ensure the most critical natural landscapes are safeguarded.

CLIMATE CHANGE



- By 2020, WWF-Malaysia would have a holistic energy programme where greenhouse gas emission reductions are addressed through Renewable Energy (RE) and Energy Efficiency (EE).
- By 2020, develop a framework for research and development as well as observation systems to support climate change adaptation work in Malaysia.

COMMUNITY EDUCATION AND ENGAGEMENT (CEE)



- By 2020, create a balance between people and nature by empowering indigenous and local communities to participate in the conservation and collaborative management of natural resources by providing them with relevant knowledge, skills, capacity and opportunities.
- By 2020, build and strengthen benefits for local and indigenous communities, especially those dependent on natural resources for their livelihoods and well-being.
- By 2020, integrate CEE principles of empowerment, equity, and sustainability in the WWF-Malaysia thematic conservation programmes.

ENVIRONMENTAL EDUCATION



Ensure that the Ministry of Education (MOE) places more emphasis on EE in the National Education System through the development and implementation of an Environmental Education Policy at the national level by 2020.

STRATEGIES

- Continue to engage at the federal level through traditional policy pathways and at the highest levels of government.
- Capitalise on the opportunities provided by the Government Transformation Programme.
- To define and promote a 'green economy' agenda within a suitable environmental/sustainability context; to be mainstreamed within key economic programmes initiated by the government such as the New Economic Model and the Economic Transformation Programme.
- Engage with Federal, State and local authorities on sustainable spatial planning policy, initiatives, tools and mechanisms.
- Promote the use of land use planning tools such as Strategic Environmental Assessments (SEA) and Environmental Impact Assessments (EIAs) using a participatory approach.
- Advocate for the implementation of the Master-plan for Ecological Linkages within the Central Forest Spine.
- Advocate for land use sustainability concepts to be embedded across various sectors, especially agriculture and infrastructure development.
- Promote sustainable land use planning and management principles through credible international and local initiatives such as certification schemes.
- To advocate for a bigger role for RE and EE in Malaysia's energy mix at the expense of other alternatives such as coal, large hydropower, nuclear and oil and gas which, aside from greenhouse gas emissions, may have significant and irreversible negative environmental and social impacts.
- To build internal understanding of the various energy issues, challenges and opportunities at a national level. Through this, we will also advocate for energy supplies from sustainable and renewable sources at government and private sector levels.
- Support public education and awareness activities on resource efficiency and sustainable living.
- Initiating or facilitating research and baseline data collection (potentially with partners) for climate vulnerability assessments in project sites to support the subsequent development of adaptation work within the project plans.
- Trigger positive behaviours and attitudes towards the environment through community outreach and awareness programmes and campaigns.
- Increase the knowledge and skills of the communities and empower the development of community conservation champions and CBOs towards sustainable natural resource management.
- Advocate for the equitable access to and sharing of the benefits from natural resources for these communities.
- Facilitate sustainable and effective platforms for community partnerships and networks.
- Advocate for the mainstreaming of community involvement in national natural resource management and sustainable development policies and decision-making processes.
- Introduce effective options for sustainable livelihood programmes to reduce pressures on natural resources and/or to protect areas of conservation importance.
- Develop relevant tools and approaches to guide CEE in WWF-Malaysia's conservation planning process.
- Forge partnerships and collaborations with various stakeholders to harness their aspirations and views in demonstrating the utility of such policies, its significance, the gaps in current systems and a showcase of desired outcomes.
- Empowerment of teachers and students through capacity building.
- Introduction of school-based Environmental Education through an effective model.



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NATIONAL ENVIRONMENTAL POLICY ADVOCACY

National Policy Advocacy and Land Use

Advocacy on environmental policy has been a longstanding and firm tenet in WWF-Malaysia's conservation strategies. In the last decade, WWF-Malaysia has leveraged on opportunities at the Federal level to advocate for and lobby the government on issues including standards for environmental planning and management, inclusiveness in policy making and development planning through effective civil consultation, development of environmental and natural resource legislation congruent with sustainability principles, and financing of conservation efforts.

Malaysia is a developing country where administrative and bureaucracy systems within the government are largely top-down and centralised. Due to this, advocacy strategies in relation to environmental policy have needed constant pro-active engagement with the highest levels of government. Advocacy approaches involve direct communication through delivery of opinions, solutions and recommendations, and lobbying with Federal agencies and civil servants. Given the administrative dynamics at the Federal level, this approach will continue to be employed as a primary approach in relation to policy advocacy. In addition, newer approaches such as engaging with parliamentarians, running campaigns that engage civil society and solicit public support for policy changes, and directly petitioning the Prime Minister on crucial issues have produced positive conservation outcomes.

The Malaysian government aspires for the nation to be a developed country by 2020, driven by a strong and aggressive economic agenda. Whilst new economic models are constantly being introduced, environmental policy changes are still being made in a piecemeal and incremental manner. As such, WWF-Malaysia has a role to play in ensuring that the wide spectrum of environmental policies are entrenched within the newer economic paradigms such as the New Economic Model (NEM), Economic Transformation Programme (ETP) and the Government Transformation Programme (GTP). The GTP now provides WWF-Malaysia with the opportunity to advocate change in relation to institutional reform with a view to enhance performance and delivery on environmental issues. Without a doubt, effective institutions that are adequately mandated and structured could operate as the primary enabler towards implementing environmental policies supporting sustainable development.

