



WWF

ANNUAL  
REPORT

TH

2016



# THAILAND ANNUAL REPORT 2016

TOGETHER FOR A BETTER FUTURE



# WWF'S HISTORY

## WWF 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 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 around the world. The organization itself is lucky enough to have won the backing of more than 5 million supporters throughout the world, and can count the actions taken by people in support of its efforts into the billions.

---

&

---

## MISSION

**WWF'S MISSION IS TO STOP THE DEGRADATION OF THE PLANET'S NATURAL ENVIRONMENT, AND TO BUILD A FUTURE IN WHICH HUMANS LIVE IN HARMONY WITH NATURE, BY:**

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

**41**  
YEARS IN  
THAILAND

**50**  
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.



LOWER SONGKHRAM RIVER  
BASIN PROJECT



TIGER & PREY  
RECOVERY PROGRAM



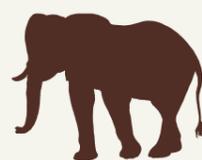
EARTH HOUR & EARTH HOUR  
CITY CHALLENGE



DAWNA-TENASSERIM  
LANDSCAPE



WILDLIFE TRADE CAMPAIGN



KUIBURI WILDLIFE  
CONSERVATION PROJECT



MONITORING BEARS AND  
OTHER LARGE MAMMALS



MARKET TRANSFORMATION  
INITIATIVE

# CONTENTS

	PAGE
COUNTRY DIRECTOR STATEMENT	7
WILDLIFE TRADE CAMPAIGN	8 - 9
CONSERVING WILDLIFE IN KUIBURI NATIONAL PARK	10 - 11
PROTECTING TIGERS	12 - 13
BANTENG REINTRODUCTION PROJECT	14 - 15
MONITORING BEARS AND OTHER LARGE MAMMALS	16 - 17
DTL INTEGRITY PROJECT	18 - 19
LOWER SONGKHRAM RIVER BASIN	20 - 21
MARKET TRANSFORMATION INITIATIVE - MTI	22 - 25
AQUACULTURE: THE BUSINESS CASE FOR SUSTAINABLE SHRIMP	26 - 27
CORPORATE ENGAGEMENT	
KEY PARTNERSHIPS AND SUCCESSES	28 - 30
INSPIRING THE NEXT GENERATION	31
INDIVIDUAL FUNDRAISING	32 - 33
COMMUNICATIONS	34 - 35
FINANCIAL REPORT	36
WWF THAILAND TEAM	37
HOW YOU CAN HELP	38



# COUNTRY DIRECTOR

## STATEMENT

**WWF’s mission is to save biodiversity and reduce humanity’s impact on natural habitats. It is a monumental task and one that our staff undertakes with passion and excitement every day. They know that they are working for a higher purpose – whether their job description involves saving endangered species such as tigers or elephants, conserving spectacular forest wildernesses such as the Dawna Tenasserim Landscape, or helping reduce humanity’s ecological footprint by promoting environmentally sustainable fish and timber production.**

The aforementioned task is not only based on concern over the environment but also a concern for our fellow human beings. Many of us may wonder how the concern over animals in the forest impacts us, human beings? In fact, a healthy planet means a healthy population. Humans rely on intact forests, as well as free flowing rivers and clean air to provide us with the “natural capital” that feeds us, clothes us, employs us and keeps us healthy.

As you will see in the pages that follow, WWF’s work in Thailand – from installing camera traps that monitor tiger and bear behaviour, to promoting environmentally



friendly fishing and forestry practices to partnering with the government on conservation of natural resources – will never succeed without the cooperation of every segment of society. We need to work closely with the government, the private sector, local communities and in particular, all of our supporters to achieve our mission.

As you read our Annual Report, I hope you will join me in celebrating our achievements this past year. We have accomplished a lot, but there is much more to do to secure the natural heritage of Thailand and make the transition to a more sustainable society. Our mission is a shared one and I look forward to working with you to accomplish even more in 2017.

Thank you,

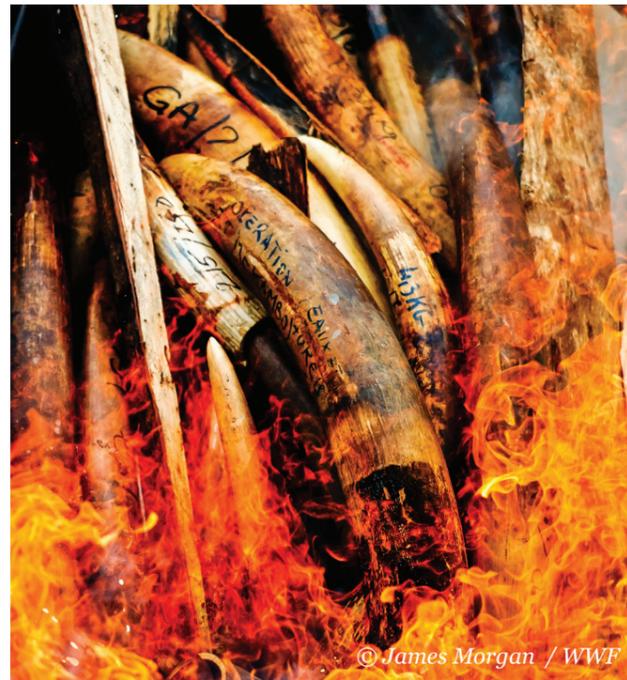
Yowalak

Yowalak Thiarachow,  
Country Director of WWF Thailand

# WILDLIFE TRADE CAMPAIGN

Thailand is one of the largest ivory markets in the world, making it a major driver of the elephant poaching crisis in Africa. Around 20,000 African elephants are killed for their ivory each year. To help end this deadly trade, WWF-Thailand's Wildlife Trade Campaign provided legal, technical, and policy support to the Thai government to implement the National Ivory Action Plan. As part of this work:

- WWF-Thailand was reappointed as a member of the Thailand CITES Committee.
- The Wildlife Trade Campaign team provided suggestions to the government on how to implement the National Ivory Action Plan (NIAP), and assisted with follow up and inter-agency collaboration.
- The campaign team suggested appropriate messaging for official statements and government awareness raising activities, including the 'Don't Buy Ivory' campaign featured in major airports and markets.
- In December 2015, WWF-Thailand and a local NGO coalition successfully advocated for a pro-conservation draft amendment of the Wild Animal Reservation and Protection Act (WARPA), which included increased



© James Morgan / WWF



© WWF-Thailand

**THERE IS A GROWING  
ONLINE MARKET FOR  
IVORY, SO MUCH MORE  
NEEDS TO BE DONE TO  
ELIMINATE THE ILLEGAL  
TRADE IN THAILAND**

© Bruce Davidson / WWF

penalties on wildlife offences and expanded the definition of protected species to include all CITES listed species.

- Surveys by TRAFFIC at Chatuchak Market and other places that have traditionally sold ivory showed more than a 90% drop in the availability of ivory.
- Preliminary surveys also showed there is a growing online market for ivory, so much more needs to be done to eliminate the illegal trade in Thailand.

