



WWF

ANNUAL  
REVIEW

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2017

# TOGETHER FOR SUSTAINABILITY



WWF-THAILAND  
ANNUAL REPORT 2017

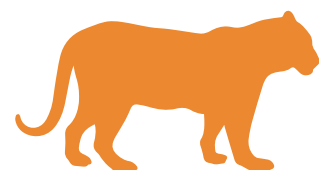




42  
YEARS IN  
THAILAND

52  
EMPLOYEES

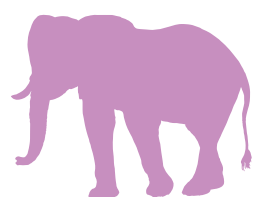
1  
MISSION



Tiger & Prey  
Recovery Program



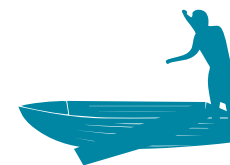
Dawna-Tenasserim  
Landscape



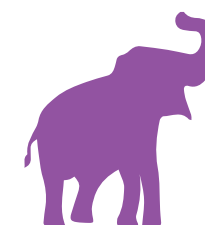
Kuiburi Wildlife  
Conservation Project



Monitoring Bears and  
Other Large Mammals



Lower Songkhram River  
Basin Project



Ivory Trade Project



Urban Program

- Earth Hour
- One Planet City Challenge
- Eco Schools
- Youth Water Guardian Project



Sustainable Markets,  
Commodities, SDGs

- Fisheries - Finance
- Rubber - Agriculture

## HISTORY

World Wide Fund for Nature (formerly known as World Wildlife Fund) came into existence on April 29, 1961, when a small group of passionate and committed individuals signed a declaration that came to be known as the Morges Manifesto.

This apparently simple act laid the foundations for what has grown into the world's largest independent conservation organization.

More than 50 years on, the black and white panda is a well known household symbol in many countries. The organization has won the backing of more than 5 million people throughout the world and can count the actions taken by people in support of its efforts into the billions.

## MISSION

WWF's mission is to stop the degradation of the planet's natural environment, and to build a future in which humans live in harmony with nature by:

- Conserving the world's biological diversity
- Ensuring that the use of renewable natural resources is sustainable
- Promoting the reduction of pollution and wasteful consumption



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## COUNTRY DIRECTOR STATEMENT



How can we build a future for the people of Thailand that protects nature and ensures that everyone has access to clean air, clean water, and the natural resources that sustain us? How can we ensure that Thailand’s beautiful forests, dazzling coral reefs, magnificent wildlife, and productive farmlands will be there for my children – and yours?

WWF, which operates in 100 countries across the globe, has spent the last 18 months answering those questions and coming up with approaches and solutions that address the scale of the challenge. We will focus on six major goals: forests, oceans, food, wildlife, climate & energy, and freshwater.

As you can see in this Annual Report, WWF-Thailand has been working on many of those issues in the past year. The work we are doing is ambitious, challenging, and addresses some of the planet’s most serious issues. We do this with government agencies, local communities, CSOs, volunteers, NGOS, the private sector, and the technical and financial support of the WWF network and other donors.

We know what needs to be done. Let’s work together in 2018 to ensure that our children and grandchildren have access to the natural resources that sustain and inspire us.

Thank you,

Yowalak Thiarachow  
Country Director, WWF-Thailand



# KUIBURI WILDLIFE CONVERSATION PROJECT

**0 ELEPHANTS  
DEATHS**  
Due To Poaching

**0 IMPORTANT TIGER  
PREY DEATHS**  
Due To Poaching



In FY 2017 the Kuiburi Wildlife Conservation Project has been working hard to implement wildlife monitoring via systematic camera trap surveying to monitor the status of tigers, their prey and other species of wildlife in Kuiburi National Park. Additionally, we have been making strong efforts to strengthen SMART patrols, law enforcement efforts and community engagement.

## **Wildlife Monitoring by Camera Trap Surveys in Kuiburi National Park.**

The survey was conducted in 3 phases over 120 locations in the 3 zones that cover all of Kuiburi National Park. In FY 2017, 38 species of mammal were caught on camera traps. Some of these wildlife species are featured on the IUCN 2017 Red List. Kuiburi features one Critically Endangered species (pangolin) and four Endangered species (tapir, elephant, dhole and banteng).

## **SMART Patrol and Law Enforcement Efforts in Kuiburi National Park.**

The capacity of the entire Ranger force has been strengthened via comprehensive training (52 rangers received the annual refresher SMART training on patrol tactics, field data collection, GPS and MAP), continuous monthly SMART patrol meetings and other monthly support. This translated into 680 patrols that were conducted over 858 days and 178 nights and covered a foot patrol distance of 3,892.97 km.

The high quality of protection in Kuiburi NP has improved to such an extent that we achieved zero elephant mortalities from poaching.

- No elephant deaths due to poaching.
- No important tiger prey species (e.g. gaur, banteng or sambar) deaths due to poaching.

## **Human - Elephant Conflict (HEC)**

The Kuiburi Project maintained water holes, salt licks, and grasslands in an effort to keep elephants from leaving Kuiburi National Park. Additionally, intensive patrolling by park rangers, military units, and local farmers quickly forced elephants back into the Park if they left to raid farmers' fields. As a result, the amount of elephant crop damage decreased by nearly 70% compared to 2016.

## **Community Engagement (Community Based Wildlife Tourism Club).**

Our team conducted basic training for 45 members of the community based wildlife tourism club on forest ecology, wildlife ecology, bird watching and team building to improve their nature tourism skills.

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# MAE WONG & KHLONG LAN TIGER PROJECT



Thailand's Mae Wong and Khlong Lan National Parks are a beacon of hope for global tiger conservation: they are one of the few places in world where tiger numbers are increasing. WWF-Thailand is working closely with the Department of National Parks, Wildlife and Plant Conservation to closely monitor the tiger population and ensure that they are protected from poaching and have enough prey. The long term tiger monitoring in Mae Wong National Park and Khlong Lan National Park (MWKL) has been in 2012, 2014, and 2016.