(above) Land use policies in Malaysia should take into account the importance of ecosystem services; mangroves protect the coast from erosion and is an important nursery ground for many of our seafood.

In 2012-2020, WWF-Malaysia will employ a three-pronged strategy with the intention that the strategies employed will converge and translate into opportunities to engage the Federal government on environmental policy making and implementation. The strategies are underscored by effective advocacy at all levels to produce salient policy outcomes.

Strategy 1

To continue to engage at the Federal level through traditional policy pathways and at the highest levels of government.

- Providing recommendations on environmental initiatives, programmes and projects under the 11th Malaysia Plan with the aim of ensuring commitment to environmental priorities in development planning.
- Providing recommendations for improved project financing through the Budget Memorandum for conservation financing under the National Annual Budget.
- Provide input towards the access and benefit sharing legal framework that governs use of biodiversity as committed under the Convention of Biological Diversity (CBD).
- To provide recommendations on suitable frameworks for mainstreaming biodiversity as provided for in The Common Vision on Biodiversity Policy with emphasis on sustainable financing mechanisms for watershed and protected area management and implementing ecosystem based approaches to natural resource management.
- To advocate for the review of the National Biodiversity Policy which was drafted in 1998 with a view to incorporate the Aichi Biodiversity Targets.

Strategy 2

To capitalise on the opportunities provided by the GTP.

- Advocate for the development of a NKRA's on environment and natural resources.
- Advocate for administrative mechanisms for coordination between Federal and State governments, various ministries/departments/agencies/research institutions to aid better environment planning, management and decision making.
- Advocate and make recommendations for legal reform that will incorporate and deliver against good governance principles, accountability, access to information, sustainability approaches/principles and public/stakeholder participation.

Strategy 3

To define and promote a 'green economy' agenda within a suitable environmental/sustainability context; to be mainstreamed within key economic programmes initiated by the government such as the NEM and the ETP.

- Advocating that 'green economy' be considered a main thrust of the relevant components of the ETP and the relevant NKRA's.
- Developing a framework for a green economy and supporting definitional criteria with the fundamental aim of operationalising sustainable development.

SUSTAINABLE LAND USE PLANNING AND MANAGEMENT STRATEGIES

Land use planning and management has a major influence on the natural landscapes and seascapes in Malaysia. Sustainability in land use planning and management policies has a crucial role in biodiversity conservation, climate change mitigation and adaptation, and ensuring important terrestrial and marine ecosystems are safeguarded in the long run. As such, sustainable spatial planning is closely linked to sustainable development and green economy.

Recognising the importance of sustainable spatial planning, WWF-Malaysia has been engaging with authorities relevant to land use planning and management at the Federal, State and local levels to advocate for sustainability in spatial planning. WWF-Malaysia has played an important role as a Technical Committee member during the preparation of the National Physical Plan and for Peninsular Malaysia and in the preparation of the Sabah Land Utilisation Policy. WWF-Malaysia has also been actively engaged in providing feedback on various land use policy documents prepared at the state and local levels. Apart from this, in order to influence outcomes in relation to spatial planning and decision making, WWF-Malaysia avails to planning tools such as the Environmental Impact Assessment (EIA) process and provides feedback in the capacity of Technical Review Committee member and as a stakeholder.

In order to promote sustainable spatial planning in landscapes and seascapes in the country, WWF-Malaysia will continue to engage with policy and decision makers at the Federal, State and local levels.

The main strategies of the sustainable land use planning and management programme are to,

Strategy 1

Engage with Federal, State and Local authorities on sustainable spatial planning policy, initiatives, tools and mechanisms.

- WWF-Malaysia will intensify efforts to engage with policy and decision makers at the three levels of governance (i.e. Federal, State and Local levels on sustainable spatial planning and management processes). Advocacy efforts for sustainable spatial planning is essential at the state and local levels to translate federal policies into local land use decision making as land matter belongs to the state.

Strategy 2

Promote the use of land use planning tools such as Strategic Environmental Assessments (SEA) and EIAs using a participatory approach.

- SEA is regarded as a proactive approach to integrate environmental concerns into policies, plans and programmes. Applying the SEA at the earliest decision making level of formulating policies, plans and programmes will help assess their potential impact on development and environmental sustainability. SEA complements the EIA and other assessment approaches and tools. The SEA has been recognised as an important planning tool in the national five year development plan in Malaysia. WWF-Malaysia will advocate for the development of a framework and operational procedures to implement the SEA with emphasis on applying a participatory approach.
- Whilst WWF-Malaysia will continue to play a role as an independent body to review and provide comments on EIAs of proposed projects, WWF-Malaysia will also engage with relevant authorities to find ways to enhance the EIA process.



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Palm fruit ready to be taken to the mill. When buying palm oil products, ensure that it is from a sustainable source.

Strategy 3

Advocate for the implementation of the Master Plan for Ecological Linkages within the Central Forest Spine.

- WWF-Malaysia will advocate for the recommendations and strategies in the Master Plan for Ecological Linkages to be translated into state and local land use plans. Special focus will be given to the northern forest complex, which is within the Peninsular Malaysia terrestrial programme's priority landscape.

Strategy 4

Advocate for land use sustainability concepts to be embedded across various sectors, especially agriculture and infrastructure development.

