



WWF

SINGAPORE



# The Heartbeat of Conservation

*Annual Review | FY2019*



# Together Possible

*Decades of taking more than what nature can provide have led to a 60% decline in wildlife populations due to habitat loss, exploitation of resources and the climate crisis.*

*Natural capital underpins society and the economy. In Singapore, we bring people, businesses and governments together to act for **nature and people**.*



An underwater photograph of two children swimming in clear blue water. One child is in the foreground, looking towards the camera with a smile. The other child is slightly behind and to the right, reaching out towards a rusty, textured metal structure that runs diagonally across the frame. The lighting is bright, creating a sense of depth and clarity.

# You've Made This Possible

**18**  
*projects*

**12**  
*countries*

**28,663**  
*supporters  
in Singapore*

**307**  
*businesses  
engaged*

**35,126**  
*students  
engaged*

**5,800**  
*volunteer  
hours*

# Protecting Singapore where it matters

*This has been a momentous year for conservation in Singapore.*

We will be getting a new nature park with the Mandai Mangrove and Mudflat, linked to Sungei Buloh Wetland Reserve. We have strengthened our laws. The domestic trade of ivory will be banned by 2021, and the new Resource Sustainability Bill will ensure better use of materials while reducing waste. We also took steps to become more resilient. Plans are underway to combat the long term effects of climate change and ramp up Singapore's local food production.

These developments underscore the fact that Singapore is vulnerable to environmental impacts. They also could not have happened without the support of a passionate and growing group of people who added their voice.

This is where WWF-Singapore has a growing role to play.

We saw our biggest zero-waste Earth Hour yet, uniting 40,000 people behind the shared goal to protect nature and reduce waste. We celebrated six years of our Eco-Schools education programme, with close to 90 schools reaching 150,000 youths every year in Singapore. We are also working with businesses. We started PACT (Plastic ACTION), Singapore's first industry-led initiative for plastic action, bringing hundreds of businesses together to reduce their plastic use. The list goes on!

More urgently than ever, we need to address these challenges with a people-centric, ground-up approach. In Singapore, WWF's work continues to focus on addressing crucial environmental issues that matter to people. This includes the haze, plastic pollution, sustainable food production and protecting wildlife species.

Most importantly, we will not work on these issues alone. I believe that we are seeing support for conservation grow among people in Singapore, both young and old. I am optimistic about what comes next, and look forward to sharing more good news in the following year.

**Joseph K H Koh**

Chairperson of WWF-Singapore Board of Directors

“We need to address these challenges with a people-centric, ground-up approach.”



We protect our essential resources by addressing priority conservation  
and sustainability challenges in Singapore and Southeast Asia

HELP MAKE SINGAPORE  
HAZE-FREE



PROTECT  
FOOD SOURCES



BRING  
WILDLIFE BACK



KEEP PLASTIC  
OUT OF NATURE



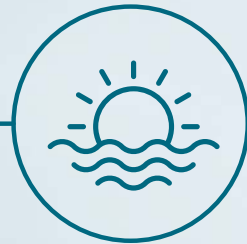
In doing so, we enable change for



A SUSTAINABLE  
ECONOMY



A STABLE  
CLIMATE



A GOOD QUALITY  
OF LIFE FOR PEOPLE



DIVERSITY OF LIFE  
IN NATURE

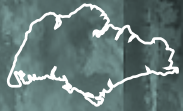
# Help Make Singapore Haze-Free



John T on Unsplash



Across Southeast Asia, forests are being cleared to make way for the expansion of palm oil, pulp and paper production. WWF works collaboratively with the government, corporations and partners to halt deforestation, mitigate fires and restore degraded forests and peatlands.



As a result of unsustainable cutting of trees in our neighbouring countries, the impact can be felt in Singapore in the form of a thick blanket of hazardous smoke we called the haze. WWF helps keep Singapore haze-free by addressing illegal land clearing activities - including the use of fires around the region.



© WWF-Indonesia

# Help Make Singapore Haze-Free

## 2018

SEP

### *Sumatra, Indonesia*

Eight units of firefighting equipment were distributed to target villages.



FEB

### *Myanmar*

Together with the government, WWF provided community-level training on rubber agroforestry to schools, community nurseries across seven villages.



### *Sumatra, Indonesia*

44 community firefighters were trained on canal-blocking to optimally rewet peatland.

MARCH

### *Riau, Indonesia*

Eyes on the Forest (EoF), a coalition of NGOs supported by WWF, published an investigative report revealing compliance violations by corporates in Riau.

APRIL

### *Singapore*

WWF published a statement outlining the role that financial institutions can play to address deforestation and related environment and social issues in the palm oil industry.



DEC

### *Sumatra, Indonesia*

Ascendas Singbridge planted 500 trees in Rimbang Baling.

## 2019

JAN

### *Myanmar*

WWF conducted trainings with two villages on sustainable natural rubber production.



### *Myanmar*

WWF conducted two training sessions for 94 government officials, stakeholders and farmers on plantation management and wastewater treatment of natural rubber.



### *Vietnam*

Avery Dennison and WWF visited the FSC-certified acacia forest in Phu Loc district, Thua Thien Hue province to meet local smallholders and government representatives.



### *Sumatra, Indonesia*

Replanted 6,000 trees at WWF's peatland restoration areas in Bengkalis.





MAY

**Sumatra, Indonesia**

An analysis by WWF revealed that a total of 1.2 million hectares area of legal timber concessions are within peat protection areas – areas that allow no exploitation and need to be restored. According to government policy, these areas should remain intact and are not for production.



JUNE

**Sumatra, Indonesia**

Six fire incidents were successfully managed thanks to the daily monitoring work of community firefighters in Bengkalis.

JULY

**Sumatra, Indonesia**

35 canal blocking structures were constructed in the peatlands of Bengkalis.



**Sumatra, Indonesia**

150 villagers in Bengkalis had been trained to mitigate and suppress peatland fires since 2016.



**Sumatra, Indonesia**

To restore wildlife habitats, 15 hectares of degraded peatlands in Bengkalis were replanted with rubber and coffee plants.

**Singapore & Indonesia**

WWF's sustainable banking report found that three Singapore banks now have no deforestation agroforestry policies. In addition, two Singapore and three Indonesia banks now require clients to commit to certified sustainable palm oil.



**Singapore & Indonesia**

SMBC planted 850 trees in Rimbang Baling and 50 trees in West Coast Park, Singapore.



# Sustainable finance for forestry



*Asia's banks, investors, regulators and stock exchanges have the power to channel financial flows towards a sustainable future. WWF taps into this by working with the region's financial institutions to ensure compliance with sustainability requirements, especially in the region's forestry sector.*

As of this year, 14 ASEAN banks have issued environmental, social and governance requirements for sectors such as forestry and energy - double that of the previous year. This includes:

- Three Singapore banks that now have no deforestation agroforestry policies.
- Two banks in Singapore and three in Indonesia that now require their clients to commit to sourcing certified sustainable palm oil.

