



WWF

ANNUAL
REPORT

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2015

together possible

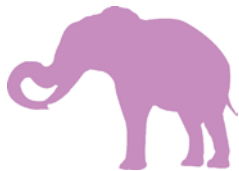




**TIGER & PREY
RECOVERY PROGRAM**



**DAWNA-TENASSERIM
LANDSCAPE**



**KUIBURI WILDLIFE
CONSERVATION PROJECT**



**LOWER SONGKRAM
RIVER BASIN PROJECT**



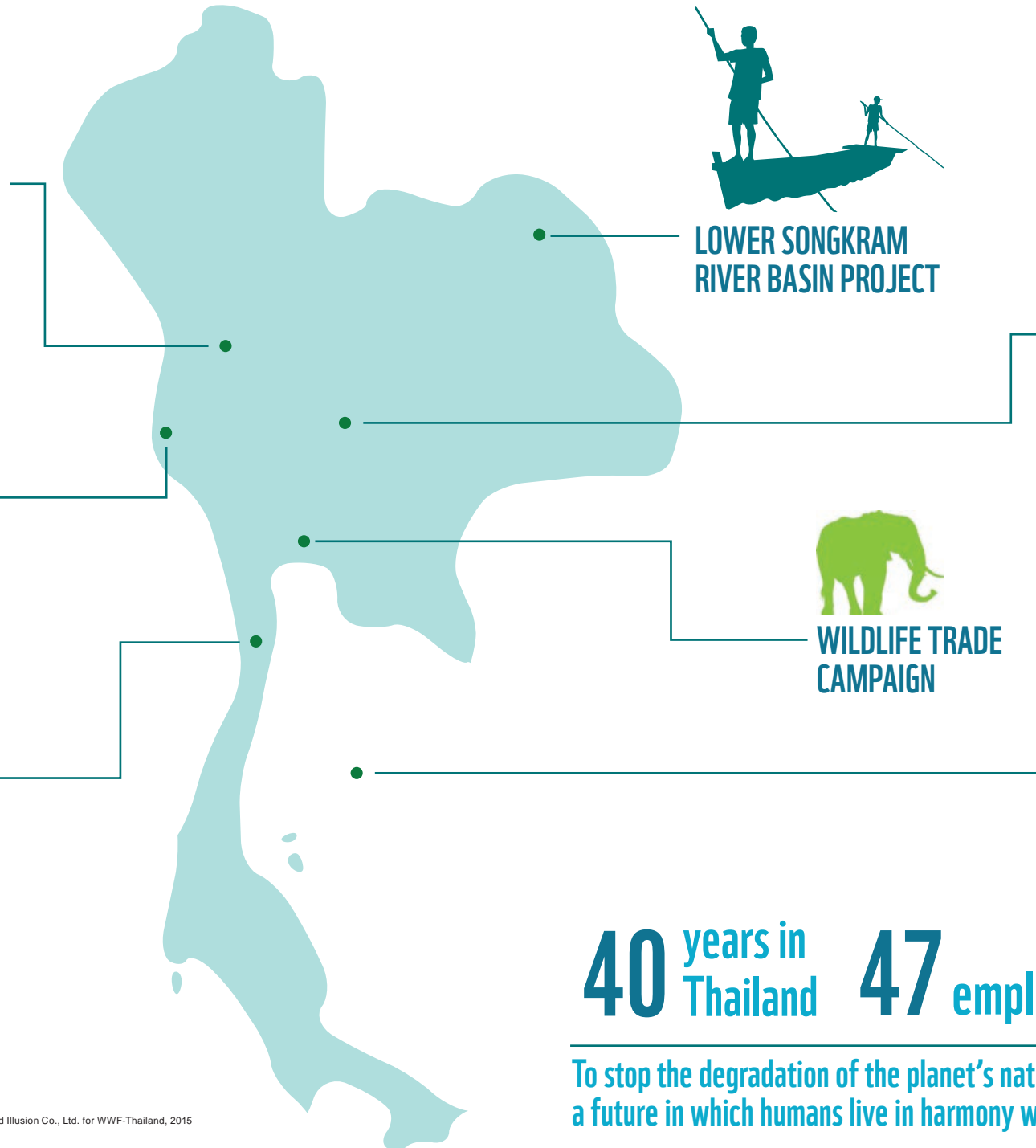
**EARTH HOUR &
EARTH HOUR CITY
CHALLENGE**



**WILDLIFE TRADE
CAMPAIGN**



**MARKET
TRANSFORMATION
INITIATIVE**



40 years in Thailand **47** employees **1** mission

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

THAILAND

FROM BEACHES OF WORLD-RENOWNED BEAUTY TO LUSH FORESTS THAT SUPPORT THE LIVELIHOODS OF THOUSANDS OF LOCAL COMMUNITIES, THAILAND IS HOME TO A WIDE VARIETY OF ECOSYSTEMS AND SPECIES.

SITUATED AT A BIOGEOGRAPHIC CROSSROADS - BETWEEN THE INDOCHINESE REGION IN THE NORTH AND THE SUNDAIC REGION IN THE SOUTH - THAILAND'S RANGE OF CLIMATES, VARIED TOPOGRAPHY, AND LONG COASTLINES MAKE IT A HOTSPOT FOR BIODIVERSITY. WITH AN AREA OF 513,000KM², THAILAND IS THE 50th LARGEST COUNTRY IN THE WORLD, BUT IN TERMS OF BIODIVERSITY, THAILAND IS RANKED MUCH HIGHER.