- Conversion of forest land to agriculture and infrastructure development (especially road development) resulting in forest/habitat fragmentation is a concern within WWF-Malaysia's priority landscapes. WWF-Malaysia will engage with the relevant ministries and authorities to advocate for ecosystem sustainability concepts to be included in such projects to ensure that habitat fragmentation is minimised or mitigated.

Strategy 5

Promote sustainable land use planning and management principles through credible international and local initiatives such as certification schemes.

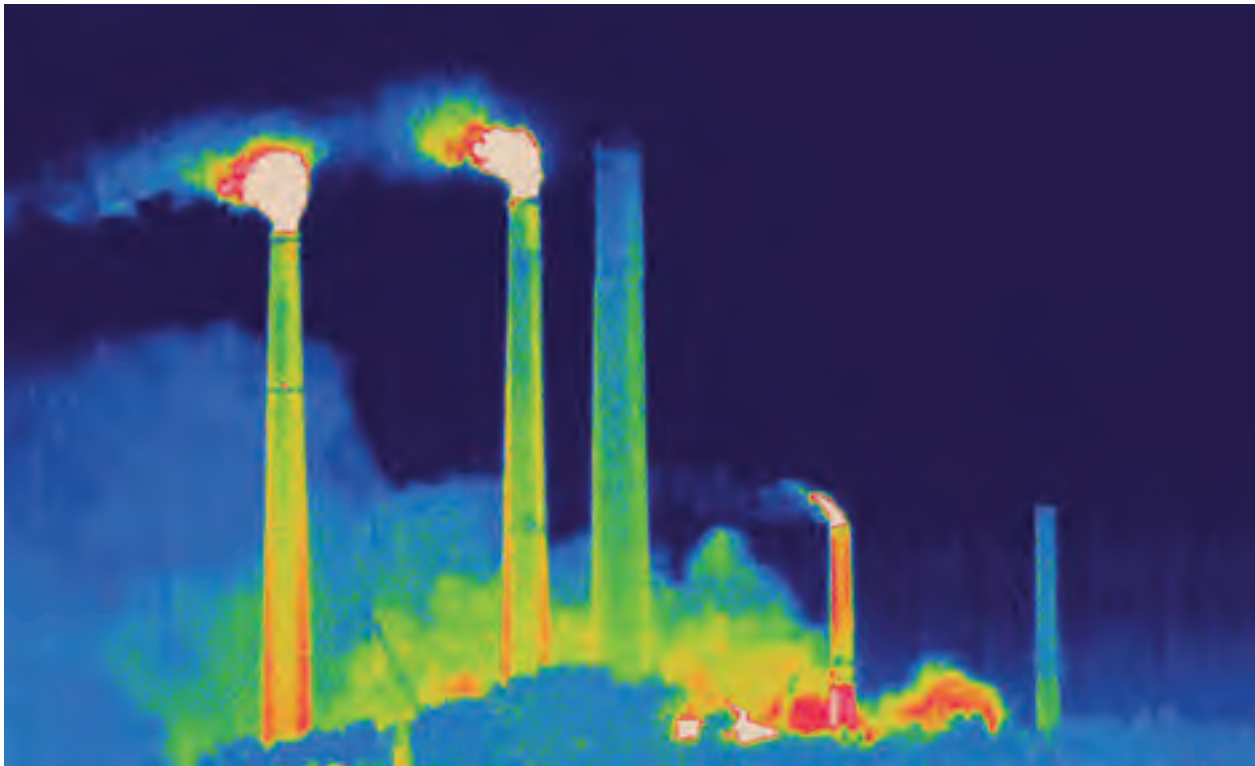
- Certification schemes, especially in the agriculture sector, are gaining recognition as one of the methods to promote sustainable practices among businesses. Incorporation of sustainable land use principles in credible certification schemes plays a role in ensuring environmentally sensitive habitats or ecosystems are safeguarded. WWF-Malaysia will advocate for sustainable land use principles to be incorporated in emerging credible certification schemes and enhanced in existing schemes.

The sustainable land use planning and management programme will continue to work closely with the land and seascape programme teams within WWF-Malaysia to identify leverages at the state and local levels for sustainable land use concepts to be incorporated in decision making processes. Engagement with the State and Local level authorities is crucial in ensuring Federal level policy decisions are incorporated at the state and local levels.



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Total planted area of oil palm plantations in Malaysia is 4.8 million ha or about 14% of the total land area in Malaysia.



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Climate Change

Malaysia has the highest growth rate of carbon dioxide emissions among the top 30 emitters from 1990 to 2004 (UNDP, 2008). Real Gross Domestic Product (commonly used to express the size of the country's economy) is expected to grow by 5.2 % per annum until 2020, will continue to drive carbon dioxide emissions in Malaysia.

WWF-Malaysia's Climate Change programme intends to influence society, corporations and the government of Malaysia to move towards more sustainable and low carbon growth in terms of energy and resource use and conservation. The programme also seeks to reduce climate change impacts on WWF-Malaysia's conservation targets.

Up until 2008, WWF-Malaysia's main activities with regards to climate change were confined to public awareness activities through public talks, the annual Earth Hour campaigns of WWF-Malaysia and ad hoc participation in government policy consultations. WWF-Malaysia has been involved in consultations on the National Climate Change Policy, the 2nd National Communications to the UNFCCC and continues to participate in consultations on other ongoing climate change related policy initiatives by government bodies like the Ministry of Natural Resources and Environment (MoNRE) and Economic Planning Unit (EPU).