# Transforming Banking Policies and Practices



*In January 2019, WWF-Singapore launched the Asia Sustainable Finance Initiative (ASFI), a multi-stakeholder platform which aims to advance science-based sustainable finance and shift the region's financial flows towards sustainable and resilient outcomes. ASFI connects regional financial institutions with 12 sustainable finance knowledge partners which operate at the cutting-edge of their respective fields in sustainability and sustainable finance, arming financial institutions with the latest science-based tools for decarbonising portfolios and building resilience to physical climate risks. 175 people attended the launch, which was covered by more than 25 local and regional media including Eco-Business and The Straits Times.*



In 2018, the WWF Asia Sustainable Finance team held 43 workshops and bilateral training in nine countries - training over 1,600 banking professionals in total. Together with Bank Negara Malaysia, VBI Community of Practitioners (CoP), the International Centre for Education in Islamic Finance (INCEIF) and The World Bank Group, we co-developed The VBI Financing and Investment Impact Assessment Framework which was published for consultation in Oct 2018. In partnership with CLSA, we published the "Keep Palm" report which articulated investors' and other stakeholders' role in encouraging sustainable palm oil production and provided best practice guidance. In 2019, WWF Asia Sustainable Finance team expanded the scope of our sustainable finance work beyond ASEAN by building relationships with financial institutions in Japan and South Korea.



The WWF Asia Sustainable Finance team also published our Responsible Investment Framework to support asset managers to develop a robust environment, social and governance capabilities and provide clarity on best-practice responsible investment. The framework was officially launched at the RI Asia 2019 conference in Tokyo.

By the end of FY2019, we saw a 100% increase in the number of banks that have issued sensitive sector policies. In particular, three Singapore banks have stopped financing new coal-fired power plants while one Singapore and four Indonesia banks now also require their clients to commit to achieving RSPO certification, which is the global standard for sustainable palm oil. Our 2018 Sustainable Banking Assessment in ASEAN (SUSBA) report was covered by 11 media outlets across the region. Investors representing US\$8 trillion have engaged with ASEAN banks on deforestation policies using our SUSBA findings.

# Partnerships to restore forests



## Sumitomo Mitsui Banking Corporation

*In 2018, we partnered Sumitomo Mitsui Banking Corporation (SMBC) to help protect forests in Singapore and Indonesia. Apart from taking the critical action for reforestation, the partnership aims to create awareness, inform and educate SMBC employees, while engaging them about the importance of forests and biodiversity.*

Together with the National Parks Board and its Plant-A-Tree Programme, SMBC planted 50 trees in West Coast Park, Singapore. In addition, 850 trees were also planted in Rimbang Baling, a protected forest in central Sumatra that is critical tiger habitat.

As part of SMBC's Giving Week, WWF activated a roadshow at Millennia Walk to highlight the importance of reforestation and biodiversity. The roadshow brought together over 800 employees and members of the public in just two days.



50 trees were planted in  
Singapore's West Coast Park  
with support from SMBC.

## Avery Dennison

*Labelling and packaging leader, Avery Dennison, aims to develop a paper supply with origins that are 100% certified sustainable.*

The partnership supports a tree plantation that benefits smallholders in a Forest Stewardship Council (FSC) certified acacia forest in Vietnam's Thua Thien Hue province, which includes Hue, a World Heritage site.

Building a sustainable production model of acacia timber nurseries will ensure that local farmers can get reliable and continued access to high-quality seedlings. Furthermore, in the long run, the nursery model implemented by the locals in this project can be used as a prototype for household-level production business, create jobs and sustainably increase incomes for local communities.



# WWF Eco-Schools Leadership Programme

An initiative to provide students with a platform to reach out to a wider audience beyond their schools, the WWF Eco-Schools Leadership Programme features a series of communication workshops and rehearsals to equip students with the leadership skills needed to craft and lead their own public nature guide. This year, we also partnered PAssion WaVe - the first waterfront facility in the west by the People's Association - to conduct WWF's nature walk at the official opening of Jurong Lake Gardens on 27 April. While student leaders gained confidence and knowledge, 75 members of the public enjoyed the guided walk which included elements like yoga, mindfulness and colours in nature.



## Bringing youth voices to international platforms



WWF-Singapore provides youths with the opportunities to develop leadership and environmental reporting skills through two initiatives namely the Panda Ambassadors Programme and Youth Reporters for the Environment (YRE). The programmes allow them to cover critical environmental events at international conferences and dissect issues like climate crisis and sustainable development.

We received 117 local entries from the WWF National Competition 2018, out of which five entries were shortlisted by YRE. For the first time, three emerged as winners with 20-year-old Loraine Lee Yen from the National University of Singapore bagging the first prize. She wrote a heartfelt story on her grandmother's unassuming ways to mitigate climate change.

In October 2018, WWF's Panda Ambassadors Eunice Tan and Tiffany Ann Dass were two of the 35 youth participants from eight Arctic countries and Arctic Council's observer states who took part in the seven-day Arctic Youth Summit in Finland. During the summit, they drafted a youth declaration on the protection of Arctic Biodiversity that was presented at the Arctic Biodiversity Congress in Rovaniemi. Upon returning to Singapore, Eunice also shared her experience at Singapore Management University's Eco-Fest and urged other youths to take action. At the same time, Wesley Poh was also selected to report live coverage from COP24 - one of the world's most important meetings on climate action.



## Protect Food Sources





90% of the world's fishing grounds are already fished to their limits or overfished. As a result, our oceans are now in a state of global crisis. The drive to feed a world growing at a rate of 75 million people every year has put ocean resources under tremendous strain. Sustainable consumption of seafood is the only way to reverse this decline and prevent the predicted collapse of fish stocks within our lifetime.



Three out of four fish species that are commonly eaten in Singapore are unsustainable, including a local favourite - the yellow-banded scad. To stop them from disappearing from our menus forever, WWF's goal is to secure livelihoods and food security through effectively managed Marine Protected Areas (MPAs).

We work closely with local communities and government authorities to enforce policies that stop illegal and destructive fishing, improve the management of fisheries and contribute to research in these areas.



© Cat Holloway

# 2018



**OCT**

## Philippines

WWF supported the launch of the Philippine National Tuna Management Plan. As part of it, 12 fishery management areas were set up.



**NOV**

## Palawan, Philippines

WWF supported the development and final deliberation of the Northeastern Palawan MPA network management plan.



# Protect Food Sources

# 2019



**JAN**

## Singapore

Deliveroo joined the list of 89 restaurants who had pledged to phase out shark fin from their menus since January 2018.

**MAR**

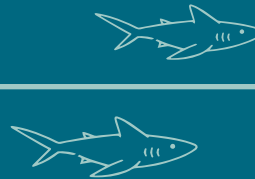
## Singapore

341 students and 12 teachers attended an educational campaign in local schools to learn more about improved fisheries.