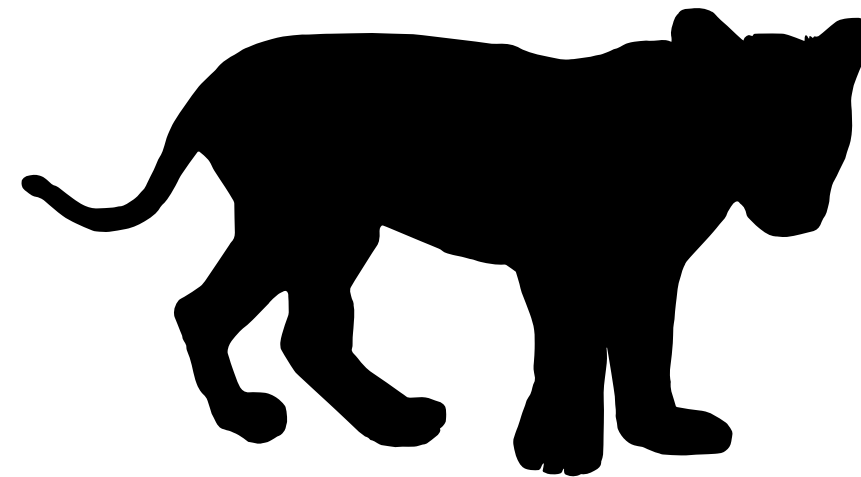
- Four tigers have dispersed into MWKL from Huai Kha Khaeng since 2012. A fifth tiger dispersed through MWKL but went on to Myanmar. All but one disperser have been males, which contribute little to population growth.

**10 ADULT TIGERS**  
(6 female, 4 male) were photographed in the 2016 survey

**6 CUBS**  
belonging to 2 mothers (2 litters of 3 cubs), were detected.

**NUMBER OF ADULT FEMALES**  
are increasing by per year on average.

**↑ 25%**



- There are four important and positive trends in the MWKL tiger population:
  - Number of adult females is increasing by 25% per year on average.
  - Number of resident females are increasing and the proportion of the total tiger population comprised of resident females has increased from 9% in 2012, to 25% in 2016. Resident females are the breeding portion of the population, and more resident females leads to more reproduction.
  - The sex ratio, initially biased towards males in 2012, is becoming increasingly female-biased. This shift is due to the decline in transient male tigers, which were prevalent in 2012.
  - Cub production is increasing, from 2 in 2012 to 6 in 2016. Increased cub production stems from the increase in resident females.
- The survival rate of adult female tigers in MWKL is very high—in fact 100% so far. This indicates tigers are able to obtain sufficient prey to support themselves and persist. Adult female tigers typically have high survival rates, unless there is poaching. Adult female survival is an important component of population stability and growth. However, the overall reproductive rate per female is relatively low.
- The tiger population in MWKL is undergoing some positive trends. Most notable is that adult resident females—the key segment of the population in terms of recovery potential—have very high survival rates, are increasing in number (though absolute numbers are still low), and are consistently breeding.
- Based on our analysis, the two most crucial actions to recover tigers in MWKL are:
  - Prevent poaching of adult tigers, especially female tigers in order to maintain high survival rates.
  - Increase prey abundance in order to increase tiger reproductive rate and cub survival.



# BANTENG REINTRODUCTION IN SALAKPRA WILDLIFE SANCTUARY

3-year old male banteng ("Bunthong"), one of three banteng reintroduced in 2016.



WWF-Thailand is providing technical support, scientific guidance and equipment (radio-collars and camera traps) to Asia's first banteng (*Bos javanicus*) reintroduction project in Salakpra Wildlife Sanctuary in Thailand's Western Forest Complex. Banteng were historically widespread in Asia's dry forests, but have been driven to near extinction through commercial hunting and habitat conversion.

The project was initiated by Khao Nam Pu Nature and Wildlife Education Center and Salakpra Wildlife Sanctuary in collaboration with the Zoological Park Organization of Thailand, Kasetsart University, Mahidol University, Krating Daeng Company and local communities.

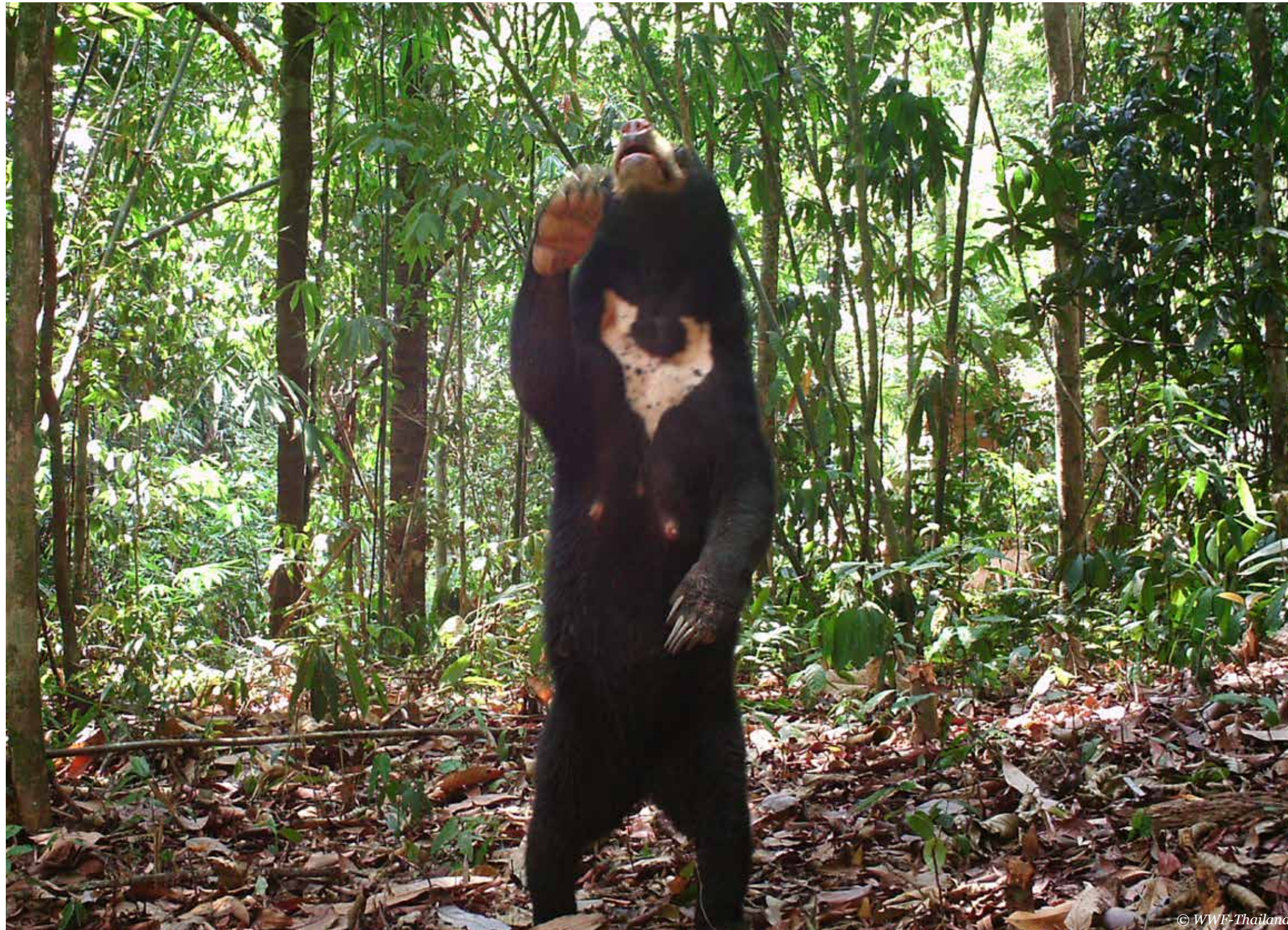
Three banteng (2 males, 1 female) were released in July 2016. Following this release, we tracked the banteng movements and their home range establishment using radio-collars. Camera trap photos are used to assess their physical condition and to monitor the presence of predators like tiger, dhole, and leopard.