(top) Thermal image of coal fired power plant.

In 2009, WWF-Malaysia joined the Malaysian Climate Change Group (MCCG) whose members are represented on the Climate Action Network-International (CAN-I) network through CAN-South East Asia (CAN-SEA) and various national committees on climate change. WWF-Malaysia hopes to create mutually beneficial partnerships with member NGOs and increase its visibility in the national climate change arena as well as improve access to resources and experts working at the frontlines of national climate discourse.

While climate change and green technology have become buzzwords in the Malaysian public and political fora, climate friendly policies are often fragmented and not reconciled with development and economic plans on the ground. Furthermore, effective decision making is hampered by the lack of data, particularly on biodiversity and climate change. Even when data is available, understanding on how to use and interpret the data is low.

Malaysia has ratified the UNFCCC (United Nations Framework Convention on Climate Change) and needs to play a shared role in mitigating climate change. Given that no country is immune from the effects of climate change, Malaysia also needs to implement adaptation strategies to safeguard the nation's natural resources thereby ensuring food and livelihood security for its citizens. As such, WWF-Malaysia's climate change programme will have to cover both mitigation and adaptation. Recognising that climate change is a cross-cutting theme across all programmes, certain mitigation and adaptation initiatives are already incorporated into existing programmes.

A two-prong approach is employed to address issues in climate change through strategies that outline the promotion of **Renewable Energy and Energy Efficiency**, and **Climate Change Adaptation**. WWF-Malaysia seeks to form a holistic energy programme where greenhouse gas emission reductions are addressed through Renewable Energy and Energy Efficiency, achieved through strategies outlined below.

Strategy 1

To advocate for a bigger role for Renewable Energy and Energy Efficiency in Malaysia's energy mix at the expense of other alternatives such as coal, large hydropower, nuclear and oil and gas which, aside from greenhouse gas emissions, may have significant and irreversible negative environmental and social impacts.

Strategy 2

To build internal understanding of the various energy issues, challenges and opportunities at a national level. Through this we will also advocate for energy supplies from sustainable and renewable sources at government and private sector levels.

Strategy 3

Support public education and awareness activities on resource efficiency and sustainable living.

Climate Change Adaptation is still a new and uncertain field and considerable work needs to be done to better understand and assess the climate vulnerabilities of the areas that WWF-Malaysia works in. Most conservation plans are still developed with the assumption of a static climate without sufficient consideration of how a changing climate could possibly influence conservation outcomes although the objective of most projects is to reduce or eliminate stresses on the landscapes and seascapes.

For 2012-2020, WWF-Malaysia will develop a framework for research and development as well as observation systems to support climate change adaptation work in Malaysia by carrying out this strategy,

Strategy 1

Initiating or facilitating research and baseline data collection (potentially with partners) for climate vulnerability assessments in project sites to support the subsequent development of adaptation work within the project plans.

INTEGRATION WITH OTHER WWF-MALAYSIA PROGRAMMES

Malaysia's choice of energy sources has environmental impacts that go beyond greenhouse gas emissions as priority conservation areas can be negatively impacted or lost through oil and gas development, nuclear power generation, hydropower dam construction, coal mining and coal power generation. Having an energy programme in place that promotes renewable and sustainable supply of energy can contribute to overall conservation goals in the marine and terrestrial programmes.

Forests serve as important carbon sinks but can also be a major source of carbon emission when degraded or cleared for other land uses. Within WWF-Malaysia's terrestrial programmes, strategies are developed to conserve the nation's forest by increasing protected area gazettement, improving sustainable forest management, reducing forest conversion and fragmentation and facilitating REDD readiness. While these efforts aim to conserve and prevent further degradation of biodiversity and ecosystem services, such efforts also do contribute to climate change mitigation by reducing or avoiding carbon emissions from land use, land use change and forestry (LULUCF).

Strategies addressing LULUCF as highlighted in the terrestrial conservation also contribute to climate change mitigation through the avoidance and/or reduction in greenhouse gas emissions. Ecosystems and species composition will change with a changing climate regime and a new perspective is needed when applying tools to protect biodiversity and manage natural resources, whether it is enhancing habitat connectivity, habitat restoration, gazettement of a protected area or translocation of species.

Climate change considerations should be inherent across all projects in WWF-Malaysia and where applicable, integration of climate adaptation measures into conservation strategies should be made. The climate change programme supports this by facilitating the necessary research and data collection that may assist in the planning, development and design of such strategies.

Community Education and Engagement

Local and indigenous communities have a role to play in protecting and conserving the natural environment. This is evident by the inclusion of Community Education and Engagement (CEE) modules and activities in conservation projects of the organisation. Many approaches have been used in the development of community-based natural resource management and addressing sustainable use; this is an evolving field based on community dynamics and the social structures inherent within these communities. There has been a behaviour change amongst the local and indigenous communities as a result of CEE intervention.

Through continuous engagement and consultation, WWF-Malaysia has facilitated the establishment and development of a few notable conservation-related community based organisations (CBOs). Examples of these CBOs are *Persatuan Khazanah Rakyat Ma'Daerah* (MEKAR), *Komuniti Anak Pokok Kinabatangan* (KAPOK), Forum of the Indigenous Peoples of the Highlands of Borneo (FORMADAT) and *Persatuan Wanita Kampung Mangkuk, Setiu* (PEWANIS). WWF-Malaysia has also facilitated and developed sustainable livelihood programmes (i.e. through training, provision of technical advice and developing partnerships) with communities within its project sites.