## Philippines

WWF successfully conducted coral reef assessments at four sites in Taytay Bay, Philippines. Shark tagging activities were also carried out.



## Philippines

WWF facilitated a workshop with local partners to present and discuss the draft of the Taytay Municipality MPA management plan.

**JUNE**

## Malaysia

WWF helped set up two farms in Penang and Perak (on top of the existing three farms), producing 200 tonnes of responsible products since September 2017.

## Cambodia

WWF-Singapore provided emergency funding to support local efforts in engaging the government to stop the construction of Sambor and Stung Treng Dams - and promote the switch to solar energy.



## Palawan, Philippines

WWF and partners fixed several sites to be monitoring locations in the Cagayancillo group of islands 178 nautical miles off the coast of Puerto Princesa, Palawan.

**JULY**

## Kudat, Malaysia

The first initiative of its kind in Malaysia, the WWF's Fisheries Improvement Programme (FIP) was launched in Tun Mustapha Park.





# Partnerships to grow the Blue Economy



*The world's oceans, seas and coastal areas are the largest ecosystems on the planet and a vital protein source for millions of people. To protect marine resources, WWF addresses unsustainable fishing or farming practices across Asia, while raising awareness of our water resources.*

Recognising the ripple effect that sustainable businesses have in influencing positive change, we work with hotels, restaurants and retailers to shape ocean-friendly policies. Our vision: sustainable consumption, management and investment to ensure that our oceans feed us for generations to come.

#CompanySpotlight 01

## Deliveroo

***Sharks are essential to the well-being of our oceans and overfishing of sharks just for their fins is putting global shark populations at risk.***

Deliveroo was among the 89 restaurants who had pledged to phase out shark fin from their menus in 2018. In January 2019, the company announced that it will permanently remove 150 shark fin dishes from 34 restaurants and commit to having no such dishes on the platform.



## Marina Bay Sands

***Sustainable fishing and farming will ensure that people can continue to enjoy seafood without overfishing our oceans.***

To increase the supply of responsible seafood in Asia, Marina Bay Sands and WWF are working together to help transition fisheries and farms towards sustainable practices. As a result of the partnership, the number of aquaculture farms receiving support has doubled. In 2019, work began to increase sustainable practices at a fishery located in Kudat at Tun Mustapha Park – a first for WWF in Malaysia. Together, this partnership will help these farms and fisheries achieve global sustainable certification standards, transforming seafood supply chains across Asia.



# HSBC - Ripples programme

*70% of the earth is covered in water but only less than 1% of Earth's water is easily accessible freshwater that we can use. The partnership between WWF and HSBC created the Ripples Programme which aims to spark conversations, encourage individuals to champion water conservation and take action to protect freshwater - the world's most threatened resource.*

To date, the Ripples Programme has built a network of over 400 volunteers to create change with a series of curated events aimed at raising awareness about freshwater and actions that individuals can take to protect it.



240 volunteers came together to learn more about the importance of mangroves in Pulau Ubin and helped to remove over 100kg of trash including fishing nets and marine debris from the waters.



On 2 March, the 1.8-kilometre symbolic Singapore World Water Day Annual Walk was held at Marina Barrage to raise awareness on water conservation - and show how collective impact of individual actions can stir up change.



Bring Wildlife Back





In a year, tens of thousands of animals are seized from the illegal wildlife trade. Every 26 minutes, an African elephant is taken from the wild. Driven largely by criminal organisations, wildlife trafficking is the world's fourth-largest illegal trade. To address this transnational illegal trade, we work with governments all over the world to strengthen laws, close domestic markets and step up enforcement efforts.



Our Little Red Dot has unwittingly facilitated the trade of the species and its products as the largest transshipment hub in the world. Our investigative work revealed that there were still more than 40 shops selling ivory products in Singapore. WWF's award-winning Ivory Lane campaign in August 2018 led to a public consultation by the Agri-Food and Veterinary Authority (AVA) to propose a ban on the sales of elephant ivory and ivory products. By mobilising people, we helped secure support for an ivory ban from 99% of Singaporeans, contributing to Singapore's ivory ban announcement on World Elephant Day!



© Elizabeth John / TRAFFIC

# Bring Wildlife Back

2018



**JULY**

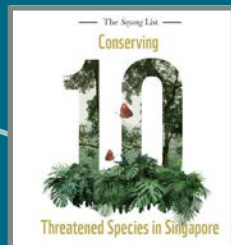
**Laos**

WWF closed four shops selling illegal wildlife products in Don Sao, a notorious market in the Golden Triangle.



**Myanmar**

To boost enforcement against wildlife poachers, WWF helped establish 14 basecamps and a multi-agency patrolling system in the Mandalay region. Six arrests were made by the police.



**Singapore**

To highlight the importance of local biodiversity, WWF and NParks jointly published a list of 10 threatened species in Singapore.

**AUG**

**Laos**

To build capacity of local officials, WWF conducted a regional workshop on transboundary cooperation to combat illegal wildlife trade and trafficking in Laos.

**OCT**

**Yangon, Myanmar**

WWF conducted multiple trainings for law enforcement agencies which led to a ban on illegal wildlife trade in Yangon.



**NOV**

**Sabah, Malaysia**

WWF and Sabah Wildlife Department's Wildlife Rescue Unit successfully placed a satellite collar on an elephant to monitor the herd's movement and reduce human-wildlife conflict in the area.

**DEC**

**Singapore**

The Singapore government launched a public consultation for a proposed ban on ivory trade.



**Singapore**

Challenged by low awareness of local wildlife laws, WWF launched the Ivory Lane campaign, a fake online store to highlight a legal loophole that allows the illegal ivory trade to continue.



**Cambodia**

WWF provided equipment and ranger training to 67 river guards, to help protect the critically endangered Irrawaddy dolphin in a 180km stretch of the Mekong River. Among the river guards, 15 were former fishermen that are now dedicated to protecting the dolphins.



**Sabah, Malaysia**

A herd of 30 wild elephants entered a restored forest area in Bukit Piton, a positive development thanks to WWF's reforestation efforts.