Since release, the 3 banteng have remained healthy, continue to find sufficient food and have remained together as a herd. Their home range occupies an area of 21.4 km<sup>2</sup>. Within this area, the banteng concentrate their time in two core zones which serve as central "staging areas" from which they make exploratory excursions. However, we expect their home range to expand as they gain knowledge of their new surroundings.

A successful recovery of endangered banteng in Asia will require reintroductions to forests where they have previously become extinct and this project is providing important insights into the dynamics of recovery and recolonization these large bovids undergo as they settle into their new home.



# MONITORING BEARS AND OTHER LARGE MAMMALS IN SOUTHERN THAILAND'S LARGEST FOREST COMPLEX



© WWF-Thailand

The loss of large mammals due to poaching is a global crisis that is changing the composition and dynamics of tropical forests. This project studies the effects of poaching and habitat quality on the distribution and abundance of Sun Bears, Asiatic Black Bears, and other large mammals in the largest forest complex in southern Thailand: Klong Saeng-Khao Sok. Project collaborators are King Mongkut's University of Technology Thonburi, Klong Saeng Wildlife Research Station, Klong Saeng Wildlife Sanctuary, Khao Sok National Park, and WWF-Thailand.

The knowledge gained will allow protected area staff to evaluate the effectiveness of protection for the wildlife of this forest complex. We use sign transects and camera traps to compare the abundance of mammals in the core zone (where there is less poaching) and edge zones (where more poaching occurs) of the forest.

Results show that Asiatic black bear, elephants, gaur, and tapir are all more abundant in the central core of the forest than near the edge, whereas sun bears occur almost equally in both zones. Differences in behavior between the bear species might explain the differences in their responses to the edge forest habitats. Black bears tend to raid surrounding agriculture lands more than sun bears, which would render them more susceptible to poaching and reduce their populations in the edge zone.

Just how many bears occur in the forest? Camera traps have revealed 22 black bears and 18 sun bears in the 180 km<sup>2</sup> core zone. By suspending bait in front of the camera traps, bears are forced to stand and expose their chests, making it possible for each bear to be identified by their unique chest markings.



# LOWER SONGKHRAM RIVER BASIN PROJECT

As part of the HSBC Water Programme, WWF is helping local communities in the Lower Songkhram River Basin (LSRB) to manage their natural resources so both people and nature can thrive. The Songkhram River is an important tributary of the Mekong River, and provides water and food to a large part of Northeastern Thailand. Its wetlands shelter over 150 species of fish and are an important stopover point for many migratory birds. The Thai government recognizes the Songkhram's entire lower reaches and floodplain as a wetland site of international importance.

However, the Songkhram and its biodiversity are threatened by population growth and intensifying use of the river, leading to overfishing, over-use of water for irrigation, worsening water quality, and disruptions of the river's flow – and fish migration routes – by dams and weirs.

WWF is working with villages and local government in the lower Songkhram River basin to better balance their water needs with those of the ecosystem. The team works with communities in the Lower Songkhram River Basin.

Along the rivers, WWF works with communities to create fish conservation zones, no-fishing areas managed by the villages to protect key spawning habitat. By creating a safe space for fish to breed and grow, overfished populations are beginning to bounce back – so by limiting where people can fish, the villages are actually able to catch more. The WWF team also works with villages to create community forests to combat deforestation, and supports organic farming to reduce chemical fertilizer runoff into the river.

- Twelve new Fish Conservation Zones were created in FY17 to protect key spawning grounds covering 618 Rai ( 98.88 ha.) in 8 villages
- Fifteen new Community Forests were created in the LSRB with a total area of 9,249 Rai (1,479 ha)
- Supported invasive species management and sustainable organic fertilizer production to reduce chemical and improve water quality in 6 villages
- Supported community capacity building and the establishment of LSRB Guardians in 15 schools and supported river monitoring activities
- Assisted in capacity building and community networking for LSRB Guardians in 50 communities for long term sustainable management
- Facilitated and supported preparation of the 5-year LRSB Strategic Wetland Management Plan for the Nakhon Panom Provincial development plan and sub-district development plan. This made long-term funding activities and implementation possible in the future



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## THE TRANSBOUNDARY LAO - THAI FISHERIES CO-MANAGEMENT , PROJECT.

WWF- Thailand and WWF-Lao were working together on the Transboundary Lao-Thai fisheries co-management : improving fish stocks and livelihoods in the Lower Mekong River , Northeast Thailand.

The Mekong River supports fisheries in 4 countries, amounting to 2.6 million tons of fish each year and providing more than 75% of the animal protein and 35% of the total protein intake of at least 60 million people in the region. The people living along the Mekong are thus dependent on natural resource extraction. The Mekong is also globally irreplaceable for biodiversity conservation; second only to the Amazon in terms of fish biodiversity. It also supports some of the world's largest freshwater species such as the endangered Mekong giant catfish and giant freshwater stingray.

However, the Mekong River's mainstream is becoming heavily impacted by regional economic development including infrastructure construction and sand/gravel extraction. These have significant impacts on the spawning grounds of many species of fish which have become more and more at risk, partly due to changes to the ecology of the deep pools.