Until 2020, CEE will look to create a balance between people and nature by empowering local and indigenous communities to participate in the conservation and collaborative management of natural resources by providing them with relevant

knowledge, skills, capacity and opportunities. CEE will concentrate on building and strengthening benefits for local and indigenous communities, especially those dependent on natural resources for their livelihoods and well-being. Finally, there will also be an effort to integrate CEE principles of empowerment, equity, and sustainability in WWF-Malaysia's thematic conservation programmes.

The CEE strategies implemented by WWF-Malaysia follow the provisions on local communities and indigenous peoples as contained in international instruments such as United Nations Declaration on the Rights of Indigenous Peoples (UNDRIP), ILO Convention 169 (Convention Concerning Indigenous and Tribal Peoples in Independent Countries), Convention on Biological Diversity (CBD) and the Access and Benefit Sharing Protocol (Secretariat of CBD, 2011).

Strategy 1

Trigger positive behaviours and attitudes towards the environment through community outreach and awareness programmes and campaigns.

Strategy 2

Increase the knowledge and skills of the communities and empower the development of community conservation champions and CBOs towards sustainable natural resource management.

Strategy 3

Introduce effective options for sustainable livelihood programmes to reduce pressures on natural resources and/or to protect areas of conservation importance.

Strategy 4

Support the equitable access to and sharing of the benefits from natural resources for these communities.

Strategy 5

Facilitate sustainable and effective platforms for community partnerships and networks.

Strategy 6

Advocate for the mainstreaming of community involvement in national natural resource management and sustainable development policies and decision-making processes.

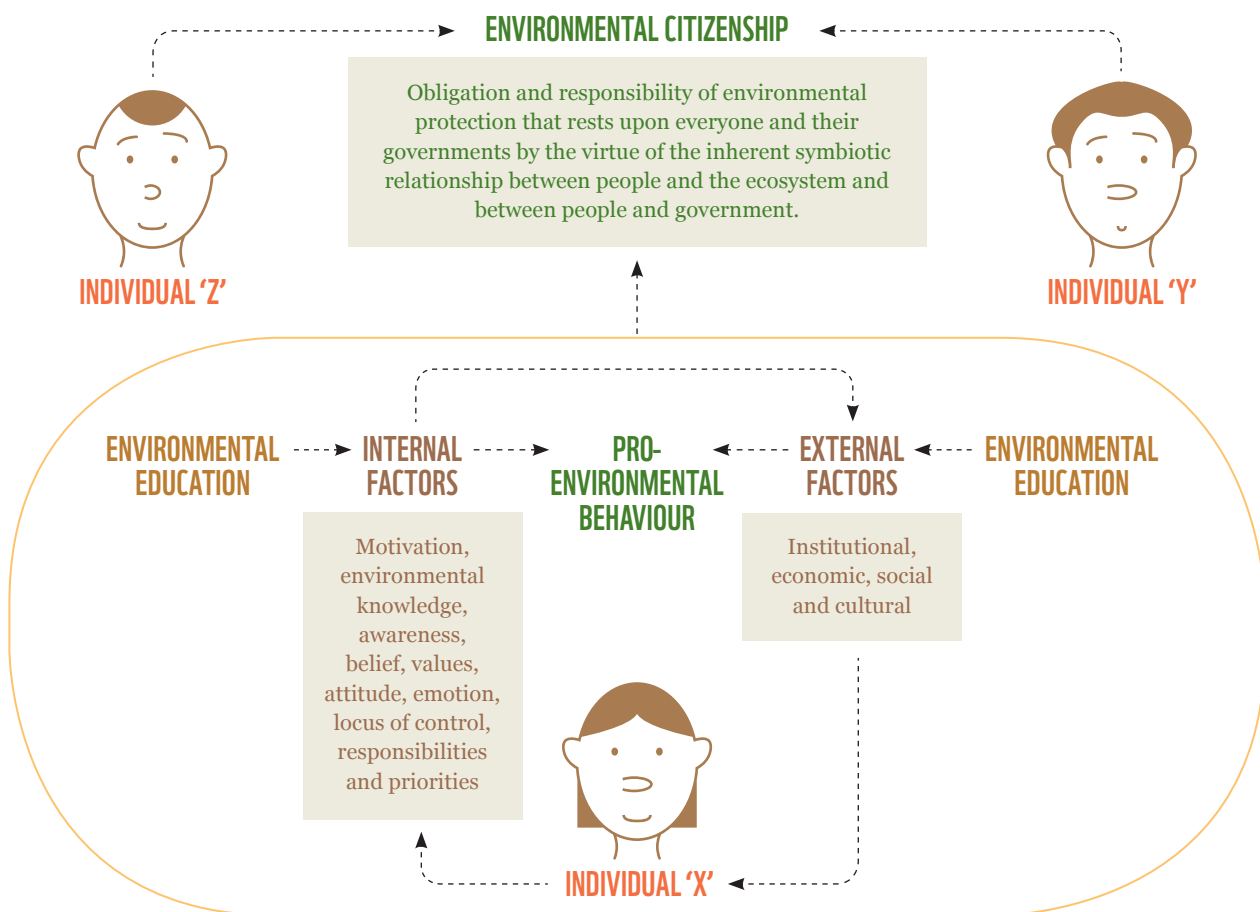
Strategy 7

Develop relevant tools and approaches to guide CEE in WWF-Malaysia's conservation planning process.