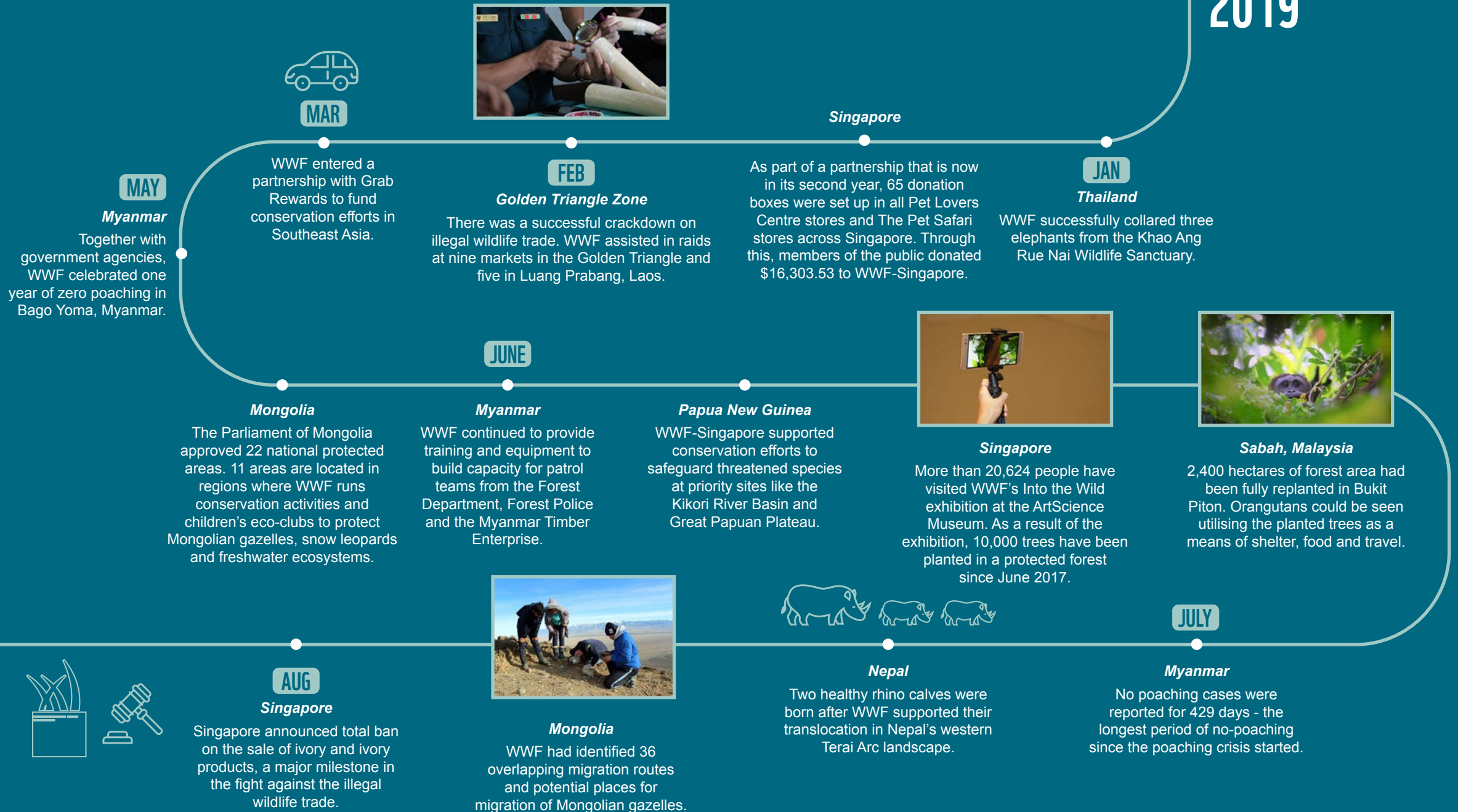
**Thailand**

To address human-wildlife conflict and better protect wild elephants, WWF successfully collared four elephants in the Eastern Forest Complex. The satellite collars allow field teams to monitor their movements remotely.

**SEP**

**Myanmar**

To better track and protect wild elephant herds, nine GPS collars were deployed in collaboration with Smithsonian Institution and Myanmar Timber Enterprise.



# Ivory Lane Campaign

*Created to highlight loopholes in Singapore’s wildlife laws, Ivory Lane was a fictional yet legal online shop that highlighted the presence of more than 40 local shops that were still selling ivory products. Thousands reacted angrily on social media pages - reaching five million people and 70 global media outlets over a span of 10 days.*

Thanks to the success of the campaign, Singapore’s wildlife laws became a national and global conversation, uniting the voices of people in Singapore and the region.

A true testament of the country’s zero-tolerance to illegal wildlife trade, WWF’s award-winning Ivory Lane campaign led to a public consultation by the Agri-Food and Veterinary Authority (AVA). As part of the consultation, AVA proposed a ban on the sales of elephant ivory and ivory products in Singapore. By mobilising concerned citizens in Singapore, we were able to secure 99% of respondents to support a total ban on ivory - leading to the announcement of a ban by Singapore in August 2019.



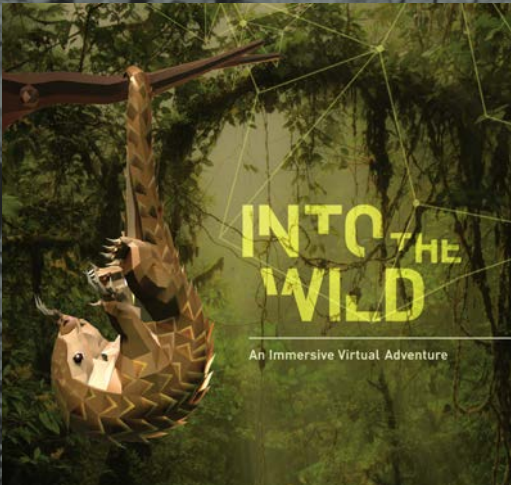


# Our Planet in the heartlands

Since its launch on Netflix in April 2019, Our Planet became an incredible global success with over 33 million households watching the series within its first month. A first in Singapore, WWF collaborated with Google, Lenovo, ArtScience Museum and PHORIA to produce REWILD Our Planet, a social augmented reality (AR) experience held at Marina Bay Sands. Based on an eight-part original documentary Netflix series voiced by Sir David Attenborough, it combined the best of entertainment and technology to highlight the damaging impacts of human activity on biodiversity and natural resources.

In Singapore, we brought Our Planet screenings to the heartlands, schools and community to inspire action for nature and wildlife. Among the five screenings that reached 725 students this year, WWF was also invited to screen it at Library@Chinatown. For the first time, it was conducted in Mandarin for 40 participants aged 55 and above - and they gave thumbs up with feedback asking for more screenings.

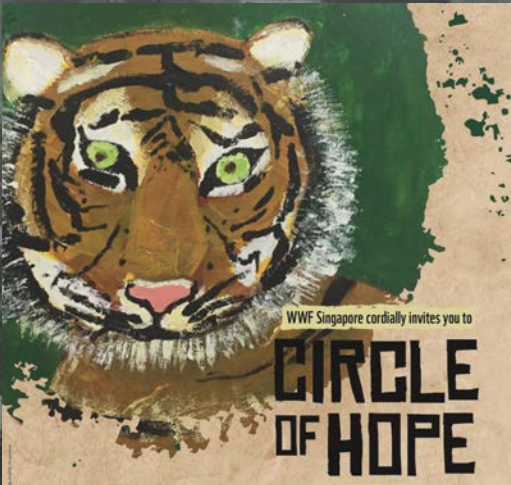




# Into the Wild

*Into the Wild* was a virtual adventure set in 1,000 square metres of ArtScience Museum's public space. An innovative collaboration with Google, Lenovo and local artist Brian Gothong Tan, the designated public area was turned into a virtual rainforest and meant to be explored with a smartphone device. The adventure saw more than 20,600 visitors through experiences from wildlife sightings to forest fires - and 10,000 trees being replanted as a pledge to WWF to restore degraded rainforests in Sumatra.