WWF-Thailand also continued outreach and advocacy with the Thai public to illustrate the links between the elephant poaching crisis in Africa and the ivory trade in Thailand. In FY2016:

- Thailand's top reporter from the leading analogue Channel 3 and a reporter from the leading Digital TV news channel, Thairath TV, joined WWF-Thailand on a mission to Kenya to communicate the African perspective on the ivory trade crisis to the Thai Public and the Thai government.
- Live video of the burning of more than 100 tons of ivory in Kenya was streamed back to Thailand to help the Thai public visualize the scope of the problem.
- WWF-Thailand and WildAid collaborated on the Ivory Free Campaign, which featured Thai martial arts actor Tony Ja and members of the Thai National Football team.

# CONSERVING WILDLIFE IN KUIBURI NATIONAL PARK

The Kuiburi Wildlife Conservation Project focuses on the conservation of elephants and other wildlife in Kuiburi National Park. This is an innovative effort led by Kuiburi National Park, WWF-Thailand and a multi-agency group of partners in the POWER network (POWER – Public Private Partnership Offering for Wildlife and Ecosystem Resilience).



## 299 SMART PATROLS WERE CONDUCTED OVER 540 DAYS AND 241 NIGHTS COVERING OVER 2600 KM

In November 2015, the WWF Asian Rhino Elephant Action Strategy (AREAS) programme recognized Kuiburi as one of the two best WWF project sites in Asia for elephant conservation and human-elephant conflict (HEC) mitigation. This outstanding work continued in FY2016:

- No human or elephant deaths due to human-elephant conflict.
- No elephant deaths due to poaching.
- 299 SMART patrols were conducted over 540 days and 241 nights, covering over 2600 km – even more than FY2015.

Regular monitoring of elephant incursions and crop damage surrounding Kuiburi National Park and quick action by HEC rapid response teams and farmers helped reduce incursions – a major cause of human-elephant conflict – by 29% in FY2016 compared to FY2015. Kuiburi National Park and WWF initiated a very effective Line (a smartphone messaging app) group for farmers and other stakeholders to rapidly communicate and help each other deal with elephant incursions.

The Kuiburi team conducted the first elephant dung DNA population survey in Thailand, funded by



© WWF-Thailand

the United States Fish and Wildlife Service. A total of 400 dung samples were collected and submitted for DNA extraction and 237 individual elephants were identified, including 69 males and 168 females.

Habitat improvement efforts within the park included maintenance of artificial salt licks, weed eradication, and the creation of water holes to alleviate the impacts of severe drought. During the drought's height in early 2016, local groups raised more than 20,000 USD so tanker trucks could transport seven million liters of water to Kuiburi.

In 2016, a critical habitat corridor connecting Kuiburi and Kaeng Krachan National Parks came under the control of Kuiburi National Park. Formerly under military control, the corridor was a hotspot for poaching and illegal activity. The change of management should make the corridor safer for wildlife, and improve migration between Kuiburi and Kaeng Krachan National Parks.

# PROTECTING TIGERS

## IN MAE WONG AND KHLONG LAN NATIONAL PARKS

Thailand's Mae Wong and Khlong Lan National Parks are a beacon of hope for global tiger conservation; they are one of the few places in the world where tiger numbers are increasing. WWF-Thailand camera trap surveys in FY2016 showed the presence of at least nine tigers (3 males, 4 females, 2 of unknown sex), two of them new to our tiger database.

THIS IS GOOD  
EVIDENCE THAT  
MAE WONG  
AND KHLONG  
LAN NATIONAL  
PARKS ARE  
THE FORESTS  
OF HOPE  
FOR TIGER  
RECOVERY

© James Morgan / WWF

### NEW CUBS FOR MKF3

Female tiger-MKF3 is one of the stars of Mae Wong-Khlong Lan. She was born in 2005 in neighbouring Huai Kha Khaeng Wildlife Sanctuary, but later dispersed from her birth park to Mae Wong National Park. In 2012, she was spotted on camera traps in Mae Wong with two cubs and she was seen on camera again in 2014, but there has been no more information about her two cubs. In this newest camera trap survey, she was seen with three new cubs in January 2016 – a good sign that Mae Wong and Khlong Lan National Parks are indeed the “forests of hope” for tiger recovery in Thailand.



© WWF-Thailand

### In FY2016, the MWKL project achievements included:

- 40 species caught on camera traps, including the critically endangered pangolin and four endangered species: tigers, elephants, tapirs and dhole.
- Two “Smart Patrol Training” courses were organized for rangers in January and February for 45 and 40 rangers from MWKL and Khlong Wang Chao National Park. This advanced curriculum was designed for team leaders and rangers who had already passed the fundamental course. After successful completion of the training, the rangers will have the basic law enforcement skills and other foundational skills necessary to patrol effectively at an advanced level.

- WWF and the Department of National Parks started a new “Smart Outreach” program, in which we aim to connect the national parks with all 45 villages neighbouring the parks, so that rangers can involve villagers in tiger and wildlife conservation.

The government launched a new school curriculum early this year called “Study Less – Learn More,” which aims to decrease study time in the classroom and get teachers to conduct more learning activities outside the classroom. WWF helped teachers design new activities related to wildlife conservation and recovery to help inspire the next generation of conservationists. So far, 30 schools have joined the activities.

# BANTENG REINTRODUCTION PROJECT

The banteng (*Bos javanicus*) is an endangered species of wild cattle found in the forests of Southeast Asia. Fewer than 8,000 exist in the wild today, and they have disappeared from 80% of their former range in the last 30 years due to habitat loss and poaching for horns. Increasing viable banteng populations is an urgent conservation priority.

## THE PROJECT WILL HELP TIGER RECOVERY IN THE SANCTUARY, AS THE BANTENG IS A KEY TIGER PREY SPECIES

In February 2016, three banteng (2 males, 1 female) in Salakpra Wildlife Sanctuary were fitted with satellite collars by WWF-Thailand as part of Asia's first banteng reintroduction project. The project will help tiger recovery in the sanctuary, as the banteng is a key tiger prey species. Tigers are returning to Salakpra after a long absence, immigrating from Huai Kha Khaeng Wildlife Sanctuary, and this project will help ensure they have enough prey to thrive.

Salakpra is a good site to reintroduce banteng. The sanctuary has extensive dry tropical forests and grasslands, the banteng's preferred habitat, but lost all the wild cattle to poaching decades ago. Thanks to ranger patrols and strong social pressure against poaching – two years of outreach have helped local communities take ownership of the project and build pride and concern for the banteng – the sanctuary is now much safer for banteng than before.



Checking satellite collars



Preparing to collar the 3 year old male banteng, named "Buntong". Satellite collar in hand. A team of veterinarians from Kasetsart University and the Zoological Park Organization of Thailand performed the darting and provided medical care.