Environmental Education

WWF-Malaysia’s Environmental Education (EE) Programme aims to produce a citizenry that is knowledgeable about the biological environment and its challenges, is capable of working with each other to overcome those challenges, and is motivated to work towards finding solutions. EE work has been centred on partnership building and collaboration to develop and support Environmental Citizenship showcased through behavioural changes largely among school community members (i.e. education officers, teachers’ educators, teachers, student teachers, students and parents).

Environmental Citizenship Through Individual Pro-Environmental Behaviour



An overarching goal towards achieving this vision is to ensure that the Ministry of Education (MOE) places more emphasis on EE in the National Education System through the development and implementation of an Environmental Education Policy at the national level by 2020. A policy such as this will guide a nationwide strategic approach towards environmental education. Strong policy directions will ensure systemic changes within the educational institutions that would propel environmental stewardship within an educational framework. In turn, this would potentially accelerate the positive behavioural changes and empower actions among the school community.

Although the Ministry of Education currently infuses Environmental Education across the curriculum, WWF-Malaysia believes that a national policy which outlines the scope, structure, methodology and approaches for integration, with the necessary support systems, will ensure effective long-term sustainable implementation. Issues such as education and training, resource materials, methodology, competency, financial support are among the major areas that the Environment Education Policy will address to ensure the quality of infusion and integration of Environmental Education within the Formal Education System. Therefore, the main focus of the EE strategy will be to,

Strategy 1

Forge partnerships and collaborations with various stakeholders to harness their aspirations and views in demonstrating the utility of such policies, its significance, the gaps in current systems and a showcase of desired outcomes.

Strategy 2

Empowerment of teachers and students through capacity building.

Strategy 3

Introduction of school-based Environmental Education through an effective model.

Ongoing programmes that would crystallise the strategies outlined above include the Eco-School Programme, Environment and You, and the Sustainable Teacher Training Institute because most teachers and students are not formally trained or educated on environmental management and conservation. The need for capacity building and a working framework (in form of a model that generates positive environmental behaviour) are inevitably needed.

ECO-SCHOOL PROGRAMME

Encourages students to demonstrate their environmental stewardship at their respective schools. Through this project, some of the expected tangible impacts are behaviour transformation and improved school community relationship that facilitate conducive learning environment.

ENVIRONMENT AND YOU

Explores and creates an effective model that can be replicated in all schools in Malaysia. The effectiveness of the model is measured by the extent of improvement of Environmental Citizenship Behaviour of students in four pilot schools. Curriculum Development Centre of Ministry of Education is our major partner and supported by University of Malaya and *Universiti Sains Malaysia*.

SUSTAINABLE TEACHER TRAINING INSTITUTE

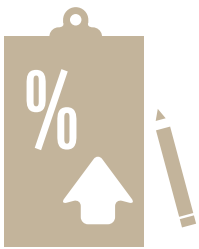
Empower environmental citizenship behaviour of student teachers through a holistic seven-step approach. The project is developed in partnership with the Teacher Education Institute of Malaysia and supported by *Universiti Sains Malaysia* and Sultan Idris Education University.

MONITORING AND EVALUATION

The Monitoring & Evaluation (M&E) Guidelines for Conservation was recently introduced to enhance accountability and transparency with donors from Malaysia and abroad, as well as the general public. M&E is crucial for informing and guiding adaptive management of projects and programmes when the circumstances change or to improve strategy effectiveness.

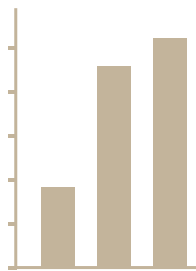
To facilitate integration among project teams, participation in relevant projects' Quarterly Reviews (QTR) are expected, while QTR presentations and Technical Progress Reports (TPR) are shared via the WWF intranet. The Planning, Development and Monitoring (PDM) Unit supports and facilitates monitoring effort to ensure effective conservation results are achieved.

Monitoring and Evaluation Framework for the Conservation Programme



EVERY DAY / WEEK / MONTH

Project team monitors own work and subordinate's; monthly financial statements provided to Project team to monitor expenditures.



EVERY QUARTER

Progress of the project is reported to the Conservation Director in a formal discussion; participation from relevant projects and people.



EVERY 6 MONTHS

Projects submit Technical Progress Reports in accordance to Network guidelines, and internal review and sign-off process.



EVERY 3 YEARS

Evaluation for projects exceeding RM500,000 over 3 years.

External evaluations are conducted for larger programmes or projects (above RM500,000 over three years). Evaluations are coordinated by the Internal Audit and Evaluation (IAE) Unit which reports functionally to the Executive Committee of the Board of Trustees. Mid-term reviews and audits are conducted based on needs.

Thematic Coordinators and Policy Analysts submit six-monthly reports which coincide with the six-monthly TPR to facilitate documentation and sharing of lessons learnt. Conservation support functions also are subjected to periodical evaluation through a survey of the people served.



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Bajau fishermen release a dugong at Maliangin Sanctuary, established to help demonstrate the benefits of a Marine Protected Area.