# Circle of Hope

Featuring art pieces made by children ages 7-12, Circle of Hope was a roving WWF art exhibition which helped youths and adults understand the critical need for wildlife protection and celebrate the life of wildlife rangers. It aimed to highlight the urgency to stop the illegal wildlife trade in Southeast Asia. There were games and storytelling sessions for families who visited - including an activity to write and post a personal letter to thank and encourage wildlife rangers for protecting nature.





Christian Palmer on Unsplash

Keep Plastic Out of Nature





Plastics are durable, light and versatile. But they could take up to 400 years to break down and this will affect people's lives for the next 16 generations. Today, plastic pollution in the environment is at crisis levels. Our excessive use of plastics is impacting people, ocean health and nature. Marine plastic pollution is a large, urgent and transboundary problem. By 2050, there could be more plastics in the ocean than fish by weight. On average, people could be consuming around five grams of microplastic every week, which is the equivalent weight of a credit card.



In Singapore, the year started strong by launching PACT (Plastic ACTION), a new voluntary industry initiative to eliminate plastic pollution in nature. PACT aims to disrupt the existing market for plastic, replacing it with a circular economy that is regenerative and restorative by design.

Over 15 businesses have signed stringent commitments for "No Plastic in Nature by 2030" and towards a circular economy. As part of sectoral action, over 250 F&B outlets removed straws.

Pushing for a legally binding treaty on marine pollution, WWF conceptualised and launched the global Plastic Diet campaign which resulted in headlines and attention in over 180 countries.



# 2018



DEC

**Singapore**

The second roundtable on PACT was conducted by WWF and Eco-Business. Nine companies came on board.

# 2019



JAN

**Singapore**

WWF launched Plastic ACTION (PACT), an industry coalition for business to reduce plastic use and enable a circular economy. At launch, eight local brands had already signed up.

# Keep Plastic Out of Nature



FEB

**Singapore**

A joint effort with Zero Waste Singapore, 100 F&B outlets joined PACT's Sectoral Pledge to go straw-free.



**Singapore**

3rd roundtable on PACT was conducted. We tackled hard questions from the industry including retail property management and service e-platforms.

MARCH

**Global**

300,000 people supported WWF's online petition for a global treaty.



JUNE

**Global**

WWF engaged the governments and raised countries' ambition to stop plastic pollution at the United Nations Environment Assembly in Nairobi, Kenya.



**Singapore**

WWF released a global report which found that the average person could be consuming five grams of plastic every week, due to microplastics in the food chain. The Plastic Diet global campaign was launched to change this.

# Keep Plastic Out of Nature



**Singapore**  
Together with Seven Clean Seas, 250 people helped clean up one of Singapore's beaches and call for businesses and governments to stop #plasticpollution from entering nature.



**JULY**

**Singapore**  
Nearly 300 F&B outlets in Singapore joined the PACT initiative and phased out plastic straws.

**Singapore**  
More than 850,000 people across 130 countries had pledged in support of a global legally binding treaty.



**SEP**

**Singapore**  
WWF collected over 10,000 plastic bottles in one day, as part of an event that highlighted how our use of plastics can be changed.



**OCT**

**Global**  
1.5 million people around the world supported WWF's online petition for a global treaty to stop marine plastic pollution.



# Businesses for Plastic Action

*Businesses have an integral role in the global production and consumption of plastics. Yet, very few are accountable for the plastics that they create today. This is why we are roping businesses in as partners - many pioneers in their own right - in creating scalable and commercially-viable solutions to reduce our plastic use in Singapore.*



## 19 companies commit to time bound targets on plastics

WWF works with individual businesses to reduce their plastic use with a public commitment to time bound targets. PACT launched in January 2018 with eight companies. Since then, this number has doubled to include companies from F&B, hospitality and retail.

### #CompanySpotlight



### SaladStop!

The majority of the plastic packaging that Saladstop! uses is made of 80% recycled PET plastics, and the company aims to further reduce the consumption of virgin plastic by providing incentives to encourage customers to bring their own reusable packaging. Straws and plastic cup lids will only be provided upon request.

## F&B establishments phase out plastic straws

WWF brings companies together to agree on pre-competitive, collective measures that will create an industry-wide impact on plastic use.

### #IndustrySpotlight



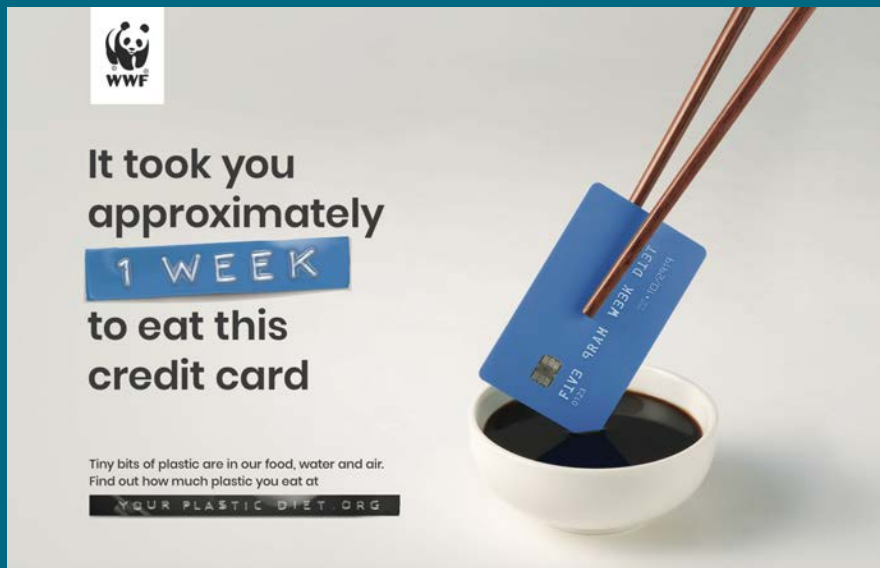
In June 2019, WWF-Singapore announced that over 270 F&B establishments in Singapore will remove plastic straws as a first step to phase out single-use plastic and disposables. This is the largest collective industry announcement on plastic to-date.



# Plastic Diet Campaign

*Pushing for a legally binding treaty on marine pollution, WWF conceptualised and launched the Plastic Diet campaign - where it revealed that we could be consuming five grams of microplastic per week. Resulting in headlines and attention in over 180 countries, it makes one of WWF's fastest-growing campaigns of all time.*

By highlighting how much plastics we are ingesting, we want people to understand that microplastic is a universal problem. To address the root of the problem, we need to change how the world is producing, using and disposing of plastics. This ensures that plastic does not end up in nature. As WWF urges other government leaders to immediately support our call for a new treaty to combat marine plastic pollution, our ongoing online petition at [plasticdiet.org](https://plasticdiet.org) has 1.5 million people around the world that are calling for governments and businesses to act.