The Khao Nampu Nature and Wildlife Education Center and Salakpra Wildlife Sanctuary (Department of National Parks, Wildlife and Plant Conservation) started the reintroduction project, and work in collaboration with Kasetsart University, the Zoological Park Organization of Thailand, and local communities. WWF-Thailand provides technical support, scientific guidance and equipment to the effort, with funding from WWF-Sweden.

Now, the three young collared banteng are getting ready to make Salakpra their home. After collaring, they were transported 10 km into the core zone of the sanctuary and released into a 1 km<sup>2</sup> enclosure. Now they are getting accustomed to their new home and will eventually be released into the surrounding forest.

# MONITORING BEARS AND OTHER LARGE MAMMALS

## IN SOUTHERN THAILAND'S LARGEST FOREST COMPLEX



SUSPENDED BAIT CAUSES  
BEARS TO STAND, EXPOSING  
THEIR UNIQUE CHEST MARKS



Camera traps also allow us to assess distribution and abundance of other rare mammals such as tapir.

Large mammals play important roles in maintaining healthy tropical forests – but large mammals are being lost at an alarming rate due to the global poaching crisis. To better understand the status of large mammals in Thailand, this 3-year project is studying the effect of habitat quality and poaching on the distribution and abundance of sun bears, Asiatic black bears, and other large mammals in the largest forest complex in southern Thailand: Klong Saeng-Khao Sok. WWF-Thailand is collaborating with King Mongkut's University of Technology Thonburi, Klong Saeng Wildlife Research Station, Klong Saeng Wildlife Sanctuary, and Khao Sok National Park on this project.

In FY2016, the team established 60 sign transects – fixed paths along which scientists look for animal signs like paw prints and feces – across 350 km<sup>2</sup> of rugged rainforest terrain. The transects covered both the core of the forest, where there is less poaching, and the edges, where there is more poaching. Wild pigs had the widest distribution (present in 67% of all transects), followed by gaur (43%), sambar (29%), tapir (25%), elephant (9%), and serow (5%). All species except the wild pigs were more common in the core zone, where there is less poaching pressure.

The project team also established 20 baited camera trap stations across the core of the sanctuary to study bears. At each station, meat was suspended 3m in the air, surrounded by 3 camera traps. When the bears stand to investigate the bait, they expose their unique chest marks to the camera, allowing scientists to identify individual bears and their sex. The team can then estimate population size and density. Based on preliminary results, there appear to be more sun bears than black bears in Klong Saeng-Khao Sok. This isn't surprising, because this forest lies right at the southern edge of black bears' global geographic range; south of this forest, only sun bears occur.

# DTL INTEGRITY PROJECT

**The Dawna-Tenasserim Landscape (DTL) covers the vast forests that span the mountains between Thailand and Myanmar, one of the most intact natural landscapes in the entire Greater Mekong region and a stronghold for tigers, elephants, and other endangered wildlife. This forest ecosystem provides freshwater for the area and is critical for mitigating climate change.**

## BUILDING A GREEN ECONOMY THAT BENEFITS PEOPLE WHILE CONSERVING NATURAL CAPITAL

**The DTL Integrity Project works to identify and proactively address threats to the integrity of this landscape. WWF engages with local people and government to help guide the development and associated infrastructure taking place there, to build a green economy that benefits people while conserving natural capital.**

### **Activities in FY2016 included:**

- Strengthened local people's voices and capacity to participate in decision-making regarding the Dawei Road and Special Economic Zone (SEZ) by using GIS and Google maps as tools to monitor the impact of the Dawei project.
- Supported surveys and analysis to identify the threats from new roads, proposed dams, and other infrastructure in the Western Forest Complex (WEFCOM) and adjacent areas in Myanmar.
- Supported a study on the socio-economic impacts of the proposed route of the Dawei road in Thailand to demonstrate effects on local communities.