THAILAND IS ALSO THE LEADING ECONOMY IN THE GREATER MEKONG, WITH THE HIGHEST GROSS DOMESTIC PRODUCT (GDP) PER CAPITA AT \$5,500 PER YEAR. THAILAND IS AN EMERGING ECONOMY THAT FUNCTIONS AS AN ANCHOR ECONOMY FOR THE NEIGHBORING DEVELOPING COUNTRIES OF LAOS, MYANMAR, AND CAMBODIA.

THE CHALLENGE FOR THAILAND IS TO MAINTAIN ECONOMIC GROWTH AND IMPROVE LIVING STANDARDS WITHOUT DEGRADING THE ECOSYSTEMS AND NATURAL CAPITAL THAT MAKE IT SUCH A BEAUTIFUL AND PRODUCTIVE COUNTRY.

AS A DEVELOPED ECONOMY WITH A STRONG SYSTEM OF NATIONAL PARKS AND PROTECTED AREAS AND VERY PRODUCTIVE FARM, FOREST, MARINE AND COASTAL AREAS, THAILAND IS WELL POSITIONED TO BE A WORLD LEADER IN BIODIVERSITY CONSERVATION AND SUSTAINABLE COMMODITY PRODUCTION.

Thailand Hosts . . .

PROTECTED AREAS COVERING
20% OF THE TOTAL LAND AREA
26 MARINE NATIONAL PARKS
14 WETLANDS OF INTERNATIONAL
IMPORTANCE
2 NATURAL WORLD HERITAGE SITES
4 BIOSPHERE RESERVES



HISTORY

World Wide Fund for Nature (WWF or formerly known as World Wildlife Fund, and is known as World Wildlife Fund in the US and Canada) came into existence on 29 April 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 one 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. And the organization itself is lucky enough to have won the backing of more than 6 million people throughout the world, and can count the actions taken by people in support of its efforts into the billions.

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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, and
- Promoting the reduction of pollution and wasteful consumption

together possible

I am protecting life on our planet. Day by day. With every single thing I do.
I preserve the world's biggest forests. I protect the rivers and oceans.
I stand up for the coral reefs, rainforests, tundras, deserts and grasslands.
I work with communities in the Amazon, the Arctic, the Pacific, Africa, and the Mekong.
I collaborate with the biggest corporations on Earth to make their processes
less wasteful and more sustainable.
And I influence governments to create foreign policy that recognizes
and respects the fundamental importance of nature.
I give a voice to all animals who call Earth their home.
I am protecting life on our planet.
But because I am with WWF, I am not doing it alone.
Six thousand staff. Six million members. In over 100 countries.
Working with the world's largest foundations.
The world's largest corporations. For over 50 years.
Businesses. Governments. Communities. Individuals.
And one iconic panda.
Together, we work to meet the needs of Earth's inhabitants,
at no detriment to Earth itself.
Together, we are protecting life on our planet.
Because together, anything is possible.

A large African elephant with prominent tusks stands in a savanna landscape. The elephant is facing forward, slightly to the right. Its skin is a mottled brown color, and its tusks are a light, yellowish-white. The background features a vast, open plain with green grass and a distant, hazy mountain range under a clear blue sky. The text "WILDLIFE TRADE" is overlaid in large, white, sans-serif capital letters, with "CAMPAIGN" in smaller, white, sans-serif capital letters below it, separated by a thin horizontal line.

WILDLIFE TRADE

CAMPAIGN



WWF'S ROLE IN CHANGING THE FACE OF THE THAI IVORY TRADE

We use our expertise in policy and communications to advocate for legal reform of the illegal ivory trade in Thailand. We work closely with government partners and other NGOs. We catalyze high-level government action to tackle the illegal ivory trade in Thailand, which is a hub for the ivory trade in Southeast Asia. With strict laws and strong enforcement Thailand can put an end to the illegal ivory trade in this country and greatly reduce the illegal trade in the region.

We also work closely with the public sector, communicating and campaigning to raise awareness on issues relating to poaching of elephants and the illegal ivory trade. We communicate to the public the impacts of using ivory products, and persuade consumers to stop buying ivory products.

When people no longer purchase ivory, demand for the product will plummet, and poachers will lose their incentive to kill elephants for their ivory.



JANUARY 2015

- On 12 January 2015, WWF-Thailand launched an awareness raising campaign called “Chor Chang Can Save Elephants”, calling all elephant lovers to unite against the ivory trade on 15 January 2015. Within just one week of the launch, over one million Thai citizens joined the campaign and this campaign was talked about on social media over 54 million times. #WWFThailand was listed among the top 20 trending hashtags in the country. This showed that Thai citizens are on our side and no longer want Thailand to be involved in the ivory trade that is driving elephants to extinction. Following the campaign and because of the threat of sanctions from CITES, the Thai government put the issue of the illegal ivory trade on the top of the national agenda.

- On 21 January 2015, Thailand passed the Elephant Ivory Act, the first ever piece of legislation to control the domestic ivory trade. The new act had a 90-day period for traders and possessors to register all their ivory and after that time having non-registered ivory would be illegal and punishable under this act. The registration process enabled Thailand to determine the size of the ivory market, screen for illegal items, and take steps to control the domestic trade. Over 44,000 people, including 210 ivory shops registered their ivory before the 21 April 2015 deadline. More than 220 tonnes of ivory were registered.