# First Zero Waste Earth Hour

*Close to 40,000 people came together during the largest three-day festival for nature in Singapore held at Marina Bay Sands' Event Plaza, almost tripling the number of people who pledged to #UseLessPlastic last year.*

It was a zero-waste event — the first time for Earth Hour — with two water stations, a rental system, and food vendors serving their menu with reusable cutlery and crockery. Once finished, attendees could easily return them at drop-off stations. WWF also worked with like-minded partners to help achieve a low-waste event such as converting food waste into compost as it diverts food waste from landfills or incinerators and materials and employing locally rescued wood pallets for booth structures, workshop spaces and chill-out corners. As a result, we saved 3,500 plastic bottles, almost 10,000 single-use disposable utensils and cutlery, and 15 kilograms of food waste.





## Governance & Finance

# Corporate Governance

*WWF-Singapore is governed by the Singapore Companies Act, Cap. 50 and the Charities Act, Cap. 37 and all related subsidiary legislation.*

## BOARD OF DIRECTORS & BOARD OF TRUSTEES

The Board of Directors (“BOD”) is responsible for the overall governance and strategic direction of WWF-Singapore, developing its aims, objectives and goals in accordance with legal and regulatory guidelines and within its principal objective, mission and guiding principles. The BOD also maintains sound financial management of resources, ensuring expenditure is in line with WWF-Singapore’s objects. As a fundamental part of its responsibilities, the BOD is committed to ensuring that the highest standards of governance are practiced.

As at the date of this report, there are nine members on the BOD. Directors shall serve up to two consecutive or non-consecutive terms of three years each. Directors may be eligible for re-appointment after an absence of two years from the Board. No director is an employee of WWF-Singapore and no director receives remuneration for their services rendered as directors.

The WWF-Singapore Conservation Fund, managed by WWF-Singapore, is administered by the Board of Trustees (“BOT”), comprising three trustees at the date of this report. The BOT is responsible for ensuring that the objectives and goals of the WWF-Singapore Conservation Fund are achieved in accordance with legal and regulatory guidelines, while remaining true to its charitable purpose and objects. The trustees are independent of WWF-Singapore management and receive no remuneration for their services.

The BOD and BOT have conducted four and zero meetings respectively during the financial year for the purpose of carrying out its duties, attended by the company secretary and presided by the Chairman. The financial year runs from July to June.

## THE AUDIT COMMITTEE

The Audit Committee oversees the overall financial accounting, reporting, internal controls and financial risk management of WWF-Singapore. The Audit Committee maintains its independence and reports to the Board of Directors. It provides a channel of communication between the Board of Directors, the internal and external auditors. All members are independent persons and the Chair shall be an independent Board member nominated by the Board of Directors. The Audit Committee meets at least twice per financial year to ensure that there is proper governance and that financial and auditing related matters are properly dealt with.

## FRAUD AND CORRUPTION POLICY

WWF-Singapore has a fraud and corruption policy which reflects WWF’s commitment to a high standard of ethical conduct and zero tolerance approach to fraud and corruption. This policy is designed to define fraudulent and corrupt activities so as to encourage prevention of such activities, provide guidance on high standards of personal conduct and integrity, define responsibilities of management and staff at different levels, and promote the understanding of methods of fraud detection.

## WHISTLEBLOWER POLICY

WWF-Singapore also has a whistle-blowing policy which provides a mechanism such as a hotline / email for the reporting of matters of illegal activity, fraud, corruption or dishonest and unethical practices.

## CONFLICT OF INTERESTS POLICY

This policy outlines examples of situations which may present potential conflicts for an employee. All employees and board members of WWF-Singapore and trustees of the WWF-Singapore Conservation Fund are required to submit a conflict of interest declaration to ensure potential conflicts of interest are identified and managed on an annual basis, or when a conflict arises.



# Corporate Governance

## MANAGEMENT

### **Ms Maureen DeRoos**

Chief Executive Officer of WWF-Singapore

*Date joined: April 2019*

After a 30-year career in international corporate banking, most recently as CEO Asia-Pacific for ABN AMRO Bank, Ms DeRoos joined the WWF-Singapore as CEO in April 2019 inspired by its compelling vision of humans living in harmony with nature. With a presence in over 100 countries, its rigorous science-based approach and ability to conduct operations and campaigns globally, WWF has an impact few organisations can match.

With strong credentials in Emerging Markets, Natural Resources, Sustainability and Governance Ms DeRoos oversaw ABN AMRO Bank's business in Asia-Pacific from 2013 till 2019, including Clearing, Corporate Advisory and Structured Finance and client segments in the Natural Resources, Transportation, Food and Beverage and Trade and Commodity industries.

Ms. DeRoos previously was with Standard Chartered Bank based in Singapore where she first started in 2005 as Global Head of Natural Resources and Commodities and was later appointed as Group Chief Operating Officer for the Wholesale Bank's Client Business covering 52 countries. She was appointed to the Sustainability and Corporate Responsibility Board and was Chairperson of the Liquidity Committee during the financial crisis.

Before joining Standard Chartered Bank, Ms DeRoos spent ten years in the United States, where she built the global structured commodity product capability for Citigroup based in New York and headed its Americas business. She was on the Board of Citigroup's International Trading Company as well as the Editorial Board of Euromoney's Trade Finance Magazine.

Ms DeRoos holds a master's degree in Corporate Law (LLM) from the Rijksuniversiteit Leiden in the Netherlands and an MBA degree from the University of Chicago (Booth). She also attended the Cambridge Prince of Wales Business and Sustainability Programme.

Ms DeRoos serves on the Advisory Board of Singapore Management University's Lee Kong Chian School of Business and the International Advisory Council of Law Asia. She is a frequent speaker and chairman of industry events organised by institutes such as the Economist, the Financial Times, Dow Jones, Reuters and Euromoney and provides commentary on Bloomberg and CNBC. She is an occasional guest lecturer at INSEAD speaking on Operational Risk and recently held the inaugural seminar for the Master of Environmental Management Programme at the National University of Singapore.

## DIRECTORS

### **Mr Joseph K H Koh**

Chairperson of WWF-Singapore Board of Directors.

*Date joined: July 2018*

Mr Joseph K H Koh has been on the Board since August 2017. He was appointed Chairperson of the Board in July 2018. He has been researching on spiders for more than 50 years. He has authored several photographic guides of Southeast Asian spiders and has published many scientific papers describing new species of Singapore and Borneo spiders. Mr Koh is currently the Chairman of the Nature Reserves Scientific Advisory Committee of the Singapore National Parks Board (NParks), and a research affiliate of NParks' National Biodiversity Centre and the Lee Kong Chian Natural History Museum of the National University of Singapore. Mr Koh is a retired public service officer, having held various key appointments in the Ministry of Defence, Home Affairs and Foreign Affairs, and served as the head of Singapore's official missions in Taiwan, Australia and Brunei Darussalam.