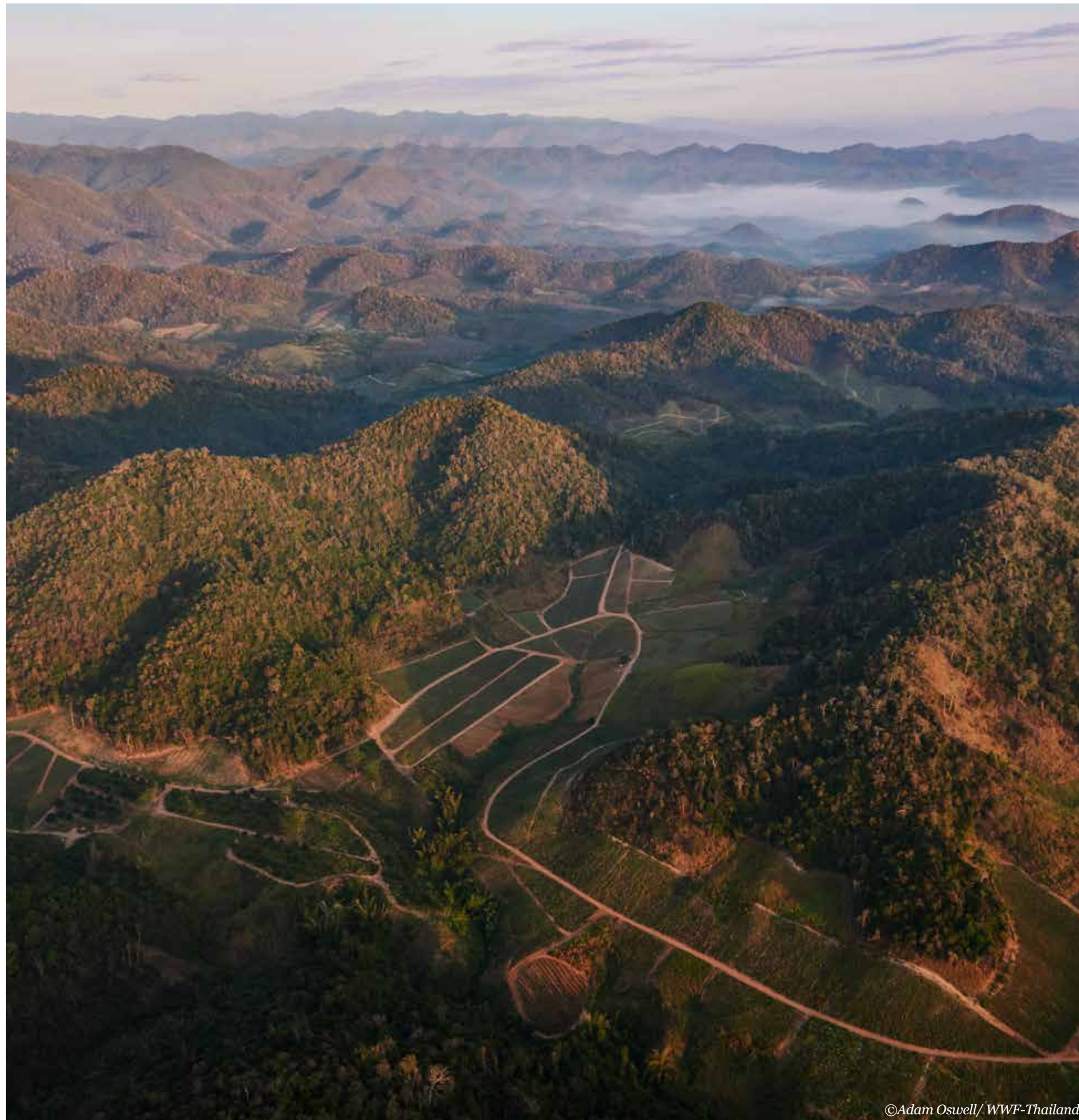
The project Objective :

- 1 ) Improved transboundary freshwater natural resources management via the creation of fish conservation zones, fisheries management committees, village patrolling units and the dissemination of scientific knowledge to assist the communities to better understand the benefits of fish conservation and fisheries management.
- 2) Reduced fishing pressure on freshwater natural resources through the support of local livelihoods and the development of alternative sources of income.
- 3) Increased knowledge of biodiversity in the Middle Mekong, including the level of fish stocks and spawning grounds of the flagship Mekong giant catfish and other priority threatened species.

Key Project Achievements in FY17

- The completion of a socio-economic survey in 15 target villages.
- The collection of baseline water quality and biomass data has been taken in four sites along the Mekong River in both Thailand and Laos.
- The completion of baseline KAP surveys in 4 target villages (Had Hae village, Tha Rai Tha village, Cheang Yeun village and Nong Chan).
- The completion of for fish catch monitoring in 5 target villages.
- The creation of 5 community managed fish conservation zones in protected key spawning grounds and the establishment of 5 community patrols in the Lower Mekong River.





©Adam Oswell/ WWF-Thailand

## DTL INTEGRITY PROJECT

The objective of the Dawna-Tenasserim Landscape (DTL) Integrity Project is to identify and proactively address threats to the integrity of the vast forested landscape in the mountainous area along the border between Thailand and Myanmar. This area is a stronghold for tigers, elephants, and other wildlife and has functioning ecosystems that provide freshwater and mitigate climate change.

WWF is using Green Economy principles and engagement with local people to help guide the development and associated infrastructure that is taking place in the DTL.

Activities in FY 2017 included:

- Participatory land use maps done in cooperation with local communities in two sub-districts were created. These maps featured registered community forest areas, rivers, and important locations such as local government offices, schools, hospitals, temples, etc. This community participation strengthened local people's voices and their capacity to strongly contribute to the decision-making process in regard to the Dawei Road and the Special Economic Zone (SEZ).

- WWF, in partnership with Sueb Foundation, Sathapat and local communities worked with the government to gain approval for a new community forest registration in Kanchanaburi using GPS and GIS. This forest is a combination of mixed deciduous, bamboo and dry deciduous dipterocarp forest. This identification is particularly important as the Serow, an IUCN classified endangered species, is found here due to the mountainous limestone terrain.

- An exposure visit that connected young people from the Bangcorn area in Myanmar with the Seub Foundation's Kanchanaburi site was arranged. This allowed the young people to learn about agroforestry and land use demarcation using an open participation process between protected areas and local communities that deals with land disputes.

- A preliminary GIS study into the viability of a corridor between the Western Forest Complex and the Kaeng Krachan Complex analyzed the suitability of the habitat for wildlife.

- WWF supported the Department of National Parks, Wildlife and Plant Conservation study: Mae Wong Dam: A Case Study of Natural Capital Assessment for National Park Management.

- The study clearly showed that the proposed dam was not the best way to address the shortage of irrigation water and flooding in the areas outside the Park. The Royal Irrigation Department has announced that they will pursue alternative ways to address these problems and the dam is on hold for now, but has not been permanently removed from the Department's plans. We must remain vigilant to make sure that the dam is never built in Mae Wong National Park.



# IVORY TRADE PROJECT

Ivory seizure in Thailand



© WWF/James Morgan

Thailand has taken strong steps to address the illegal ivory trade in Thailand in its National Ivory Action Plan (NIAP) and this has led to a reduction in the amount of ivory for sale in the usual markets in Bangkok.

WWF-Thailand commends the Department of National Parks for these actions and recommends that the Thai government build on these good results and take the next step - to close the domestic ivory market. Why is it important this is done?