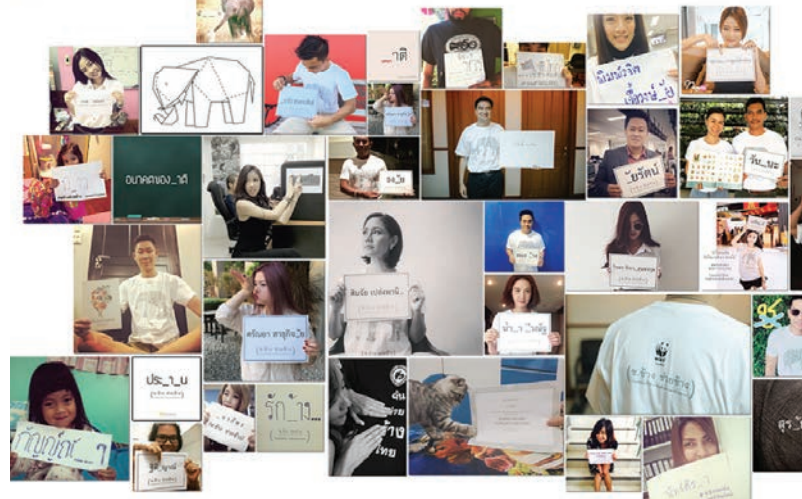


MARCH 2015

- On 14 March 2015, the Thai Government prohibited the trade and sale of ivory from African elephants by enacting an amendment to the country's existing Wild Animal Reservation and Protection Act (WARPA), making African elephants a protected species in Thailand.

AUGUST 2015

- On 26 August 2015, led by Prime Minister General Prayuth Chan-o-cha, Thailand held its first ever ivory destruction event. The Thai Government destroyed over two tonnes of illegal elephant ivory, highlighting its determination to crack down on wildlife criminals and the illegal ivory trade. This year alone up till August 2015, the Customs Department has made 11 seizures of illegal ivory.






THAILAND IS A BIODIVERSITY STRONGHOLD

Thailand is a last stronghold in Southeast Asia for Global Flagship Species such as tiger and Asian elephant and for other large mammals. The Dawna Tenasserim Landscape (DTL) in western Thailand and contiguous forests in Myanmar have the greatest potential for large mammal conservation in Southeast Asia and are international conservation priorities.

Thailand has the largest remaining populations of Global Flagship Species tiger and Asian elephant in Southeast Asia and among the largest populations of these species in the world. Conservation of tiger and elephant and their habitat is WWF-Thailand's highest priority.

© Waiyuphong Jitvijak/WWF-Thailand & Kuiburi National Park

A photograph of two elephants in a lush green forest. The elephants are partially obscured by dense foliage in the foreground. The larger elephant is on the left, and the smaller one is on the right. The text is overlaid on the image.

KUIBURI WILDLIFE CONSERVATION PROJECT

HUMAN-ELEPHANT CONFLICT MITIGATION



A YEAR OF ZERO ELEPHANT DEATHS FROM RETALIATORY KILLINGS

Thailand's Kuiburi National Park celebrated a milestone year of zero poaching and zero elephant deaths from retaliatory killings thanks to effective law enforcement patrolling and focused mitigation of human elephant conflict.

Elephant deaths due to HEC have decreased dramatically since the start of this project. From 1997-2005, 11 elephants died due to HEC. From 2006-present only 4 elephants have died.

HEC incidents by elephants damaging crops decreased from 332 in 2005 to 274 in 2013 to 146 in 2014.

Within the last six years, from 2010 to 2015, there were no elephant deaths due to poaching.

These achievements are the result of an adaptive management approach by the WWF Kuiburi Wildlife Conservation project, which coordinates, co-supports, and co-implements all conservation work in Kuiburi National Park and surrounding forests. Hundreds of joint patrols by National Park staff and military and border patrol police, who are trained to use the SMART patrol system, are major reasons for this success. WWF and park staff encouraged villagers to stop forest encroachment and poaching in the core area of the park while encouraging sustainable land use planning. Habitat for elephants has been improved in key areas and local communities are now engaged as conservation partners.

A tiger with orange fur and black stripes is walking from left to right through a dense bamboo forest. The ground is covered in dry leaves and twigs. Sunlight filters through the bamboo stalks in the background.

TIGER & PREY RECOVERY PROGRAM

MAE WONG & KHLONG LAN NATIONAL PARKS

Thailand's National Goal: Increase the number of tigers from 200 to 300 by 2020



© Dome Pratumthong / WWF-Thailand

THE WORLD'S HOPE

The WWF tiger recovery project in Mae Wong and Khlong Lan (MWKL) national parks continues to be a bright spot in tiger recovery worldwide. We found 7 adult tigers (3 male and 4 female) in the camera trap survey we did this year. There were 2 tigresses with cubs (litter sizes of 3 and 2). This is proof that tigers are now breeding in MWKL, which is fantastic news. It is especially interesting that a tigress in Mae Wong had a litter of 3 cubs, because prey density is low there. One significant point is this area is connected to a tiger source site, Huai Kha Khaeng Wildlife Sanctuary. At least 4 adult tigers have emigrated to MWKL from Huai Kha Khaeng, so tiger recovery in MWKL is showing great results.

There were 41 mammal species caught by the cameras. One species is recognized as Critically Endangered in The IUCN Red List of Threatened Species (2014), four species were listed as Endangered, and eleven species were listed as Vulnerable.