CHAPTER 4: STRATEGIC MANAGEMENT AND OPERATIONS

In line with our aspirations to achieve our conservation goals, WWF-Malaysia realises that the hiring of talented human capital will only bring out the best in them if we operate within a conducive and professional work environment. In this regard, our vision is that by 2015, WWF-Malaysia fulfills its aspiration to become the top non-profit employer in Malaysia.



VISION

By 2015, WWF-Malaysia fulfills its aspiration to become the top non-profit employer in Malaysia. In line with this vision, seven enabling key strategies have been identified.

Strategy 1

To leverage in improving communications using appropriate tools and medium for effective communications.

Strategy 2

To build a sustainable pool of talent in the organisation that is of calibre to become resourceful people that will provide thought leadership, forward thinking and strong management skills.

Strategy 3

To align and implement 'green' business processes and procedures in the organisation.

Strategy 4

To integrate and consolidate business processes and resources that will allow a centralized system to share and disseminate information for better decision making and effective optimization of resources.

Strategy 5

To establish and provide professional legal support and services to all parts of the organisation.

Strategy 6

To innovate and create cost effective models that will build upon and address challenges.

Strategy 7

To establish a working culture consistent with the Brand and WWF Network direction thus enhancing our relationship with stakeholders.

These seven strategies formulated with a strong commitment to change for the better are embedded with the wheels of engagement, analysis, and information sharing. These deep rooted values will provide the platform of ensuring that WWF-Malaysia adheres to and works in compliance with a transparent and good governance framework.

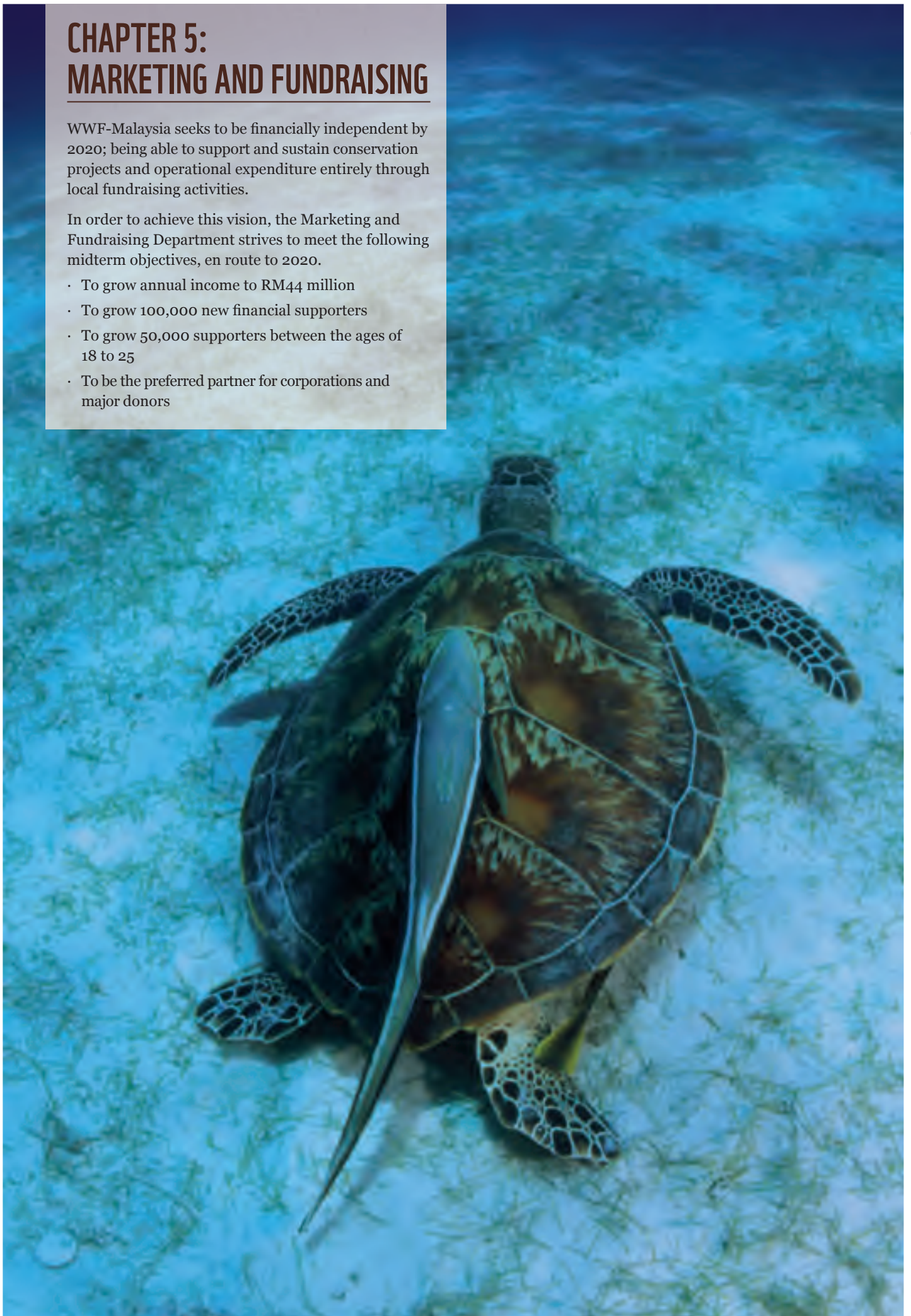
(left) WWF-Malaysia staff conducting an awareness programme on marine turtles at Kulapuan Island, Semporna Priority Conserveation Area.