- Illegal killing of elephants and trade in their ivory remains a major problem across much of Africa. More than 20,000 elephants per year are slaughtered for their ivory. Much of this ivory is sold in China, Hong Kong and Thailand.

- Legal domestic markets create opportunities for the laundering of illegal ivory.

- Attempts to regulate domestic ivory markets have failed in other countries because traders figure out how ways to undermine and beat the system.

There is a growing international consensus that all domestic ivory markets should be closed.

- The International Union for Conservation of Nature (IUCN) has called for “governments globally to close their domestic markets for elephant ivory as a matter of urgency,” September 2016

- China announced in December 2016 that they would close their domestic ivory market by the end of 2017

- Hong Kong announced that they intend to close their domestic ivory market by the end of 2021

It is time for Thailand to take the next step and close its domestic ivory market.



# SUSTAINABLE MARKETS

The Sustainable Markets team promotes the production and consumption of key commodities in sustainable ways that minimize negative environmental impacts.

WWF–Thailand has been focusing on fisheries, forestry products and aquaculture. We're also promoting sustainable finance initiatives and the sustainable consumption and production of maize.

We work with the Government and private sectors to meet international criteria for sustainability of these resources.



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## SUSTAINABLE FISHERIES

Thailand, the world's third-largest seafood exporter, has seen the decline of fisheries resources over the past few decades. WWF sees an international certification scheme as a market-driven tool to help recover fish populations and conserve marine resources. In order to achieve certification, the Fishery Improvement Project (FIP) is designed to incrementally improve the practices and conditions of a specific fishery to help it reach sustainability certification.

Recognizing that the Blue Swimming Crab is an important economic species for both domestic consumption and export and is harvested by small-scale and large-scale fisheries, the comprehensive Blue Swimming Crab FIP was developed as a part of the National Plan of Action on the sustainable management of Blue Swimming Crab (BSC). The FIP facilitates coordination among the government, industry, scientists, fishermen and WWF, and aims to improve BSC stock status and to minimize environmental impacts through effective management.

A major achievement of FY 2017 was an FIP stakeholder meeting to build a cohesive understanding of the FIP work plan and the implementation with local fishermen, government agencies at policy and operational levels, industry strategic partners, and university professors. The final action plan was uploaded on [fisheryprogress.org](http://fisheryprogress.org) which is an efficient and reliable website for tracking progress of FIPs around the world. This is the first FIP from Thailand included on the website.

Although the BSC fishery is data deficient, assessment of bycatch was conducted through information from local fishers using Risk-based Framework methodology. The result scored 95 from 100 meaning that the fishery passes the bycatch outcome indicator. Documentary research, another milestone achieved in FY17, analyzed existing scientific information on BSC life history, distribution, population, and fishing impacts. The study provides recommendations to improve fisheries management.

Besides, a baseline survey was conducted for better understanding of the project area, coastal communities, and fishing operations. It also provided baseline information on the resource status for measuring improvements in the future



## SUSTAINABLE SHRIMP AQUACULTURE

The consumption of farmed shrimp is increasing and is an important source of protein, however shrimp farming, a form of aquaculture popular in Thailand, can lead to mangrove loss, water pollution, illegal fishing and poor labor practices. WWF is working with farmers and processors to introduce an international certification program that could lead to shrimp production that is environmentally sustainable and socially responsible.

The Aquaculture Stewardship Council (ASC) shrimp certification process addresses both environmental and social issues. ASC standards include protecting critical habitats like mangroves, ensuring products are antibiotic-free, the use of traceable and responsible feed, and an effective wastewater management system. Social standards ensure no child or forced labor is allowed and workers must receive decent wages in a safe environment with regulated working hours.

An outstanding achievement in FY17 was the Best Aquaculture Partners (BAP) farm becoming the first ASC-certified shrimp farm in Thailand. This is a big step forward for responsible aquaculture in the country and shows that the private sector can play a vital role in driving sustainability. WWF worked with the BAP farm through the Aquaculture Improvement Project (AIP) by analyzing the gaps between their operations and the ASC standard and developing an action plan to improve their practices. The farm operation was evaluated by third party auditors to ensure minimal impact on the environment by using resources effectively, reducing chemical and antibiotic use and by conserving biodiversity. They also assessed their labor practices and responsiveness to local communities about their impacts.

WWF organized a training on the Biodiversity Environmental Impact Assessment (B-EIA) and Participatory Social Impact Assessment (PSIA), aiming to build the capacity of potential Thai assessors on how to do the assessments. Six trainees from four companies participated in the training. If more local assessors are available, expenses for both assessments will be lower, allowing for a higher number of shrimp farms to be able to achieve ASC shrimp certification with lower financial investment.

ASC shrimp standard training was conducted to provide better understanding on the standard to 40 participants from 23 companies, including processors and Thai Frozen Food Association members that can request their source shrimp farms to participate in AIP to achieve ASC certification. The standard was translated into Thai as a training manual and distributed to the participants. The Q&A session reflected their interests and concerns, which were mostly about the expense of getting certified.



© WWF-Thailand



# RAISING AWARENESS ON SUSTAINABLE SEAFOOD

WWF believes that seafood sustainability will never be accomplished without awareness from players along the supply chain, especially producers and consumers. We participated in an exhibition and conducted activities to raise awareness on sustainable seafood.

## THAIFEX 2017

WWF-Thailand's booth at the seafood session of Thai Food Expo, or ThaiFex, an expo for businesses and the public, ran from 31 May to 4 June, 2017. The target audience included Thai seafood producers (exhibitors), international buyers (business day visitors), and domestic consumers (public day visitors). The booth simulated a supermarket with MSC and ASC certified products in the shelves with a cooking show activity.

For Thai seafood producers, based on conversations and questions during their visits at our booth, it was noticeable that their awareness on MSC certification has increased from last year. Some showed interest on how to get certified and having the MSC logo on their products.

The cooking activity grabbed the attention of Thai consumers and initiated conversation on sustainable seafood with them. Despite low awareness on the ASC certification process, consumers paid attention to ASC certified shrimp because of the chemical and antibiotic-free issues related to consumer health. Currently, the ASC certified shrimp are not available in domestic market due to lack of demand. Consumers have suggested initiating a campaign to raise domestic demand through signing on to a document requesting producers to produce ASC certified shrimp.