The MWKL project organized one smart patrol training course in November, 2014. A total of 38 rangers were trained. The curriculum mainly focused on using GPS & maps, wildlife tracks & signs, patrol techniques, data entry in SMART, immediate action & hand to hand combat, patrol & arrest planning, how to secure and search suspects, weapon handling & cleaning, and shooting practice.

MWKL rangers conducted foot patrols over nearly 7,000 km in 2014.

- A course on “Rescue and First Aid Training” was organized in February 2015. A total of 45 rangers attended the training. The training mainly focused on first aid, cardiopulmonary resuscitation (CPR), controlling bleeding, water rescue & saving drowning victims, rope rescue, treating injuries including broken bones, bleeding, and lacerations, transporting injured people, and rappelling for the rescue of injured people.
- Global Tiger Day – 29 July 2014, the Department of National Parks, Wildlife, and Plant Conservation and WWF-Thailand, organized an event to celebrate the Global Tiger Day and launched a photobook entitled “Conserving Mae Wong-Khlong Lan National Parks”. The book beautifully depicts the parks, which are located in the western part of the country. It also presents stories about the rich biodiversity in the forests with stunning photos of the wild animals found in the two parks, including tigers, highlighting the conservation and protection efforts of the forest rangers who work there. It is a WWF publication and all funds raised from sales of these books will go to the Mae Wong-Khlong Lan forest ranger fund.
- The “Tiger House” at Khlong Lan National Park was also launched on Global Tiger Day 2014. Tiger House is the learning center for tiger and wildlife conservation in MWKL – one of the best sites for tiger and wildlife recovery in Southeast Asia.
- WWF-Thailand supported the construction of the Mae Krasa Ranger Station in Mae Wong National Park. This ranger station will enable rangers to improve enforcement efforts and protect wildlife deep in the forest of Mae Wong.
- Thirty-five teachers (17 schools) from the tiger conservation network joined hands to prepare the “Environmental Education Activities in School and Tiger House” in the teacher workshop that was held in January 2015.
- “Tiger Youth Camp” was held in June 2014 for 47 students from 10-15 years old whose parents are park staff or rangers in MWKL. The aims of this camp were raising awareness on the importance of natural resources and wildlife conservation, including understanding the vital role of park staff and rangers who have responsibility for protecting the natural resources in MWKL.
- On 28-29 July 2015, WWF helped the Department of National Parks, Wildlife and Plant Conservation to organize a national workshop to review the Thailand Tiger Action Plan 2010-2022.
- On Global Tiger Day, 29 July 2015, WWF organized an event at CentralWorld with the theme of Thais for Tigers to promote the importance of tiger conservation in Thailand.





DTL INTEGRITY PROJECT

**THE DAWNA TENASSERIM LANDSCAPE CONTAINS ONE OF THE LARGEST
PROTECTED AREA NETWORKS IN SOUTHEAST ASIA**

The goal of the DTL integrity project is to maintain and protect the ecological integrity of the Dawna Tenasserim Landscape (DTL) by using Green Economy principles to guide the agricultural and industrial development and associated infrastructure that is taking place in the DTL. We are now working closely with the WWF-Myanmar office on a transboundary approach to protecting the integrity of this landscape.





© Apitha Reungdej / WWF-Thailand

DTL INTEGRITY PROJECT

- Integrated Valuation of Ecosystem Services and Tradeoffs (InVEST) was applied to a natural capital assessment in the area of the road to Dawei in Thailand.
- Building capacity to gain better understanding of natural capital and the assessment tool (InVEST) and to provide a GIS dictionary to enable the analysis of ecosystems services in the DTL Landscape.
- Strengthening spatial and economic planning and decision-making with respect to the Dawei-Bangkok transport link in the DTL landscape so that the quality of the corridor is improved through spatial planning and sustainable management of economic activities enabled by the new transport link. The study on Green Economy Modeling of Ecosystem Services in the Dawna Tenasserim Landscape (DTL) along the 'Road to Dawei' was prepared by WWF.
- Strengthen local people's voices in public discussion and decision-making regarding the Road to Dawei.
- WWF coordinated with experts from Infra Eco Network Europe (IENE) on Green Transport Infrastructure development.
- A study on ecological corridors in the Western Forest Complex for fragmented forest connectivity in collaboration with Seub Nakhasathien Foundation.
- Review case studies and lessons learned from infrastructure development in the Greater Mekong Subregion regarding landscape integrity, connectivity and sustainable development.
- Transboundary collaboration with WWF-Myanmar to meet with ItalThai, the developer and contractor for the Dawei Road.



MONITORING SUN BEARS & ASIATIC BLACK BEARS

IN

SOUTHERN THAILAND'S LARGEST FOREST COMPLEX

Tropical forests are maintained through seed dispersal by birds and mammals. The loss of such seed dispersers due to poaching is a global crisis which is changing the composition and dynamics of tropical forests.

Two species of tropical bears, the Sun Bear and Asiatic Black Bear, are among the largest fruit-eating animals in Southeast Asia. They are especially important for dispersal of large seeds. Both species are poached for the wildlife trade.



- This 3-year project is studying the effect of habitat (fruit and insect abundance—main foods for bears) and human poaching on the distribution and abundance of bears in the largest forest complex in southern Thailand. Centered on Klong Saeng Wildlife Sanctuary, this project is a collaboration with Klong Saeng Wildlife Research Station, King Mongkut's Institute of Technology Thonburi, and WWF-Thailand.