CHAPTER 5: MARKETING AND FUNDRAISING

WWF-Malaysia seeks to be financially independent by 2020; being able to support and sustain conservation projects and operational expenditure entirely through local fundraising activities.

In order to achieve this vision, the Marketing and Fundraising Department strives to meet the following midterm objectives, en route to 2020.

- To grow annual income to RM44 million
- To grow 100,000 new financial supporters
- To grow 50,000 supporters between the ages of 18 to 25
- To be the preferred partner for corporations and major donors



(left) A remora attached to a turtle. The remora benefits by using the turtle as transport and protection and also feeds on materials dropped by the turtle.

Eight enabling strategies have been identified for each section of the Marketing and Fundraising Department which comprises of the Individual Support Unit, Major Gifts Unit, Corporate Relations Unit and Brand Activation Unit. These strategies are formulated through an integrated organisational approach.

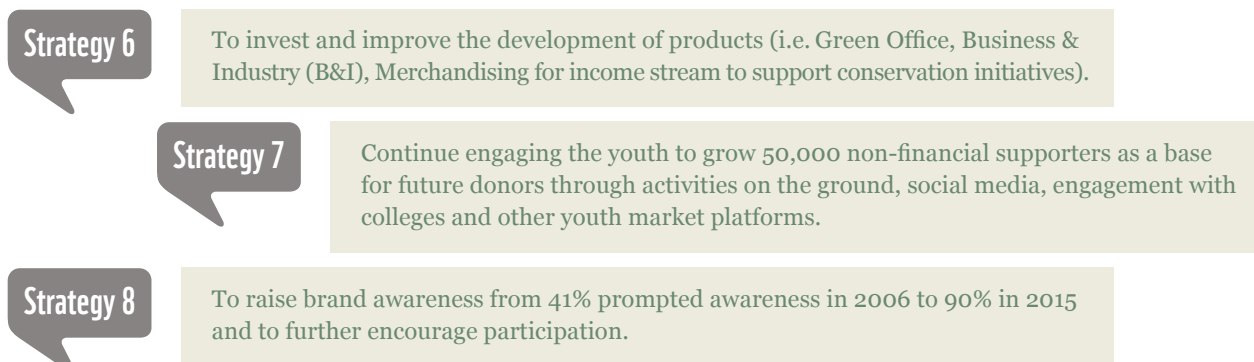


REDUCING IMPACT

Core operations	Value chain influence	Sponsorship
Partner to improve core operations and shift to sustainable business models	Partner to help transform markets	Partner to support WWF's priority projects
Influencing core operations	Influencing supply through influencing the whole value chain	Support for WWF's species, areas, Global Initiatives, programmes and communication priorities especially where corporate impact intersects with priority areas

CHANGING BEHAVIOURS

Changing behaviours - External Focus	Changing behaviours - Internal Focus
Partner to help influence consumers' behaviour	Partner to help change their staff's behaviour
Influencing demand through the partner's external corporate communications and product marketing	Influencing internal behaviour change through awareness building, staff activation and business integration



CHAPTER 6: COMMUNICATIONS

Communications play an integral role in achieving WWF's goals. It is a key aspect for reaching out to educate and empower Malaysians and corporations to live, think and act in a sustainable manner. By engaging the masses, WWF-Malaysia is able to garner support across audiences and position itself as the country's most influential and knowledgeable conservation organisation. Through this, it is hoped that conservation goals can be achieved in a more efficient manner.



(left) The Bajau Laut (Sea Gypsies) depends heavily on the marine resources in Semporna for their livelihood.

Communication messages should support an overarching message:



Specific communication strategies will address different target audiences to ensure that the messages are well-received. Key messages will be crafted using the WWF Key Message Framework and will leverage on the understanding of each target audience. WWF-Malaysia’s key target audiences are as follows,

1. MALAYSIAN CITIZENS
2. WWF-MALAYSIA’S DONORS
3. BUSINESS AND CORPORATIONS
4. MALAYSIAN GOVERNMENT
5. MEDIA

Communications strategies will also integrate WWF-Malaysia’s brand values which are,

KNOWLEDGEABLE	Science and fact-based, wise, smart, intelligent, expert
OPTIMISTIC	Inspiring, positive, ambitious, successful
DETERMINED	Passionate, urgent, result-oriented
ENGAGING	Open, available, accessible

In line with the communications objective, target audiences and brand value, four strategies have been identified as below.

- Strategy 1**

A thought leader in conservation. To be the most significant and credible conservation authority in Malaysia. To be seen as an information repository pertaining to the Malaysian environment, including policies, initiatives, issues, strategies and solutions.
- Strategy 2**

To be the choice cause to individuals. Inducing individuals to donate to WWF-Malaysia by appealing to the emotional side of individuals (creating a feel good factor and allowing them to make a difference).
- Strategy 3**


To be the choice partner to corporations. Strategic corporate partnerships to address environmental challenges and offer solutions. Educating corporations to develop and implement business and Corporate Social Responsibility (CSR) strategies that help ensure sustainability and enhance their value in the long-run.
- Strategy 4**

To speak with ‘One Voice’ and to be ‘Powerful Globally, Influential Locally’. A focused, consistent, proactive and fact-based approach in communications. To speak with one voice on important issues, integrating programmatic activity plans into communications strategies. WWF-Malaysia will respond to environmental challenges with a holistic, multi-level engagement approach as well as in a newer, innovative way.

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