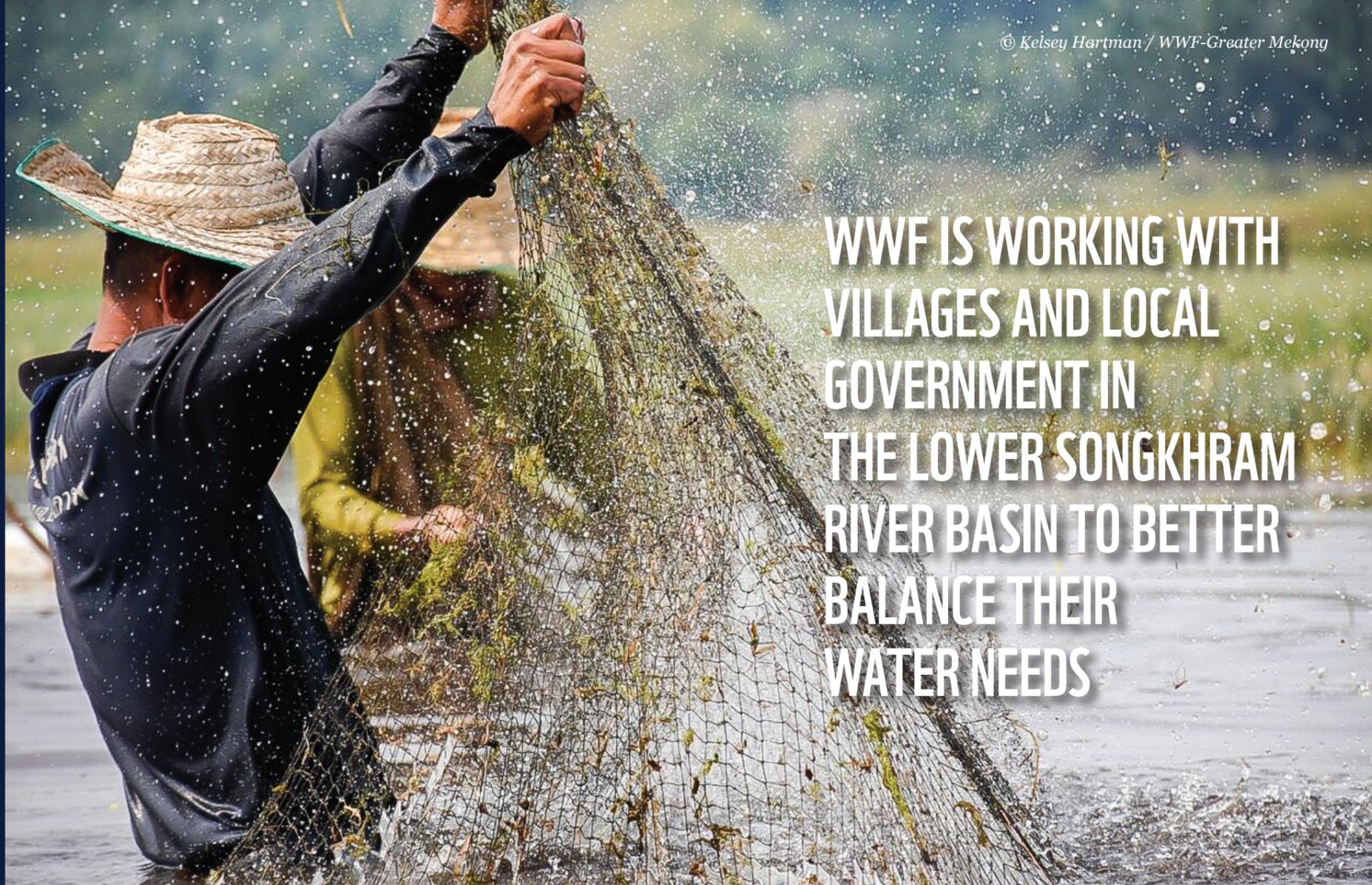


© Adam Oswell/ WWF-Thailand

- Helped bolster local understanding of natural capital valuation and assessment tools (InVEST) by supporting GIS experts to attend trainings.
- Worked with the Seub Nakasathien Foundation to train rangers in better coordinating with local communities to conserve forests and maintain ecological corridors in the Western Forest Complex.
- Used a paramotor to take aerial photos and video of portions of the DTL to better communicate the uniqueness of this landscape and secure support for its conservation.

# LOWER SONGKHRAM RIVER BASIN

As part of the HSBC Water Programme, WWF is helping local communities in the lower Songkhram River basin to manage their natural resources so both people and nature can thrive. The Songkhram River is an important tributary of the Mekong River, and provides water and food to a large part of Northeastern Thailand. Its wetlands shelter over 100 species of fish and are an important stopover point for many migratory birds. The Thai government recognizes the Songkhram's entire lower reaches and floodplain as a wetland site of international importance.



WWF IS WORKING WITH  
VILLAGES AND LOCAL  
GOVERNMENT IN  
THE LOWER SONGKHRAM  
RIVER BASIN TO BETTER  
BALANCE THEIR  
WATER NEEDS

However, the Songkhram River and its biodiversity are threatened by population growth and intensifying use of the river, leading to overfishing, over-use of water for irrigation, worsening water quality, and disruptions of the river's flow – and fish migration routes – by dams and weirs. WWF is working with villages and local government in the lower Songkhram River basin to better balance their water needs with those of the ecosystem and build resiliency to climate change. The team works with communities from Bueng Khlong Long, along the Nam Mao River that connects the lake to the Songkhram, and along the lower stretches of the Songkhram River.



## Key Project Achievements FY2016

- The Nakhon Phanom Provincial Wetland Committee and other stakeholders agreed to nominate a portion of the lower Songkhram River Basin as a Ramsar site (wetlands of international importance)
- Twelve new community-managed fish conservation zones created in FY2016 to protect key spawning habitats
- Fifteen new Community Forests (covering 2034 hectares) were created to combat deforestation in the basin and 10,000 trees planted
- Implemented invasive species management in key wetlands
- Supported sustainable organic fertilizer production to reduce chemical fertilizer use in 7 villages and improve water quality

- Collected and shared information on fish migration between the Mekong and Songkhram river basins

## Bueng Khlong Long

Bueng Khlong Long is recognized as a wetland of international importance under the Ramsar Convention, but it's under pressure from increasing water use and climate change. In FY16, WWF helped the 19 villages around the lake set up a water management committee and implement the reservoir's first water management plan. The committee monitors water use and allocates water between the upstream and downstream villages and the wetlands in the middle, so that everyone gets their fair share of water – including the fish and birds in the lake.



# MARKET TRANSFORMATION INITIATIVE - MTI

The Market Transformation Initiative (MTI) promotes the production of key commodities in sustainable ways that minimize environmental impacts. WWF-Thailand has been working on three commodities: blue swimming crab, wild-caught forage fish, and farmed shrimp. We work with Thai companies and the government to meet international certification criteria for sustainability of these resources. WWF is playing a vital role in making production, supply chains, and consumption more sustainable.

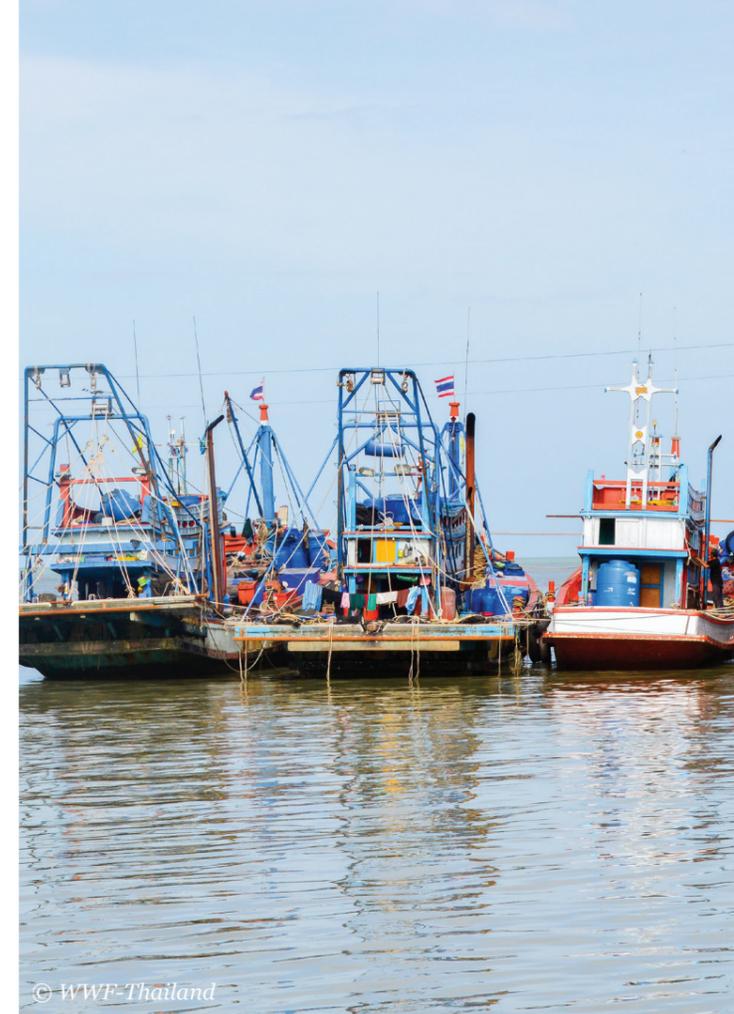
© WWF-Thailand

## TRACEABILITY IS ANOTHER KEY ISSUE FOR SUSTAINABLE SEAFOOD AWARENESS

WWF is promoting the Marine Stewardship Council (MSC) standard for fisheries and the Aquaculture Stewardship Council (ASC) standard for shrimp production.

From 25 to 29 May 2016, WWF-Thailand participated in the ThaiFex World of Food-Asia Exhibition. With over 42,000 trade visitors and 1,900 exhibitors representing 140 countries, ThaiFex is Asia's largest food and beverage trade event. WWF used this opportunity to promote awareness on MSC and ASC certification schemes to achieve sustainability in marine fisheries and aquaculture.