- This year we trained 40 protected area staff to identify, measure, and document bear signs in the forest, and we completed 30 sign transects across rugged rain forest terrain. Bear signs, such as claw marks on climbed trees and dug-up insect nests, are indirect but reliable indicators of bear abundance, habitat use, and feeding habits.

- Research results so far are exciting: density of bear signs in Klong Saeng averages 21 per hectare, one of the highest in Southeast Asia. Most signs are from Sun Bears; Asiatic Black Bears are the rarer species here.

- Next year we will begin camera trapping to estimate density of each bear species. Eventually, we aim to compare core areas (less poaching) with edge areas (more poaching) and thereby assess the effect of poaching. In the process, a system to monitor bears is being set, allowing protected area staff to evaluate the effectiveness of protection for these forgotten seed dispersers of the tropical forest.

An aerial photograph of the Lower Songkram River Basin. The river flows through a lush green landscape, with dense mangrove forests lining its banks. In the distance, a rainbow arches across a cloudy sky. The foreground shows a mix of green vegetation and some cleared areas, possibly for agriculture or development. The overall scene is a mix of natural beauty and human impact.

LOWER SONGKRAM RIVER BASIN PROJECT

Building Capacity and Strengthening Community Participation for
Water Resources Management and Wetland Ecosystem Restoration
in the Context of Climate Change in Lower Songkram River Basin

WWF-Thailand is working with provincial authorities and local communities
to develop a management plan for the Lower Songkram River Basin and
to get a portion of the Basin designated as a Ramsar Site.



NAKHON PHANOM PROVINCE

The importance of wetland conservation was widely promoted to village, district, and provincial representatives and concrete plans were developed to achieve conservation objectives. The ultimate goal is to achieve sustainable water resource management in the Songkram River Basin. It is also hoped this will be a model for sustainable river basin management that will be replicated elsewhere.

The project increased awareness of local villagers on sustainable wetland management by communities. This project also aims to empower local people to take responsibility for sustainable natural resource management.

21 village leaders, 147 village committees and 2,050 villagers participated and gained understanding on the implementation of project activities.

Community forests and fish conservation zones were developed by local communities.

- Established 31 fish conservation zones (FCZ) with an area of 1,429 rai (229 hectares) in 17 villages. 2,300 people directly participated.
- Established 35 Community Forests in 18 target villages total with a total area of 11,635 rai (1,862 hectares). 1,600 people participated.

30 village volunteers from 3 villages collected water samples for water quality monitoring that would benefit more than 100,000 people.

At least 100 people participated in the Ramsar site nomination process.

At least 110 people, including 70 HSBC staff, along with their family members and people from local communities were involved in Wetland Watch activities in 2015. The data collected by HSBC volunteers has been entered into the Wetland Watch Thailand website by 12 HSBC volunteers who were trained in data collection and entry.





BUENG KHONG LONG RAMSAR SITE WATER RESOURCE MANAGEMENT

Bueng Kan Province

WWF facilitated farmer groups and water use groups to improve the efficiency of irrigation canals to support agricultural land, improve wetland ecosystems, ensure there will be enough water for households, improve livelihoods, conserve wild fisheries and improve food security in the Songkram and Mekong rivers. As a result, water user groups are taking care of the irrigation canals and managing water use to maintain ecosystems in the BKL Ramsar site.



MARKET TRANSFORMATION INITIATIVE

MTI

Since Thailand is a world leader in the production of many commodities, including tuna, shrimp, and sugar, there is a great opportunity to work with Thai companies to make their supply chains more sustainable.

WWF has been working with Thai companies and the government to meet international certification criteria for sustainability of tuna, shrimp, and blue swimming crab.



MTI: WILD CAUGHT FISHERIES

The Andaman Trawl Fishery Improvement Project (FIP)

WWF-Thailand and the Thai Sustainable Fisheries Roundtable (TSFR) commenced the Andaman Trawl FIP in April 2015, and in June started the first stage of the FIP – Scoping – to assess the performance of the trawl fishery in the Andaman Sea against the Marine Stewardship Council (MSC) standard. The pre-assessment is conducted by a third-party auditor (MRAG), while WWF-Thailand acts as a facilitator who provides the auditor with necessary information, such as trawl catch data, vessel statistics, marine ecosystems distribution, related laws and regulations, etc.

Due to the mixed fishery characteristics of Thai trawlers, the auditor advised the stakeholders to use a risk-based framework approach to verify the data and information used for this pre-assessment. WWF-Thailand together with TSFR then arranged a stakeholder consultation workshop in mid-September 2015, and invited national fisheries experts, universities professors, and related stakeholders to discuss and exchange their opinions about a preliminary report for the trawl pre-assessment.

In addition to the trawl pre-assessment by the third party auditor, WWF-Thailand also conducted a rapid rural appraisal in mid-March 2015 by visiting provinces along the Andaman Coast of Thailand to understand the role of various local stakeholders in the fishmeal supply chain, such as artisanal and commercial fishers, related provincial fisheries officers, academia and local NGOs.



© Nattapat Siwapornchai / WWF-Thailand

MTI: WILD CAUGHT FISHERIES

The Blue Swimming Crab Fishery Improvement Project (BSC FIP)

WWF-Thailand, Thai Frozen Food Association, U.S. National Fisheries Institute Crab Council (NFICC) and the Thai Department of Fisheries have been working together to promote the development of the Blue Swimming Crab Action Plan.