Mr Koh attended all of the meetings during the financial year.

# Corporate Governance

## DIRECTORS (Cont')

### **Mdm Goh Hwee Cheng**

*Date joined: August 2015*

Mdm Goh Hwee Cheng was appointed to the Board in August 2015, after serving on the WWF-Singapore Conservation Fund Board of Trustees since 2007. Mdm Goh has over 30 years' experience as a chartered accountant and chartered secretary, and is currently the principal of a chartered and public accounting firm providing audit, tax and other accounting services.

Mdm Goh has 20 years of experience working with charities, and is currently a Board Member of the Convent of the Holy Infant Jesus Schools' Board of Management; and President of the Singapore Gymnastics Management Committee.

Mdm Goh attended three of the meetings during the financial year.

### **Mr Achal Agarwal**

*Date joined: August 2015*

Achal Agarwal is President, Kimberly-Clark Asia Pacific, and a member of Kimberly-Clark Corporation's (KCC) Global Executive Leadership Team. He also serves as a Director on the Board of SATS Ltd and as a Council Member of the Singapore Business Federation.

Achal has been recognized for his leadership and operating excellence by several global organizations, including CNBC, which awarded him with its *Asia Business Leader of the Year Award*, 2016.

Mr Agarwal attended three of the meetings during the financial year.

### **Mr Markham Shaw**

*Date joined: August 2015*

Mr Markham Shaw was appointed to the Board in August 2015. He is currently the Director at Shaw Organisation and manages the Group's real estate and theatre operations.

Mr Shaw has been working with charities for 19 years. His current appointments include Chairman of Orchard Road Business Association, Vice Chairman of National Fire and Emergency Preparedness Council, Independent Director of Singapore Cord Blood Bank Ltd and Director of Giveasia Kindness Limited. The Shaw Foundation, set up by the Shaw family, gives generously especially to education and social causes.

Mr Shaw attended all of the meetings during the financial year.

### **Prof. Lye Lin-Heng**

*Date joined: March 2016*

Lye Lin-Heng is an Advocate & Solicitor of the Supreme Court of Singapore and is Director of the Law Faculty's Asia-Pacific Centre for Environmental Law (APCEL). She was Vice-Dean and Director of the Faculty's Graduate Programme from 1995-1998. She chairs the University's Inter-Faculty Programme Management Committee on the multi-faculty Masters in Environmental Management (MSc (Env Mgt)) programme hosted by the School of Design and Environment.

She is a member of the Land Titles (Strata) Board, and was a former board member of the Housing Development Board and the Tenants' Compensation Board. She was a member of the Ministry of Environment's Committees on Environmental Education and on Waste Minimization and Resource Conservation in the Revised Singapore Green Plan 2012. She is a member of the Technical Committee on National Drinking Water Quality Standards, National Environment Agency, Ministry of Environment and Water Resources.

Professor Lye is a member of the Board of Governors of the IUCN Academy of Environmental Law, and co-chair of its Teaching and Capacity-Building Committee. She is a resource person in capacity-building programs conducted by the World Bank, the Asian Development Bank and the Ministry of Environment, Singapore.

Prof Lye attended three of the meetings during the financial year.

### **Mr Abhijit Ghosh**

*Date joined: April 2019*

Mr Abhijit Ghosh is the Tax Market Leader and International Tax Partner in Corporate Tax Advisory Services Group of PwC Singapore. He has more than 30 years of experience in advising, setting up and managing various cross-border complex business structures and operational models for MNCs and SMEs as they expand globally. Mr Abhijit is a council member of the Board for the Teaching and Testing of South Asian Languages.

Mr Ghosh attended two meetings after becoming a director during the financial year.



# Corporate Governance

## DIRECTORS (Cont')

### **Dr Geh Min**

*Date joined: April 2019*

Dr Geh Min is an ophthalmologist with a strong interest in environmental issues. She runs her own private practice in Mount Elizabeth Medical Centre and has been a Visiting Consultant at Singapore National Eye Centre since its inception till 2006 and is a Visiting Specialist at National University Hospital.

She was President of Nature Society Singapore from 2000 to 2008 and still remains on the council as Immediate Past President. She also served as a Nominated Member of Parliament and was awarded the inaugural President's Award for the Environment and the Honorary Watermark Award.

Dr Geh also serves on several boards and advisory councils including the Singapore Eye Research Institute, The Duke-NUS Medical School, The Master of Science (Environmental Management), NUS, Birdlife International (Asia), The Nature Conservancy's Asia Pacific Council, and the Singapore Symphony Orchestra.

Dr Geh attended one of the two meetings after becoming a director during the financial year.

### **Mr Tarun Kataria**

*Date joined: April 2019*

Mr Tarun Kataria has over twenty-five years of global corporate finance, M&A, Capital Markets and Venture Capital experience having worked in New York, Singapore, Hong Kong and Bombay. He has a deep understanding of global macroeconomics, capital markets, financial and operating risk management and demonstrated leadership in building, managing and right-sizing businesses. He is a well-recognised and respected participant in the Indian and Singapore business circles, holding independent directorships in several corporates such as Mapletree Logistics Trust Limited, New Opera Singapore, India Grid Trust, HSBC Bank (Singapore) Limited (Chair, Audit Committee), Poddar Developers Limited, Westlife Development Limited, Jubilant Pharma Ltd amongst others. His charitable giving is directed to environmental conservation and the health and education of adolescent girls.

Mr Kataria attended one of the two meetings after becoming a director during the financial year.

### **Ms Kan Shook Wah**

*Date joined: April 2019*

Ms Kan Shook Wah was a public servant who served in various senior appointments in the Ministry of Defence for over 35 years until her retirement in 2015. In 2001, she received The Public Administration Medal (Silver).

In 2013, Ms Kan founded the Dare to Dream Scholarship for students with disabilities at the Lasalle College of the Arts. The scholarship was further extended to the Nanyang Academy of Fine Arts from 2017. She actively engages with the students throughout and after their studies, encouraging and mentoring them as well as assisting them in seeking internships and employment. She is also active in the wider community in support of persons with disabilities.

As Director (Projects) at Ad Planet Group, Ms Kan focuses on projects that support the special needs community and the arts.

Ms Kan is one of the founders of The Smart Think Pte Ltd, a company that aims to produce the world's lightest ballistic helmets to enhance soldier safety and performance.

She sits on the boards of some private corporate organisations.

Ms Kan attended one of the two meetings after becoming a director during the financial year.



# Corporate Governance

## TRUSTEES

### **Mr Joseph K H Koh**

Chairperson of the Board of Trustees of WWF-Singapore Conservation Fund  
Chairperson of WWF-Singapore Board of Directors

### **Ms Chng Soh Koon**

Ms Chng Soh Koon was appointed as a Trustee of WWF-Singapore Conservation Fund in February 2015. Ms Chng is a communications professional who had spent a great part of her career with WWF. Prior to joining WWF in 1988, she worked at the Singapore Government Information Service. Since returning to Singapore in early 2009, she has been working as a communications consultant.