WWF-Thailand, MSC, and ASC co-organized a seminar on transformation towards sustainable seafood through certification on 1 June, 2017. It aimed to create a forum sharing information on MSC and ASC certification programs, challenges, opportunities, and demand for sustainable seafood in global, Asian, and local markets. Key speakers came from MSC, ASC, WWF China, Sea Wealth Company, and the Hyatt Hotel chain, with interview information from Sea Value and IKEA Southeast Asia. There were 72 participants from 18 seafood companies, 4 trade associations, 2 universities, the Thai Department of Fisheries and the Network of Aquaculture Centres in Asia-Pacific



## WORLD OCEAN DAY 2017

WWF-Thailand co-organized a World Oceans Day event with Green Net, a local NGO that runs an organic seafood project supported by the EU. The event, "From Sea to Plate: Responsible Consumption for Sustainable Oceans," aimed to address concerns on crises that oceans have been facing. Promoting sustainable seafood and consumption awareness could contribute to better fishing practices and less pressure on oceans. This was a public event and most participants were seafood consumers or those working on seafood-related issue.

A press conference from WWF-Thailand, Green Net, and Bolan Restaurant was held after the opening ceremony by the EU and Sweden delegates. WWF-Thailand's speech covered the main concerns associated with overfishing and changes in habitat. Improving seafood production and consumption to be more sustainable could help reduce pressure on the oceans. A panel discussion on how we can help in conserving oceans reflected the roles of each player along supply chains, including fishermen, markets, processors, and restaurants. An interactive session also encouraged consumers to ask where seafood came from to ensure it came from legal fishing practices and if it was traceable. Fishermen from 8 communities under the organic seafood project and fishermen in BSC FIP also attended the event.





© Sudarat Sangkum/ WWF-Thailand

## SUSTAINABLE RUBBER

WWF-Thailand, along with our partners, focuses on improving rubber smallholder practices as there are 1.4 million rubber smallholders in Thailand, representing 90% of total farmers.

Thailand is one of the major rubber producers in the world with an export value of more than 7 Billion USD in 2016. The main commodities produced are natural rubber products, rubber wood (for furniture), and, increasingly, wood chips and wood pellets. The total rubber plantation area, including immature plantations, is 3.6 MHa, with major plantation areas located in southern Thailand, a tropical rainforest area with high biodiversity.

WWF-Thailand started a project to improve rubber plantation management for smallholders in 2016 in response to the challenge of ever-growing numbers of rubber plantations that could affect the environment through unsustainable practices such as forest encroachment or overuse of chemical fertilizers.

With the world's demand shifting towards more sustainably produced products, WWF Thailand sees rubber smallholder farmers as a target for change. They represent the majority of rubber farmers in the country and without proper guidance they would be at risk of getting left behind with unsustainable practices and losing market opportunities.

WWF-Thailand aims to improve the Smallholders' capacity to practice sustainable plantation management and also their ability to be ready for market demands for sustainable rubber and moving towards certification under stepwise approaches.

We have engaged national experts with more than 20 years' experience in rubber production systems and supply chains in Thailand. The WWF team also conducted a series of visits to rubber smallholders to collect on-the-ground facts, an existing rubber management baseline, as well as farmers' perceptions towards certified plantations. Discussions with other stakeholders and national authorities have also taken place.

Sustainable rubber for smallholders does not focus only on environmental issues, but also on social, economic, and cultural issues. By addressing legality, transparency, traceability, and profitability we can help sustain and improve the livelihoods of smallholders, related industries, and the entire country.



# SUSTAINABLE FINANCE

Sustainable finance contributes to sustainable development and value creation in economic, environmental and social terms. A sustainable investment should ensure and improve economic efficiency, prosperity, and economic competitiveness both today and in the long-term. At the same time it should contribute to protecting and restoring ecological systems, and enhancing cultural diversity and social well-being.

WWF's approach to sustainable finance, while acknowledging that the environmental and social aspects of development are equally important, focuses primarily on the environment as this is in line with WWF's core mission.

WWF-Thailand understands that finance is a key lever for change in sustainability and plays a major role in shaping the world. Financial institutions and regulators have a crucial role to play in the transition to a sustainable economy and the mitigation of the systemic risks that major environmental and social issues can present. Sustainable finance can positively influence sustainable development by not only better integrating environmental risk, but delivering mechanisms that protect nature and drive sustainable business practices.

We work with banks, investors, asset managers, investment consultants and insurers to help drive more sustainable investments and lending practices that serve people and the planet. By doing this, we also help them understand the material impact that environmental risks and opportunities, such as carbon, water and biodiversity, present for their business.

We work globally and in coordination with other WWF offices in our priority regions to achieve our global goals. We also work with governments, civil society, and regulators on policy change through advocacy.

On May 16, 2017, WWF-Thailand partnered with the Stock Exchange Thailand (SET), the Thai Bankers' Association (TBA), and the Association of International Banks (AIB) to conduct a seminar on responsible financing for Thai banks. Held at the SET, this seminar introduced the overall ESG integration concept to Thai banks and familiarized the banks with how to become more sustainable. Best practices of ESG integration in international banks were featured in the seminar by guest speakers from international banks. Additionally, WWF-Thailand conservation and forestry experts presented ESG issues in the pulp and paper sectors. The seminar was a success, with more than 50 participants from almost every bank in Thailand and colleagues from banking associations and regulators attending.

Following the seminar, the WWF Sustainable Finance team in Thailand has engaged with banking associations and individual banks to drive sustainable finance forward.







## PROMOTION SUSTAINABLE CONSUMPTION AND PRODUCTION

Sustainable consumption and production is a key approach to some of the challenges that the world is facing today. It can help balance the social, economic and environmental goals that the international community has set for itself, such as eradicating poverty, stimulating economic growth, and feeding the world, while at the same time protecting ecosystems and combatting climate change.

Establish Low-Carbon Sustainable Consumption and Production in forestry and agricultural sectors is a three-year project funded by the German Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety (BMUB) as part of their International Climate Initiative (IKI). Through an ambitious regional response to climate change led by WWF- Germany, the project aims to support WWF-Thailand, WWF-Indonesia, and WWF-Philippines to work with government, the private sector, and consumers to reduce Greenhouse Gas emissions.

Aligned with the United Nations' 10-year framework of programmes on sustainable consumption and production patterns (10YFP) and the 2030 Agenda for Sustainable Development, the project will provide tailored assistance to varying country-specific thematic priorities in the pilot countries. Activities in Thailand focus on reducing GHG emissions and improving the sustainability of agricultural and forestry practices, especially related to the production of maize, which has been a principal cause of deforestation in Thailand.

The IKI-SCP project consists of 3 objectives:

- (A) promote the integration of SCP principles into governmental and corporate strategies and policies within agriculture and forestry sectors for climate mitigation solutions
- (B) encourage development and implementation of SCP principles within business models towards the promotion of a sustainable food system
- (C) improve availability and accessibility to quality consumer information, resulting in increased awareness of and support for sustainable consumption and production practices.

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## CORPORATE ENGAGEMENT

WWF-Thailand works with businesses to find solutions to conservation challenges for Thailand. We engage companies to transform operations towards sustainable business practices, work together to raise awareness of key environmental issues, and collaborate in philanthropic partnerships with companies already taking substantial action on sustainability.