In July 2014, WWF-Thailand arranged a stakeholder meeting for BSC beneficiaries from Ban Don Bay, Surat Thani Province, such as fishers, crab market owners, and governmental officials to share and exchange issues relating to the fishery.

In September 2014, there was a workshop on the Blue Swimming Crab FIP Action Plan development, which allowed the BSC stakeholders to gather and develop solutions for the existing issues.

A third-party auditor, MRAG LTD, facilitated the workshop. After the workshop, WWF-Thailand has been drafting the BSC FIP Action Plan which is aligned to the Marine Stewardship Council (MSC) standards.



MTI: AQUACULTURE

- Engage with the provincial shrimp association in Rayong and Surat Thani to promote an Aquaculture Improvement Project (AIP) and Aquaculture Stewardship Council (ASC) standards to improve the sustainability of the shrimp industry.

Shrimp Business Case

- Development of the business case for shrimp farms in Chantaburi, Rayong, Chachoengsao, Samutprakarn, Surat Thani, Phatthalung, Satun and Songkhla Provinces to sustainably intensify their production and reduce environmental impacts, demonstrating the economic incentive for farmers to achieve better performance.
- The survey was developed by Prof. Claude E Boyd, water quality expert in aquaculture, Dr. Aaron McNevin, Aquaculture Director, WWF-US and Dr. Carole Engle, an economist. The study was carried out by WWF-Thailand staff who interviewed over 40 farm owners or managers, and other people involved in the shrimp supply chain.

IDH: AIP/ASC

- A gap analysis for ASC was conducted on 7 shrimp farms to determine what farmers needed to do to achieve ASC certification.
- The results of the gap analysis were sent to WWF-US to develop a proposal with IDH (Dutch Sustainable Trade Initiative).

This proposal aims to provide funding to farmers for improving their farm based on ASC standards.

SIDA – Aquaculture

- This study is assessing aquatic ecosystem services in Baan Don Bay, Surat Thani with the aim of working with the shrimp aquaculture community in Surat Thani, the biggest in Thailand, to develop an Aquaculture Improvement Project (AIP).

A nighttime photograph of a street intersection in Bangkok. In the foreground, a traffic light pole with a red light is visible on the left. The street is wet, reflecting the lights. In the background, the Grand Palace and Wat Phnom are illuminated with warm lights. The text "EARTH HOUR & EARTH HOUR CITY CHALLENGE" is overlaid in white, bold, sans-serif font in the upper right quadrant.

EARTH HOUR & EARTH HOUR CITY CHALLENGE



© WWF-Thailand

EARTH HOUR 2015

WWF, in collaboration with the Bangkok Metropolitan Administration, led the celebration of Earth Hour with impressive results: 1,940 megawatts of power saved, 41% higher than in 2014, 208,300 USD of electricity saved, and 1,127 tons of carbon emissions reduced, 15% higher than in 2014.

Shopping malls, museums and landmarks in Bangkok also joined Earth Hour and the event also expanded to other provinces across Thailand.

EARTH HOUR CITY CHALLENGE (EHCC)

For the second year of EHCC in Thailand, 17 municipalities participated in this friendly competition to reduce CO₂ emissions. Hatyai was selected as the winner due to its “Waste to Energy” project that reduced carbon emissions by 255,268 tons per year.



CORPORATE ENGAGEMENT KEY PARTNERSHIP AND SUCCESSES

CEO BREAKFAST TALK

WWF-Thailand, in cooperation with Thai Chamber of Commerce and Stock Exchange of Thailand, organized a CEO Breakfast Talk event in March 2015 on the topic of “What is the role of Thai companies in building a sustainable future of Thailand?” The event was well received by leading corporations in Thailand with more than 80 attendants from more than 50 leading Thai and multi-national corporations. WWF-Thailand has followed up on the participants and is now in dialogue with many of these corporations on projects that would improve Thailand’s performance in environmental conservation. The projects range from supply chain improvement to innovative wildlife protection projects to expansion of environmental education in schools.

ENVIRONMENTAL, SOCIAL AND GOVERNANCE WORKSHOP

WWF-Thailand partnered with the Stock Exchange of Thailand and the Thai Banking Association, to organize a Workshop for Financial Institutions on Environmental, Social and Governance (ESG) principles in November 2014. It was an important launch platform for financial institution guidelines regarding responsible financing for business and public sectors in Thailand by taking into account the proposed project impact on ESG. It was attended by all representatives from major Thai commercial banks, The World Bank, Bank of Thailand and other financial institutions.

HSBC

Type of Partnership: Philanthropic Partnership, Communication & Awareness Raising

Name of Project: Water Resource Management and Wetland Ecosystem Restoration in Lower Songkram River Basin

WWF and HSBC have a global partnership on water conservation. This specific project is aimed at improving the longterm sustainability of water resources in the Songkram river, the last free flowing tributary of the Mekong River in Thailand. The Songkram River is home to more than 190 freshwater species. The project area encompasses more than 20 communities with an estimated 140,000 beneficiaries. World Wetland Day activities in February 2015 drew more than 30 press agencies to the event and generated more than 5 million Baht in media value. Residents from all 20 communities within the project area participated in the activities. One important early success for the project is the fact that Songkram River Committee has agreed to nominate part of the basin to become a RAMSAR site.

The project also aims to generate awareness of the importance of water resources to all HSBC staff through staff engagement projects through both fieldwork and fun CSR activities.