### **Ms Lo Wei Min @ Pearlyn Chong**

Mrs Pearlyn Chong was appointed as a Trustee of WWF-Singapore Conservation Fund in August 2015. Mrs Chong is the managing partner and one of the co-founders of Lo Hock Ling & Co., an established chartered accountants' firm in Singapore. As a chartered accountant who has been in practice for more than 30 years, she has extensive experience providing accounting and business advisory services to multinational corporations, SMEs, government linked agencies, and non-profit organisations. Mrs Chong is a council member of CPA Australia Singapore Division, and also serves in the Division's Public Practice Committee. She is a fellow of the ISCA and CPA Australia and an Accredited Tax Advisor (Income tax and GST) registered with SIATP. She is also active in community services where she serves in the board of a number of charities and institutions of public character such as Autism Resource Centre, Pathlight School and Kwong Wai Shiu Hospital.

## AUDIT COMMITTEE

### **Mdm Goh Hwee Cheng**

Board member of WWF-Singapore

### **Mr Tarun Kataria**

Board member of WWF-Singapore

### **Ms Kuan Li Li**

Li Li Kuan is a non-executive independent director of Capitaland Retail China Trust as well as RH Petrogas Limited, both listed on the SGX. Previously, Li Li was the country manager and COO of Barclays Singapore Branch, and CEO of Barclays's futures and merchant banking subsidiaries in Singapore. She has also served on the boards of Barclays' investment banking and securities subsidiaries in Malaysia, Indonesia and Thailand. She is a member of the Valuation Review Board of Singapore, the Legal Inquiry Panel of Singapore, and of CPA Australia's Skills-Future Committee.

Li Li is known for her knowledge and insight of business and culture in Asia Pacific, specifically on the finance, real estate and infrastructure sectors. She has a strong track record of leading and repositioning businesses and functions through market cycles and has successfully implemented business and regulatory driven initiatives.

Li Li is a qualified accountant, lawyer and tax specialist with degrees in Economics and Law from the University of Sydney. She is a CPA and has been admitted to the Supreme Court of New South Wales as a barrister and a solicitor.

## COMPANY PROFILE

**World Wide Fund for Nature (Singapore) Limited**

### **Board of Directors**

Koh Joseph K H (Chairperson)  
Agarwal Achal  
Geh Min  
Ghosh Abhijit  
Goh Hwee Cheng  
Kan Shook Wah  
Kataria Tarun  
Lye Lin Heng  
Shaw Chai Chung Markham

### **Chief Executive Officer**

Maureen DeRoos

### **Company Secretary**

Low Mei Mei Maureen

### **Registered Office and Place of Business**

354 Tanglin Road #02-11,  
Singapore 247672  
Tel : +65 6730 8100  
Fax : +65 6730 8122  
Website: www.wwf.sg

### **Place of Incorporation**

Singapore

### **Company Registration No.**

200602275E

### **Date of Incorporation**

20 February 2006

### **External Auditor**

Deloitte & Touche LLP  
6 Shenton Way, OUE Downtown 2, #33-00  
Singapore 068809

### **Internal Auditor**

Crowe Horwath First Trust Risk Advisory Pte Ltd  
8 Shenton Way, AXA Tower, #05-01  
Singapore 068811

# Financial Highlights

Sources of income	FY2019	FY2018
	S\$'000	S\$'000
Donations from individuals	9,753	7,761
Major donors	293	291
Corporate sponsorships and donations	921	802
Charitable trusts and foundations	244	213
Income from other WWF Organisations*	9,103	7,331
Government grant	710	606
Gifts in kind	1,024	1,872
Others	228	84

<b>Total incoming resources</b>	<b>22,276</b>	<b>18,960</b>
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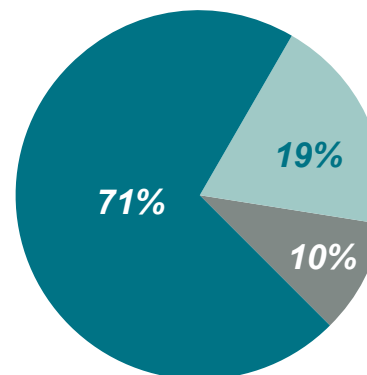
Resources expended	FY2019	FY2018
	S\$'000	S\$'000
Local programmes and outreach	5,517	5,346
Global conservation commitments	2,294	2,173
Fundraising	3,099	2,307
Administrative	1,720	1,319
Costs funded by other WWF Organisations*	9,121	7,825

<b>Total resources expended</b>	<b>21,751</b>	<b>18,970</b>
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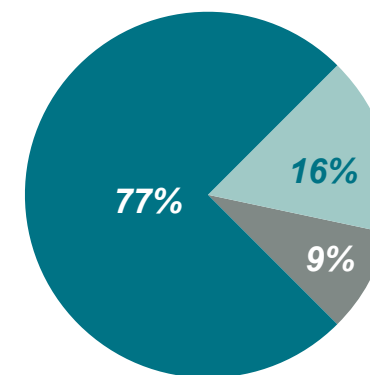
WWF-Singapore's financial liquidity and reserves policy is to maintain unrestricted operating funds of approximately six months of its monthly management and administrative costs to ensure that the organisation's operational activities can continue even during a period of unforeseen difficulty.

\*Income from other WWF organisations refer to donations or grants received by the company via other WWF organisations. They are used to fund programmes and staff members who assume global and regional roles in conservation, as well as regional and global conservation projects.

FY 2019



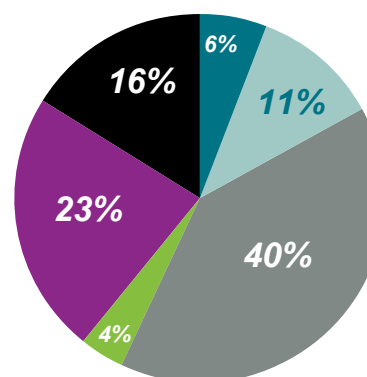
FY 2018



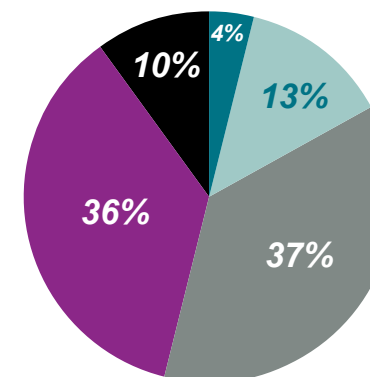
## Usage of income

- Outreach, Advocacy and Education
- Fundraising
- Corporate Services

FY 2019



FY 2018



## Programme spend

- Oceans & food
- Forests
- Wildlife
- Plastics
- Climate change
- Others



**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.sg](http://wwf.sg)

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World Wide Fund for Nature (Singapore) Limited

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please visit our website at [www.wwf.sg](http://www.wwf.sg)