Traceability is another key issue for sustainable seafood awareness. WWF, in collaboration with WWF's Smart Fishing Initiative (SFI), organized a seminar entitled "Seafood Traceability: Global trends, regulations and the outlook for the future" at the ThaiFex event. The topics focused on the global movement toward seafood traceability, the technology for traceability, and the business of seafood traceability. There were over 50 participants in attendance representing the public, NGOs and the private sector.



### Blue Swimming Crab Fishery Improvement Project (BSC FIP)

In October 2015 WWF worked with the Thai government to initiate the "National Plan of Action on Sustainable Management of Blue Swimming Crab" (BSC). This is the first FIP in Thailand focusing on resource management at the species level. The NPOA consists of 4 strategies:

- (a) improving information on BSC fisheries and relevant resources/environment,
- (b) establishing the direction on BSC stock rebuilding,
- (c) controlling inputs to BSC fisheries, and
- (d) promoting local participation and responsible BSC fishing.



© WWF-Thailand

## WWF INITIALLY FOCUSED ON DOCUMENTING THE CURRENT STATE OF THE FISHERY AND ITS IMPACTS ON THE ENVIRONMENT AND LOCAL COMMUNITIES ALONG THE ANDAMAN COAST

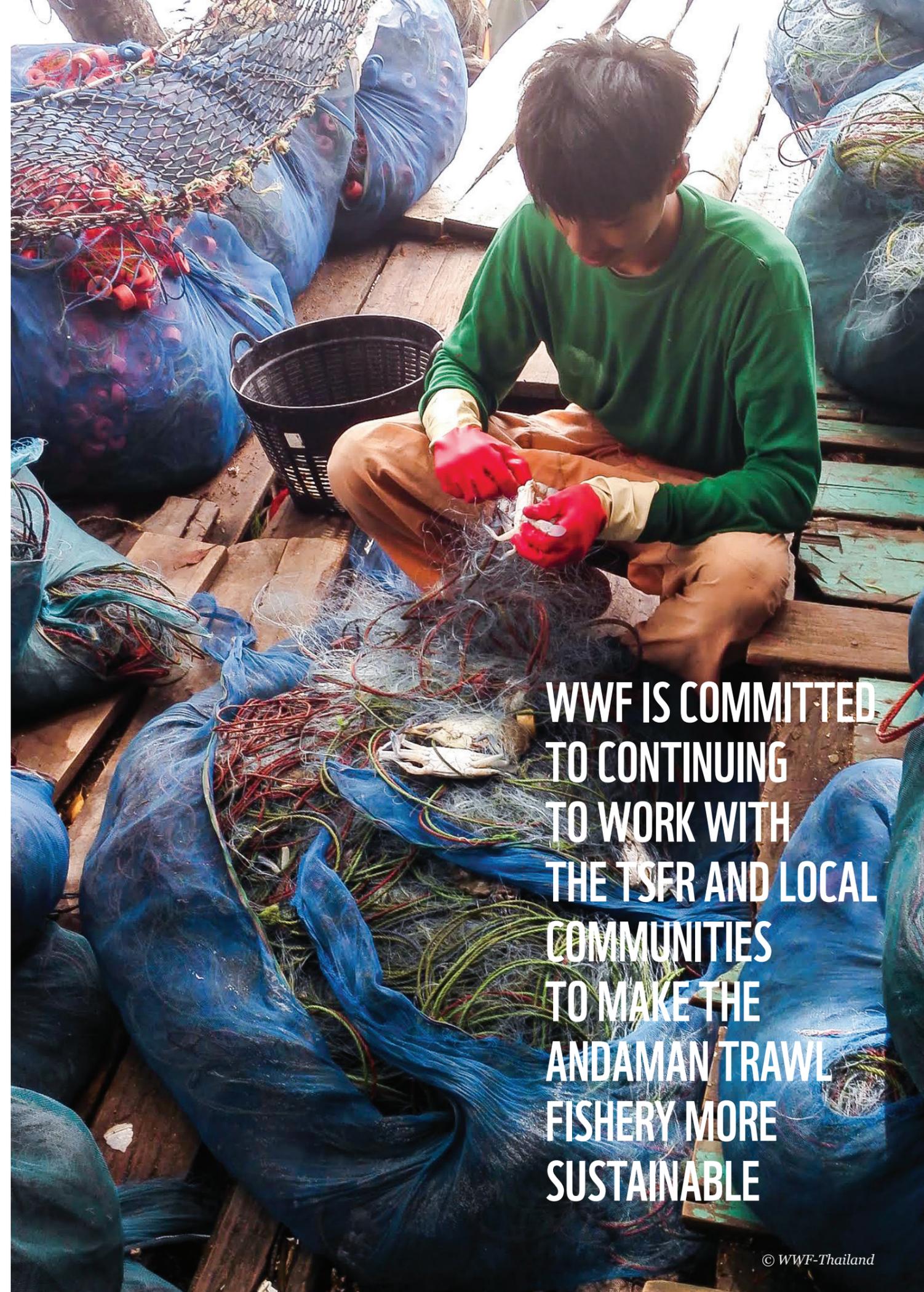
### Andaman Trawl Fishery Conservation Project (FCP)

Starting in 2015, WWF-Thailand partnered with the Thai Sustainable Fisheries Roundtable (TSFR) to improve the Andaman trawl fishery.

WWF initially focused on documenting the current state of the fishery and its impacts on the environment and local communities along the Andaman Coast. WWF organized the production of a socio-economic report on the impact of trawlers on artisanal fishers, and conducted a rural rapid appraisal (RRA) on the Andaman trawl fishery.

A pre-assessment of the Andaman trawl fishery showed there is still much more work to be done to get the fishery to MSC standards. Using WWF's report and other data, MRAG, a third-party auditor, did a preliminary evaluation of the fishery in December 2015. The pre-assessment scores failed to meet the MSC criteria because the fishery is poorly managed and is a mixed species fishery.

WWF is committed to continuing to work with the TSFR and local communities to make the Andaman trawl fishery more sustainable, with the ultimate goal of achieving MSC certification.



WWF IS COMMITTED TO CONTINUING TO WORK WITH THE TSFR AND LOCAL COMMUNITIES TO MAKE THE ANDAMAN TRAWL FISHERY MORE SUSTAINABLE

# AQUACULTURE: THE BUSINESS CASE FOR SUSTAINABLE SHRIMP

The MTI team is working to develop the business case for sustainable shrimp farming, to help move the aquaculture industry towards more sustainable production standards. In FY16, the team conducted baseline research on shrimp farms in Thailand and partnered with experts to better understand how shrimp farms can maximize profits while minimizing environmental impacts.