B.GRIMM

Type of Partnership: Philanthropic Partnership

Name of Project: Tiger Conservation Program at Mae Wong and Khlong Lan National Parks

The project objective is to increase the tiger population in Mae Wong and Khlong Lan National Parks by protecting tigers and their prey base from poaching and habitat degradation. B.Grimm provided important support for the Mae Krasa Checkpoint and radio tower. This has helped improve the surveillance and communication capability of park rangers operating in the area. Other activities supported by B. Grimm were SMART patrol training and local community engagement at the A.H. Link school. Furthermore, B.Grimm organized a management meeting near Khlong Lan National Park that was attended by more than 50 key management team members from B.Grimm Group of Companies.

NESTLE

Type of Partnership: Awareness Raising Leading to Transformational Partnership

Name of Project: Youth Water Guardian

This is an environmental education project aimed at students and schools in Ayutthaya province with the objective of creating deeper awareness and knowledge on water resource management and the conservation of water resources whose watershed is in WWF-Thailand’s priority landscape. Twenty-four schools submitted workplans to the project committee and fourteen schools with the best workplans were selected to turn their workplans into reality. More than 50 students and teachers participated in the workshop for this project. We estimated there would be a minimum of 500 additional students positively impacted by this project.

HILTON WORLDWIDE

Type of Partnership: Philanthropic Partnership and Awareness Raising

Name of Project: Eco Community Challenge

WWF-Thailand, in cooperation with Hilton Worldwide group of hotels, organized this project to help improve knowledge on the carbon footprint of everyday living and introduce ways to reduce this footprint. KPIs of the project include the amount of CO2 reduced and the amount of funding gained by the communities from better recycling practices. The project was done in 7 communities in key locations around Thailand involving more than 13,500 residents and hotel staff.



WWF-Thailand

COMMUNICATIONS

“I have seen the difference. I have heard more about WWF and understand about what they do to conserve the country’s rich biological diversity.”

2015 was a turning point for conservation communication in Thailand.

More than 1.5 million people participated through social media in our communications campaigns called “Chor Chang Can Save Elephants” and “WWF Translate”. Hundreds of celebrities and social media influencers took part in our campaigns and supported our cause.

We have become thought influencer in the public’s eyes.

The government and public sector supported and endorsed our conservation campaigns on the Illegal Wildlife Trade, Earth Hour, and Earth Hour City Challenge.

WWF is the first choice for the media as the expert on wild tigers, elephants, ivory trade, freshwater, urban issues, and climate change mitigation.

We joint-campaigned to stop the Mae Wong Dam and provided scientific evidence that it did not make sense to build it.

Our brand is widely recognized and we have won awards for our creativity and effective conservation campaigns, both internationally and nationally from Cannes Lions, Zocial Inc., and Adman Awards. Increasingly the public and young people reach out to volunteer and share their passion to protect the planet together with us.

We have cultivated organizational relationships through communication support with various organizations such as universities, local CSOs, companies and TEDxChiangMai, paving the way for more financial support, partnerships, volunteer support, and collaborative opportunities in 2016.

2015 was a game-changing year for WWF-Thailand and continued efforts will be made to motivate people and create a ripple effect for conservation in Thailand.

US\$15 million earned media

100+ media & partners gained

50% social media fans increased

70+ conservation stories on TV

Top location reach in Asia for online campaign supporting WWF International

8 number of creativity & communications awards received



FINANCIAL REPORT

Current Year Operating Revenues and Expenses

Revenues :	2015 Total USD
WWF network revenues	1,700,238
Government Aid Agencies	120,464
Individuals	8,447
Corporate donations	698,109
Other income	30,760

Total unrestricted revenues, gains, and other support	2,558,018
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Expenses :

Program expenses :

Conservation field and policy programs	2,236,967
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Total program expenses :	2,236,967
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Supporting services expenses :

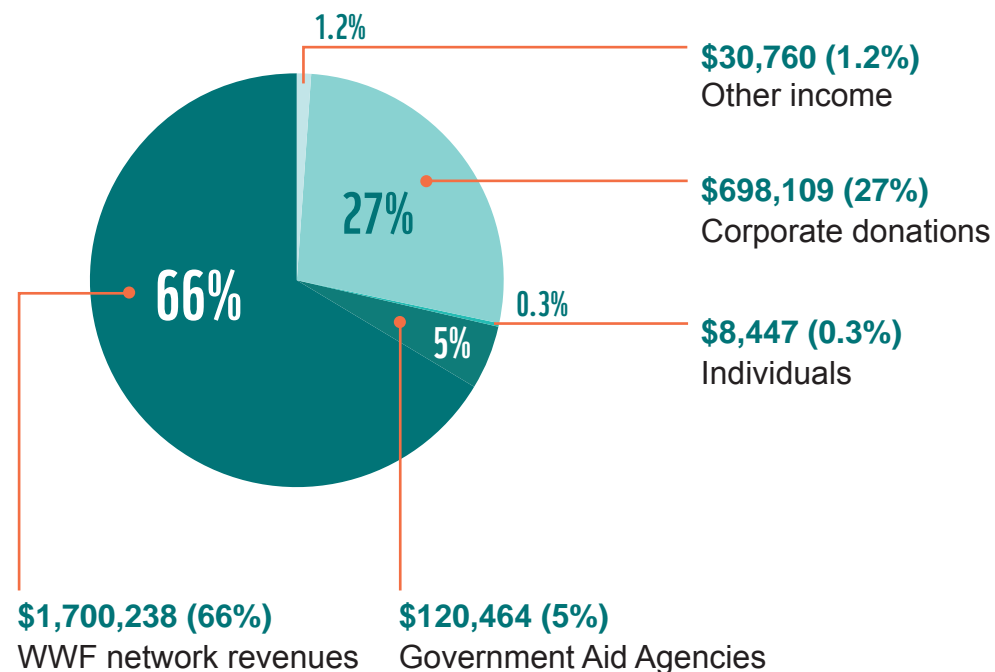
Finance and administration	(11,219)
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Total supporting services expenses :	(11,219)
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Total expenses :	2,225,748
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Current year operating revenues over operating expenses	332,270
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FY 2015 Operating Revenues



