



WWF

ANNUAL
REPORT

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2018



2018

ANNUAL REPORT

***Since 1961,
WWF has grown into
the world's largest independent
conservation organization contributing
to 12,000 initiatives with the aim to
bring sustainable living
between human and nature.***

The World Wide Fund for Nature (formerly World Wildlife Fund) aims to conserve nature and ecological processes by preserving biodiversity, ensuring sustainable use of natural resources and promoting the reduction of pollution and highlighting the wasteful use of resources and energy. WWF works in more than 100 countries around the world. WWF has been working in Thailand since 1983 and WWF-Thailand was founded in 1995.

WWF-Thailand implements a strategy that harnesses the strengths of the WWF network to focus on six major goals : freshwater, wildlife, oceans, climate & energy, forests, and food while focusing on 3 key drivers of environmental problems : markets, finance and governance. In support of this strategy WWF-Thailand works with government, business, civil society and individuals to achieve our global goals for the benefit of the people of Thailand and the world.



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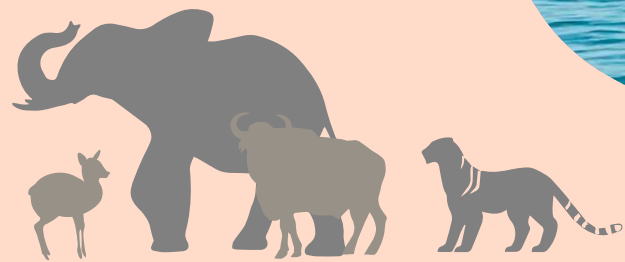
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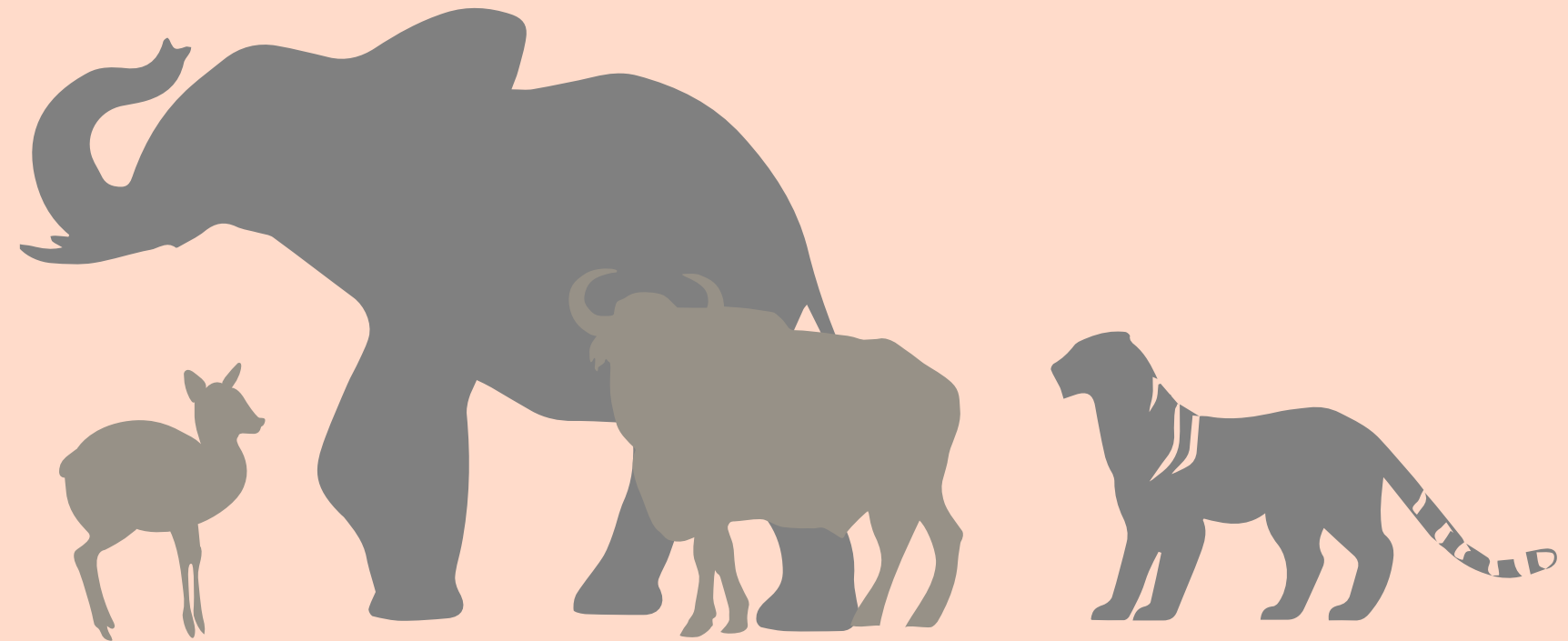
I am pleased to report to friends, donors and partners that 2018 was a very good year for WWF-Thailand. I would like to mention a few highlights below and you can read about more of our successes in the following pages. In the past year, WWF has expanded its working area to include the Dong Phrayayen-Khao Yai Forest Complex (DP-KY), a UNESCO World Heritage Site and the second highest priority for tiger conservation in Thailand after the Western Forest Complex. WWF has also expanded its tiger conservation work to include the Umphang Wildlife Sanctuary, a large area that borders our longtime tiger recovery sites at Mae Wong and Khlong Lan National Parks. To the south, the Department of National Parks, Wildlife and Plant Conservation (DNP) invited WWF to assist with camera trapping in Kaeng Krachan National Park to assess how many tigers are living in the country's largest national park.