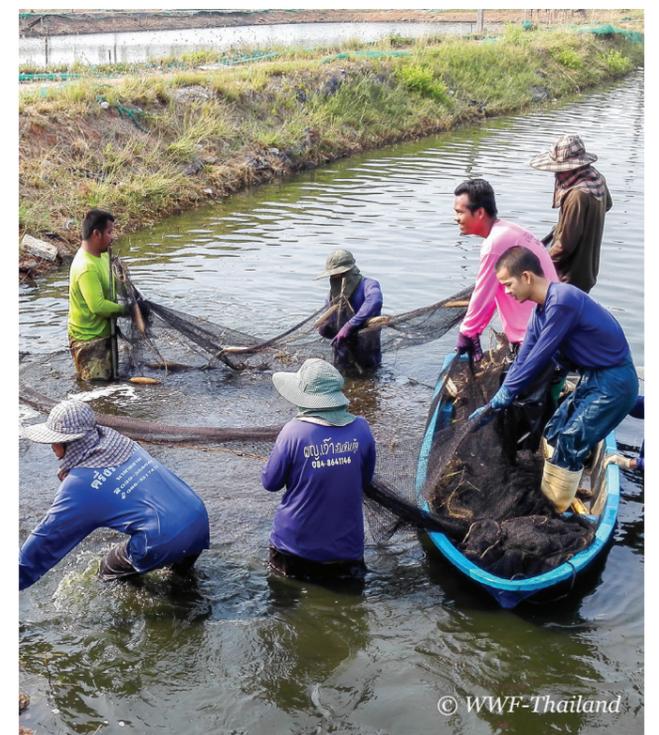


## TO HELP MOVE THE AQUACULTURE INDUSTRY TOWARDS MORE SUSTAINABLE PRODUCTION STANDARDS



Two studies using this data – by Professor Claude E. Boyd of Auburn University and Dr. Carole Engle of the University of Arkansas – are already helping show how Thai shrimp farms can be more sustainable without sacrificing profits. Efficient use of shrimp feed – as measured by the feed conversion rate (FCR) – could both reduce the negative environmental impact of shrimp farming and improve farm profitability.

These studies will help WWF work with the Thai government, farmers, and the private sector to move toward more sustainable aquaculture practices in Thailand.



# CORPORATE ENGAGEMENT

## KEY PARTNERSHIPS AND SUCCESSES

WWF-Thailand works with businesses to find solutions to conservation challenges by driving sustainable business practices, raising awareness of key issues, and philanthropic partnerships with companies already taking substantial action on sustainability.



### Key achievements in FY2016

- Exclusive CEO Launch on the Implications of Sustainable Development Goals for Thai Business. Marco Lambertini, Director General of WWF-International, spoke to leading Thai and multi-national corporations about the importance of environmentally sustainable practices to the long-term viability of businesses. Attendees came from many sectors, including financial, seafood, power, timber, pulp and paper. WWF has continued in-depth dialogues with many of the corporations on projects to improve conservation in Thailand and work towards meeting Thailand's COP21 pledge to reduce Greenhouse Gas Emissions by 20-25% by 2030.



© WWF-Thailand

Marco Lambertini, Director General of WWF International



© WWF-Thailand

- HSBC Water Programme: The HSBC Water Programme supports WWF-Thailand's successful work to conserve the Lower Songkhram River Basin. In addition to the 5-year global partnership, HSBC has provided additional support to WWF-Thailand for two years in a row to expand the work's geographic scope and engage more communities.

# WWF-THAILAND WORKS WITH BUSINESSES TO FIND SOLUTIONS TO CONSERVATION CHALLENGES



- **B.Grimm:** For the past three years, B. Grimm has supported tiger recovery in Mae Wong and Khlong Lan National Parks. In FY16, their support allowed WWF to conduct 2 SMART patrol trainings for park rangers.

- **Central Embassy:** Central Embassy sponsored and organized the 1600+ Pandas tour and exhibition in Thailand, which successfully raised awareness and funds for conservation of Thailand's endangered species.

- **Tetra Pak:** To drive sustainable use of timber, pulp and paper resources, WWF and Tetra Pak have teamed up to promote Forest Stewardship Council (FSC™) certification, the most robust and credible sustainability standard in the industry. Together, WWF and Tetra Pak are raising awareness of this important standard with a communications campaign

- **The Mall Group:** Following the Thai government's objective to reduce plastic waste from the private retail sector, WWF-Thailand partnered with The Mall group to reduce plastic bag usage in all of The Mall and affiliated stores and outlets. Initially, this short term campaign was only one day per month, but has received such good feedback that it is now being promoted every Wednesday.



## WWF AND TETRA PAK HAVE TEAMED UP TO PROMOTE FOREST STEWARDSHIP COUNCIL (FSC™) CERTIFICATION

# INSPIRING THE NEXT GENERATION

## ECO-SCHOOLS PROGRAMME

WWF-Thailand partners with IKANO, the corporation that runs IKEA stores in Thailand, to implement the Eco-Schools Programme in 20 secondary schools in Bangkok, Samut Prakan, Nonthaburi and Phuket. This programme follows the global environmental education programme created by the Foundation for Environmental Education (FEE) to raise environmental awareness in schools.



This year, the programme is focusing on waste management. Students and adults learn about environmental issues and environmental management through hands-on practice in schools. We estimate the programme will reach more than 26,000 students and 1,800 teachers and will have a positive impact in these communities. The schools which pass the Eco-Schools Programme standards will receive the globally recognized Green Flag Award.

## NESTLE PROJECT

WWF-Thailand and Nestle have been working together on an environmental project called "Youth Water Guardians with Nestle" since January 2015. This project focuses on raising awareness of water issues and conservation among students in Ayutthaya province.

More than 20 schools from all over Ayutthaya province applied to participate in the project, and 15 took part in a youth camp based around water issues.

After the camp, eight schools were selected to continue with four months of additional activities related to water quality and water stewardship. Sakleewithaya School was recognized as the project winner based on its outstanding performance.



The network of schools working on water conservation is growing and becoming stronger. In 2016, the initial eight schools began working as "buddies" to mentor six additional schools.

The project has also grown to include community engagement in management of the local canal. This makes the project even more relevant and practical for a wider audience, multiplying the positive impacts of this innovative partnership with Nestle.

# INDIVIDUAL FUNDRAISING

- 1600+ PANDAS
- REUSABLE TRAVEL MUGS
- 100% ORGANIC T-SHIRTS
- TOTE BAGS WITH THE PANDA LOGO



© WWF-Thailand

## Fundraiser Field Trips

To be better able to communicate WWF-Thailand's field work to the public, the fundraising team took two educational field trips to Kuiburi National Park, Prachuabkhirikhan, in 2016. They received on-the-job training in conservation, taking part in SMART patrols with rangers, making salt licks for wild animals and even spotting wild elephants and gaur with their own eyes.



© WWF-Thailand



© WWF-Thailand

## 1600+ Pandas

Following the 1600 pandas' tour of Thailand, they were exhibited in Central Embassy from March 24 to April 10, where they inspired more than 220 individual donors to pledge long-term support.