Some notable projects this fiscal year are:

- **HSBC the Water Programme** in the Lower Songkhram River Basin: With HSBC support and participation, WWF has worked in this landscape for the past three years. This past year we made great progress on our most important goal: completing the nomination of the Lower Songkhram as a Ramsar Site, an important international designation that will help to protect the natural and economic values of the area in perpetuity.
- **B.GRIMM the Tiger Recovery Project** at Mae Wong and Khlong Lan National Parks: B.GRIMM is a very important local partner that helps drive tiger conservation and recovery in Thailand. WWF, with B.Grimm's support, continues to successfully work in Mae Wong and Khlong Lan National Parks, conducting research, improving park rangers' patrolling capabilities and engaging with local communities to guard against poaching.
- **Tetra Pak: the FSC Awareness campaign:** WWF is proud to work on improving consumer and business awareness about Forest Stewardship Council (FSC) sustainability standards by working with Tetra Pak as a partner. The campaign uses interesting facts, easy to understand infographics and compelling messages to help the general public understand what FSC is and how using FSC certified products helps support the environment.





# INSPIRING THE NEXT GENERATION



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## NESTLE: YOUTH WATER GUARDIANS PROGRAMME

Youth Water Guardians, a school network project on water conservation based in Ayutthaya province, has been supported by WWF-Thailand, in partnership with Nestle's Pure Life's, for the past 3 years. This year, the program has gained momentum with support from local communities and academic help from Rajabhat University in Ayutthaya. Students from 16 schools participated in Youth Water Guardians Camp to learn the importance of water resources and to develop innovative and creative models for water conservation.



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## IKEA: ECO-SCHOOL PROGRAMME

WWF-Thailand and IKEA/IKANO have partnered with the Eco-School program to lead environmental education programs in 20 schools in the Bangkok area.

This year, the first Eco-Schools Award Ceremony was held in Thailand and 8 schools received the prestigious Silver Eco Award and 10 schools received the Bronze award. This programme empowers students to participate and take up meaningful environmental activities and projects following the global environmental education programme created by the Foundation for Environmental Education (FEE).



©WWF-Thailand





## COMMUNICATIONS

We provide communication support to other teams and help facilitate their activities to engage public awareness for conservation. For example, we provided support for the Thaifex exhibition on sustainable seafood and World Ocean Day. We also supported our Freshwater Team to promote World Wetlands Day in Nakorn Phanom. We also worked with the Regional Communications Team to produce the Greater Mekong New Species Report.

In a population of 68 million, 48 million Thai people use smartphones, 46 million use the internet and 46 million use social media.

That shows a remarkable penetration rate of 67 percent. The country's digital-connection landscape is fully geared to the fast adoption of new technology. WWF-Thailand has also transformed itself into an accomplished digital media user through the use of Facebook, Twitter and Instagram.

WWF-Thailand Facebook gained 135,000 followers by the end of FY2017, while Twitter followers increased approximately 10% from the previous year. We will continue and expand our effort to use social media to promote and support our conservation work.



# INDIVIDUAL FUNDRAISING



## WWF-THAILAND FUNDRAISER FIELD TRIP

One of the key success factors of WWF-Thailand's Individual Fundraising Programme is our dedicated fundraisers, who work tirelessly and passionately to support wildlife and nature conservation. In order to support their work, WWF-Thailand organizes a fundraising field trip on a regular basis to give our fundraisers hands-on experience and deeper knowledge about WWF-Thailand conservation projects. In 2017, the field trips took place in Kuiburi National Park where the fundraisers learned about elephant and wildlife conservation, habitat improvement, and had the opportunity to make a salt lick for herbivore animals. Additionally, the very first field trip to the Water Conservation Programme at Nakhon Panom gave the selected fundraisers a broader knowledge about landscape protection and community engagement work.



# WWF-THAILAND MERCHANDISE

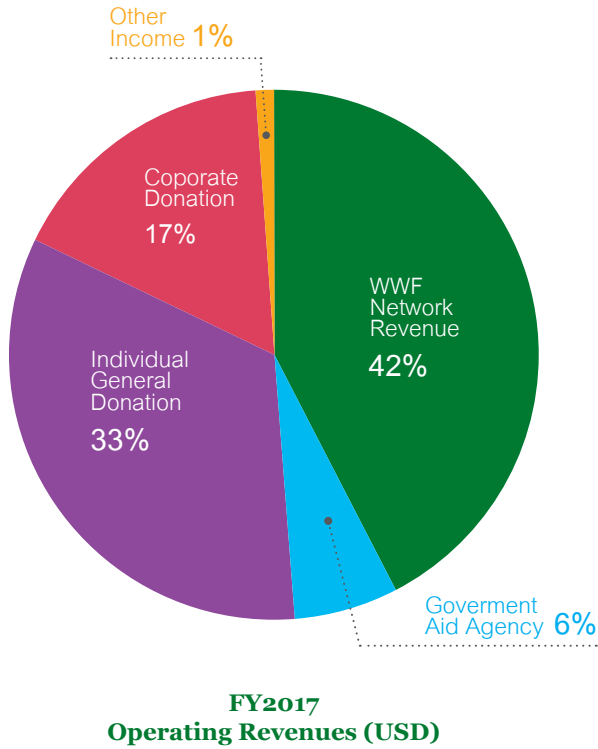


With great feedback from our supporters, WWF-Thailand has continued to release its high quality and cute merchandise. Any individual who wants to support WWF-Thailand's conservation work can now purchase this exclusive merchandise with brand new designs including 100% organic t-shirts, traveler coffee mugs, poopopaper notebooks, and eco tote bags with a donation.



# FINANCIAL REPORT

CURRENR YEAR OPERATING REVENUES AND EXPENSES (FY17) FOR THE YEARS ENDED 30 JUNE 2017



USD	
OPENING BALANCE	1,051,979
REVENUES :	
WWF Network Revenue	929,068
Government Aid Agency	137,657
Individuals & General Donations	735,425
Corporate Donations	373,657
Other Income	20,330
INCOME TOTAL	2,196,136
EXPENSES :	
Programme expenses :	
Conservation field and policy programs	1,747,541
Individuals Fundraising	626,369
Total program expenses	2,373,910
Supporting services expenses :	
Finance and Administration	238,806
Total supporting services expenses :	238,806
TOTAL EXPENSES :	2,612,716
RESULT FOR THE YEAR	416,580*
CLOSING BALANCE	635,399**

### Noted

\* FY17 shows negative -416K\$. This is mainly due to the project costs being underspent from the previous year and carried over to FY17. However with the cumulative opeining balance (brought forward from previous year) the closing balance shows +636K\$