WWF has also purchased satellite collars so that the DNP can track the movement of elephants in the Khao Ang Rue Nai Wildlife Sanctuary, which is in eastern Thailand, near the border with Cambodia, where human elephant conflict is a growing problem. The Freshwater Team, which has been working in the Songkhram river basin for several years, has successfully nominated the lower Songkhram river basin as the 15th Ramsar Site in Thailand. Ramsar Sites are wetlands of international importance that are managed for sustainable use in perpetuity. The IKI SCP Sustainable Consumption Project has pioneered new methods to reduce deforestation due to maize production in two pilot sites in Nan and Chiang Mai provinces. The project covers the entire supply chain to create changes in food consumption and production to solve problems and take actions to restore the food system, protect biodiversity and mitigate climate change. We have achieved these successes through the generous support of donors, cooperation with partners and collaboration with the Thai government. We thank you all for your support.

Yowalak Thiarachow
Country Director

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WILDLIFE & CONSERVATION

01

**“ Mae Wong
-Khlong Lan
Forest of Hope ”**

**: The Tiger Recovery
Project in Mae Wong
and Khlong Lan
National Park**





9 adult tigers
(5 females and 4 males)
and 2 cubs
found in 2018.



Tiger density
is 0.38 adults
per 100 sq km,
slightly higher
than in 2016.



90 rangers given
SMART Patrol training



Other endangered species
found include **tapir,**
Asian elephant, dhole,
sun bear, gaur and
Fea's muntjac