© WWF-Thailand

## WWF-Thailand's First Merchandise Fundraising Project

WWF-Thailand launched its first merchandise in January 2016. Individuals can now help us protect wildlife and conserve nature by purchasing stationary, reusable travel mugs, 100% organic t-shirts, and tote bags with the panda logo.

# COMMUNICATIONS

THE 1,600 PAPER MACHE PANDAS BY PARISIAN ARTIST PAULO GRANGEON REPRESENT THE NUMBER OF REAL PANDAS IN THE WILD AT THE TIME OF SCULPTING



### Thais for Tigers

WWF-Thailand celebrated Global Tiger Day 2015 (29 July) with a “Thais for Tigers” exhibition to inspire Thais to help grow Thailand’s endangered tiger population. The exhibition and panel discussion, featuring WWF-Thailand biologists and actor Jesdaporn “Tik” Pholdee, reflected on the important role tigers play in nature and the voices of the people who work to conserve them.

### Thai Government Destroys Illegal Ivory

Thanks in part to WWF’s campaigning, the Thai government destroyed 2.1 tonnes of illegal ivory in August 2015 to signal zero tolerance for the illegal ivory trade. Prime Minister General Prayut Chan-o-cha presided over the solemn ceremony, where the ivory

was crushed, then mixed with industrial waste and incinerated. This ivory destruction was a first for Thailand and was included in a progress report to the CITES Standing Committee as evidence of Thailand’s commitment to end the illegal ivory trade.

### 1600 Pandas+ World Tour in Thailand

During February to April 2016, WWF-Thailand and Central Embassy caused panda-monium across Thailand with the very popular “1,600 Pandas+ World Tour in Thailand.” The 1,600 paper mache pandas by Parisian artist Paulo Grangeon represent the number of real pandas in the wild at the time of sculpting. The tour raised awareness in Thailand of the plight of pandas and other endangered species, including Asian elephants and tigers.

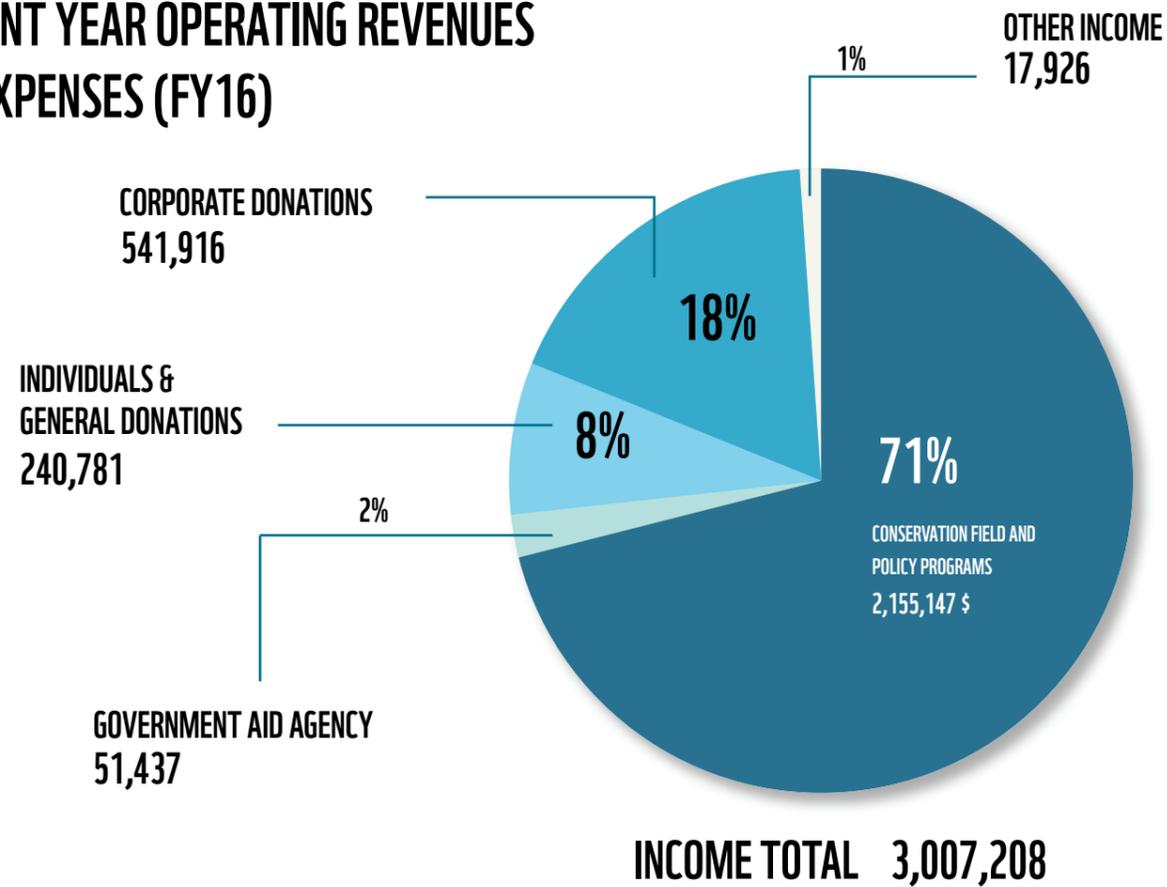


### Ivory Free Campaign

WWF-Thailand and WildAid launched the “Ivory Free Thailand” campaign in July 2016 to encourage Thais to say no to ivory. Ads featuring martial arts actor Tony Jaa and the Thai national football team “The War Elephants” were broadcast on television nationwide and shared widely on social media. VGI Global Media also provided pro-bono media space on the BTS Skytrain stations in Bangkok.

# FINANCIAL REPORT

## CURRENT YEAR OPERATING REVENUES AND EXPENSES (FY16)



PROGRAMME EXPENSES :	USD
CONSERVATION FIELD AND POLICY PROGRAMS	2,413,971
<b>TOTAL PROGRAM EXPENSES :</b>	<b>2,413,971</b>
<b>Expenses :</b>	
<b>SUPPORTING SERVICES EXPENSES :</b>	
FINANCE AND ADMINISTRATION	(37,234)
<b>TOTAL SUPPORTING SERVICES EXPENSES :</b>	<b>(37,234)</b>
<b>TOTAL EXPENSES :</b>	<b>2,376,737</b>
<b>CURRENT YEAR OPERATING REVENUES OVER OPERATING EXPENSES</b>	<b>630,471</b>