\*\* Convert local currency to USD by using WWF’s rate as of 30.06.17 (USD 1 = THB 33.9716)

# WWF-THAILAND TEAM

TEAM	FULL NAME	POSITION
MANAGEMENT	YOWALAK THIRACHOW PRAPIMPAN NGOENTIP	COUNTRY DIRECTOR PERSONAL ASSISTANCE TO COUNTRY DIRECTOR
CONSERVATION	GORDON HALL CONGDON JR	CONSERVATION PROGRAM MANAGER
DAWNA-TENASSERIM LANDSCAPE (DTL)	IAIN STANLEY MACMASTER JACKSON	DTL MANAGER
KUIBURI WILDLIFE CONSERVATION PROJECT	WANDEE KRICHANAN	PROJECT MANAGER
	TANASIN YIMNOI	PROJECT MANAGER
	KORNTEP EAKWONGSA	PROJECT OFFICER
	NARET SUATURIAN	PROJECT OFFICER
	THANPITCHA JAIKAEW	PROJECT OFFICER
FRESH WATER	VISANUWIT THONGON	PROJECT OFFICER
	YANYONG SRICHAROEN	LANDSCAPE MANAGER
	AMORNRAT SUMAPROM	PROJECT FINANCE & ADMIN
	ASSANAI SRASOONGNERN	PROJECT OFFICER
	CHAIYA PENG -UN	PROJECT OFFICER
SUSTAINABLE MARKETS	JINTANA NARAT	PROJECT FINANCE & ADMIN
	NAKSIT SANGJUN	PROJECT OFFICER
	NOPPHARAT NUANGCHAMNONG	INTERIM SUSTAINABLE MARKET PROGRAM MANAGER
	PAKAWAN TALAWAT	FISHERY PROJECT MANAGER
	SUDARAT SANGKUM	AGRI-FORESTRY PROJECT MANAGER
TIGER PROJECT	YINGYONG VITYANANAN	SUSTAINABLE FINANCE MANAGER
	RUNGNAPA PHOONJAMPA	PROJECT MANAGER
	ROBERT STEINMETZ	CONSERVATION BIOLOGIST
	SURASAK SRIRATTANAPORN	PROJECT OFFICER
	TEERAWUT KEAWSRISOD	RESEARCH OFFICER
URBAN	WETHIT PHUMPHUANG	PROJECT OFFICER
	WORRAPAN PHUMANEE	PROJECT OFFICER
	WARAPORN TONG-ON	ENVIRONMENTAL EDUCATION PROJECT MANAGER
	ALLIYA MOUN-OB	PROJECT OFFICER
	PANISARA PAIREEPINATH	PROJECT OFFICER
GEF	UNCHULEE LUALON	GEF PROGRAM OFFICER
IKI SUSTAINABLE CONSUMPTION AND PRODUCTION(SCP)	PLY PIROM	PROJECT MANAGER- IKI (SCP)
	CHONLATHAN NARATREE	PROJECT COORDINATOR - IKI (SCP)
	RATTIYA SONGKHRAMWONGSAKUL	OPERATION SPECIALIST - IKI (SCP)
	TAMMARIN DEJSUPA	COMMUNICATION OFFICER - IKI (SCP)
	TEERAWAT RUANGMAK	PROJECT FIELD OFFICER - IKI (SCP)
MARKETING & FUNDRAISING	PEERAPUN BIKWANG	CORPORATE ENGAGEMENT EXECUTIVE
	PINYAPAT BANNARAKHIRAN	INDIVIDUAL FUNDRAISING OFFICER
	RATCHADAPORN KHAMKHUBORN	SOCIAL MEDIA OFFICER
	SUCHADA PAMONSAN	MAJOR DONOR MANAGER
	SUPAKORN SUESATSAKULCHAI	DIGITAL ACQUISITION COORDINATOR
COMMUNICATIONS	NIRAMON SOONYAKRAI	CONSERVATION & MARKETING COMMUNICATION MANAGER
	NICHANAN TANTHANAWIT	CONSERVATION COMMUNICATIONS OFFICER
HUMAN RESOURCES & ADMIN	CHANIDA SANTICHAIKUL	HR & ADMINISTRATION MANAGER
	KESRA SUKBOONNIVART	HR & ADMIN OFFICER
	PANNAPORN CHOTIGANTA	HR & ADMIN OFFICER
	WATCHAREE KOYSANG	HR & ADMIN OFFICER
	PENSRI KHANKUM	HOUSEKEEPER
FINANCE	SUMONRAT HELWIG	FINANCE & IT MANAGER
	AMORNRAT CHOOCHAT	ACCOUNTING OFFICER
	JIRATHA KETRATTANABORVORN	GENERAL ACCOUNTANT
IT	NAPHA SAIKHAM	SENIOR FINANCE OFFICER
	NUNTHANAWAT APIRAKDECHDECHA	IT OFFICER



# WHAT? CAN YOU DO TO HELP

Do you ever think about what you really want out of life?

All of us hope for a better life. For some people, that might mean a big house; for others, money to travel the world. But when it comes down to it, we all need the same things and have the same simple pleasures: a good place to live that is in harmony with nature, surrounded by greenery, fresh air to breathe, clean water to drink, and the sights and sounds of nature alive around you. No matter the size of your house or how many things you have, this planet will nurture your life and bring you happiness. We rely on nature but we can't recreate it ourselves, so conservation is vital.

Now, ask yourself again, what things do you want to have in the future? This is not just our planet, it is also our home.

# WAY TO GIVE

Make a donation & become a member: Become a monthly contributor and support WWF-Thailand's efforts in an ongoing basis at <http://support.wwf.or.th>

Follow us, and don't forget to share:

-  **WWFThailand**
-  **WWFThailand**
-  **WWF\_thai**
-  **WWFThailandChannel**

Join our campaigns: Prepare yourself. It's time to save the world.

Volunteer for WWF

Help us spread the word: Word of mouth is so powerful – go tell your friends and together we will make a difference!

For more information please contact our WWF Donor Contact Center at +662-056-0000

## 3,200

Thailand is home to an estimated 3,200 wild elephants.

## 1980s

WWF has been involved in developing conservation programs in Thailand since the early 1980s and formally established a national office in 1995.

## 20%

Approximately 20% of Thailand's total area is under protected area status : this includes more than 150 national parks and protected areas.

## 200

is the estimated number of wild tigers in Thailand. Thailand's national goal is to increase the number of tigers in Thailand to 300 by the year 2022.







**Why we are here**

To stop the degradation of the planet's natural environment and  
to build a future in which humans live in harmony with nature.

[wwf.or.th](http://wwf.or.th)

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Wildlife Fund and is known as World Wildlife Fund in the US and Canada)

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