Revenues :	2015 Total USD
Program expenses	2,236,967
Operation expenses	(11,219)
Total expenses	2,225,748



WWF-THAILAND TEAM

COUNTRY DIRECTOR

Yowalak Thiarachow
Thailand Country Director

CONSERVATION

Gordon Hall Congdon JR
Conservation Program Manager

DAWNA-TENASSERIM LANDSCAPE (DTL)

Wandee Krichanan
DTL Integrity Project Manager

Apitha Reungdej
SIDA & DTL Project Coordinator

WIDELIFE TRADE CAMPAIGN

Janpai Ongsiriwittaya
Wildlife Trade Campaign Manager

Rabia Mushtaq
Senior Communications Officer

KUIBURI WILDLIFE CONSERVATION PROJECT

Wayuphong Jitvijak
Project Manager

Naret Sueaturien
Project Officer

Korntep Eakwongsa
Project Officer

Thanphitcha Jaikaew
Project Officer

Thidarat Wisessing
Project F&A

LOWER SONGKRAM RIVER BASIN PROJECT

Yanyong Srijaroen
Landscape Project Manager

Chaiya Peng-Un
Landscape Project Officer

Naksit Sangjun
Landscape Project Officer

Assanai Srasoongnern
Landscape Project Officer

Amornrat Sumaprom
Landscape Project F&A

Jintana Narat
Landscape Project F&A

MARKET TRANSFORMATION INITIATIVE (MTI)

Piyapat Nakornchai
Senior Officer

Rawee Viriyatum, Ph.D.
Aquaculture Specialist

Duangchai Paungkaew
Aquaculture Officer

Nattapat Siwapornchai
Fisheries Coordinator

Aomjit Sena
Forestry Specialist

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Rungnapa Phoonjampa, Ph.D.
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Robert Steinmetz, Ph.D.
Conservation Biologist

Surasak Srirattanaoporn
Project Officer

Worrapan Phumanee
Project Officer

Tanasin Yimnoi
Project Officer

Visanuwit Thong-On
Project Officer

Wethit Phumphuang
Project Officer

URBAN

Korakot Boonrod
Urban Projects Officer

Aquapatindra Vanijvarmindra
Urban Projects Officer

Panisara Paireepinath
Project Assistant Officer

MARKETING & FUNDRAISING

Noppharat Nuangchamnong
Marketing & Fundraising Manager

Khemaratch Amornwatpong
Corporate Relationship Manager

Nichapat Na Thalang
Corporate Relationship Executive

Marisa Lertsitwapon
Senior Marketing and
Communications Officer

Pongchart Puapatanakul
Individual Fundraising Coordinator

Chattriyaporn Singchum
Digital Fundraising Officer

COMMUNICATIONS

Sasipa Mongolnavin
Communications Manager

Samatcha Tantikamas
Online Communications Officer

HUMAN RESOURCES

Chanida Santichaikul
Human Resources Manager

Watcharee Koysang
Human Resources Officer

Papapin Butsawai
Project Admin HR Officer

FINANCE

Napha Saikham
Senior Finance Officer

Amornrat Choochat
Accounting Officer

OPERATIONS

Nunthanawat Apirakdechdecha
IT Officer

Prapimpan Ngoentip
Personal Assistant to Country Director

DEMONSTRATE YOUR COMMITMENT

Successful Individual Fundraising Programs

WWF-Thailand started its individual fundraising program in early 2015. This was an important milestone in WWF operations in Thailand. For 20 years since WWF established a program office in Thailand, over 90% of our funding came from the WWF Network. Over the past 3 years, WWF-Thailand has made significant strides in engaging the Thai people, specifically corporations and individual donors as stakeholders in national conservation. WWF-Thailand's Individual donor fundraising program – through face-to-face and online acquisition channels – provides access for Thai people to learn about WWF's work and a chance to be involved in conserving their national heritage.

The support from individual donors is critical to sustain the organization and ease dependence on the Network. Our approach aims to get more and more Thai people involved in conservation.

Many Ways to Help

Thank you for your belief in WWF and our work. Your strong commitment to conservation is what helps us preserve the diversity and abundance of life on Earth. To learn more or to make a donation, please contact WWF Donor Contact Center at 02-665-2523 or <http://support.wwf.or.th>

Donate Now! Give Monthly!

Become a monthly contributor and support WWF-Thailand's efforts on an ongoing basis at <http://support.wwf.or.th>

Campaign with us and take action!

Join our campaigns such as Earth Hour and the Wildlife Trade campaign

Follow us! A quick and powerful way to show your support



WWFThailand



WWFThailand



WWF_thai



WWFThailandChannel

Volunteer for WWF

Help us spread the word!

Tell your friends, family and colleagues what you are doing!



WWF-THAILAND

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 over 200 national parks and wildlife sanctuaries.

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 2020.



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

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