# WWF THAILAND TEAM

TEAM	NAME	POSITION
MANAGEMENT	YOWALAK THIRACHOW	THAILAND COUNTRY DIRECTOR
	PRAPIMPAN NGOENTIP	PERSONAL ASSISTANT TO COUNTRY DIRECTOR
CONSERVATION DAWNA-TENASSERIM LANDSCAPE (DTL)	GORDON HALL CONGDON JR	CONSERVATION PROGRAMME MANAGER
	WANDEE KRICHANAN	DTL INTEGRITY PROJECT MANAGER
	APITHA REUNGDEJ	SIDA & DTL PROJECT COORDINATOR
KUIBURI WILDLIFE CONSERVATION PROJECT	PANTIPA JAIKAEW	SPATIAL PLANNING OFFICER
	TANASIN YIMNOI	PROJECT MANAGER
	KORNTEP EAKWONGSA	PROJECT OFFICER
	NARET SUATURIAN	PROJECT OFFICER
LOWER SONGKHRAM RIVER BASIN PROJECT	THANPITCHA JAIKAEW	PROJECT OFFICER
	THIDARAT WISESSING	PROJECT FINANCE & ADMIN
	YANYONG SRICHAROEN	NNBK LANDSCAPE MANAGER
	AMORN RAT SUMAPROM	PROJECT FINANCE & ADMIN
	CHAIYA PENG -UN	PROJECT OFFICER
DTL TRANSBOUNDARY LANDSCAPE	ASSANAI SRASOONGNERN	PROJECT OFFICER
	NAKSIT SANGJUN	PROJECT OFFICER
	JINTANA NARAT	PROJECT FINANCE & ADMIN
	WAYUPHONG JITVIJAK	COORDINATOR, THAILAND/MYANMAR TRANSBOUNDARY
SUSTAINABLE MARKETS	NOPPHARAT NUANGCHAMNONG	INTERIM SUSTAINABLE MARKET PROGRAM MANAGER
	SUDARAT SANGKUM	AGRI-FORESTRY PROJECT MANAGER
	PAKAWAN TALAWAT	FISHERY PROJECT MANAGER
TIGER PREY RECOVERY PROGRAMME	SURIYA RATIPATTARAWONG	SENIOR AQUACULTURE OFFICER
	RUNGNAPA PHOONJAMPA, PH.D.	PROJECT MANAGER
	ROBERT STEINMETZ, PH.D.	CONSERVATION BIOLOGIST
	VISANUWIT THONGON	PROJECT OFFICER
	WETHIT PHUMPHUANG	PROJECT OFFICER
	WORRAPAN PHUMANEE	PROJECT OFFICER
	SURASAK SRIRATTANAPORN	PROJECT OFFICER
URBAN	PANISARA PAIREEPINATH	PROJECT ASSISTANT OFFICER
	ALLIYA MOUN-OB	PROJECT ASSISTANT OFFICER
MARKETING & FUNDRAISING	NICHAPAT NA THALANG	CORPORATE ENGAGEMENT MANAGER
	PEERAPUN BAIKWANG	CORPORATE ENGAGEMENT EXECUTIVE
	PONGCHART PUAPATANAKUL	INDIVIDUAL FUNDRAISING COORDINATOR
	CHATTRIYAPORN SINGCHUM	MERCHANDISE FUNDRAISING OFFICER
	SUPAKORN SUESATSAKULCHAI	DIGITAL ACQUISITION COORDINATOR
	PHIANGPORN SINPRASOP	DIGITAL FUNDRAISING OFFICER
COMMUNICATIONS	SATITA SUTTIBONGKOT	CONSERVATION AND MARKETING COMMUNICATIONS MANAGER
	NICHANAN TANTHANAWIT	CONSERVATION COMMUNICATIONS OFFICER
	PUNTRIK KOOWATANANUKUL	MARKETING COMMUNICATIONS OFFICER
HUMAN RESOURCES & ADMIN	CHANIDA SANTICHAIKUL	HR & ADMIN MANAGER
	RATCHADAPORN KHAMKHUBORN	HR & ADMIN OFFICER
	WATCHAREE KOYSANG	HR & ADMIN OFFICER
	KESRA SUKBOONNIVART	HR & ADMIN OFFICER
FINANCE	SUMONRAT HELWIG	FINANCE & IT MANAGER
	NAPHA SAIKHAM	SENIOR FINANCE OFFICER
IT	AMORN RAT CHOOCHAT	ACCOUNTING OFFICER
	NUNTHANAWAT APIRAKDECHDECHA	IT OFFICER

# HOW YOU CAN HELP

Do you ever think about what more you can do in life for our planet ???

All of us hope for a better life. For some people, that might mean a big house; for others, money to travel the world. But when it comes down to it, we all need the same things and have the same simple pleasures: a good place to live in harmony with nature, surrounded by greenery, fresh air to breathe, clean water to drink, and the sights and sounds of nature alive around you. No matter

the size of your house or how many things you have, this planet will nurture your life and bring you happiness. We rely on nature but we can't recreate it ourselves, so conservation is vital.

**Now ask yourself again, what do you want to see in our planet's future?**

## Act now! You can...

Follow us, and don't forget to share:

-  Facebook: WWFThailand
-  Twitter: @WWFThailand
-  Instagram: WWF\_thai
-  YouTube: WWFThailandChannel

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

- Join our campaigns: Prepare yourself. It's time to save the world.
- Help us spread the word: Word of mouth is so powerful – go tell your friends and together we will make a difference!



# WWF-THAILAND

**3,200**

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

**1980s**

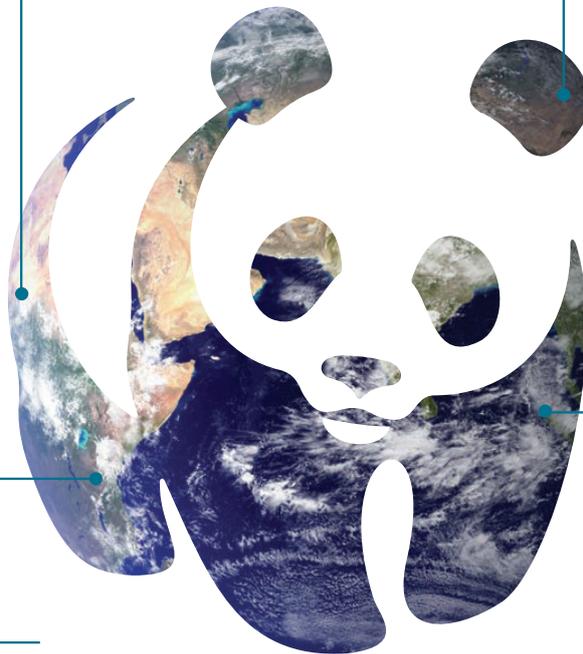
WWF has been involved in developing conservation programs in Thailand since the early 1980s and formally established a national office in 1995.

**20%**

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

**200**

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



**Why we are here**

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

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

© "WWF" is a WWF Registered Trademark.

© 1986 Panda symbol WWF – World Wide Fund For Nature (Formerly World Wildlife Fund and is known as World Wildlife Fund in the US and Canada)

© Cover photo - Adam Oswell / WWF-Thailand

WWF-Thailand  
92/2 Soi Paholyothin 5, Paholyothin Road,  
Samsen nai, Phayathai Bangkok 10400  
Tel: +66 2 619 8521-2 Fax: +66 2 619 8538  
[wwf.or.th](http://wwf.or.th)