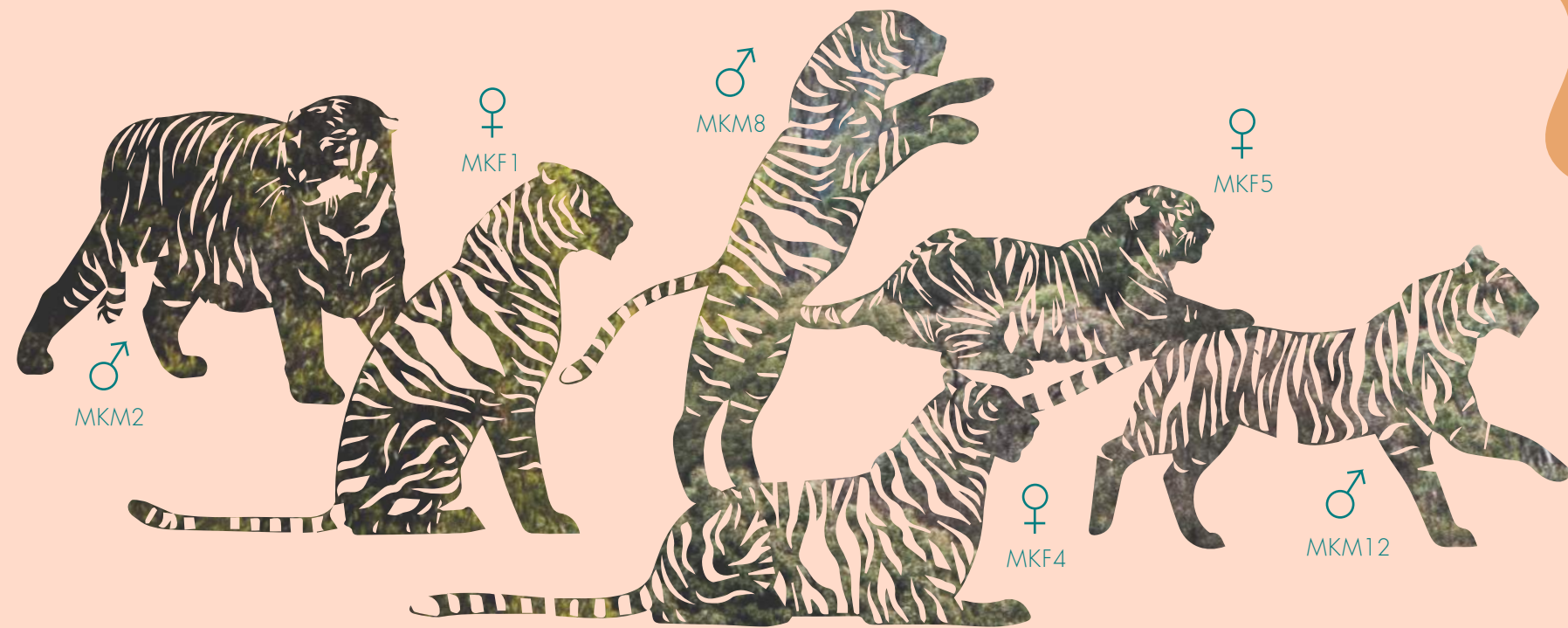


The tiger population in Mae Wong National Park and the Khlong Lan National Park (MWKL) has been monitored since 2012. In 2018, the research team identified nine adult tigers – five females and four males – as well as many other endangered species such as tapir, Asian elephant, dhole, sun bear, gaur and Fea's muntjac.

Long-term conservation of tigers and other wildlife requires effective protection and law enforcement, as well as cooperation from local people. To ensure this outcome, WWF supports the Department of National Parks, Wildlife and Plant Conservation (DNP) in the use of the Spatial Monitoring and Reporting Tool (SMART Patrol) to strengthen the tactics of patrolling, including providing security for forest patrol officers. SMART Patrol training was conducted for a total of 90 rangers. Each ranger learnt how to use a map, compass and GPS. Additionally, WWF, WCS and the DNP joined forces to build a central headquarters where SMART Patrol data is gathered and analyzed, with a view to improving patrolling and cooperation among conservation groups in the vicinity.

The Community Outreach team focused on educating students and villagers living near MWKL in order to provide a better understanding of tigers. The activity attracted 1,000 students from ten schools and 3,600 villagers from ten villages. The team also organized a tiger and wildlife recovery pilot project in four schools, creating artificial saltlicks in order to increase the mineral sources for tiger prey, including sambar, muntjac and gaur. Meanwhile, another activity, River Spy, involved the monitoring of water quality in both forests and communities. Focusing on tigers and wildlife in the ecosystem, these outdoor activities not only help students learn about the importance of nature, but also raise awareness about wildlife conservation and habitat preservation, especially in their hometown, Mae Wong and Khlong Lan. It also helps establish a sense of pride and appreciation of having wild animals such as tigers near their hometown. This is one of the sustainable ways that will help protect these endangered species to forever remain in the MWKL forest.

Resident tigers



New tigers found in 2018



**Tigers identified by camera traps in
Mae Wong and Khlong Lan National Parks in 2018*

02

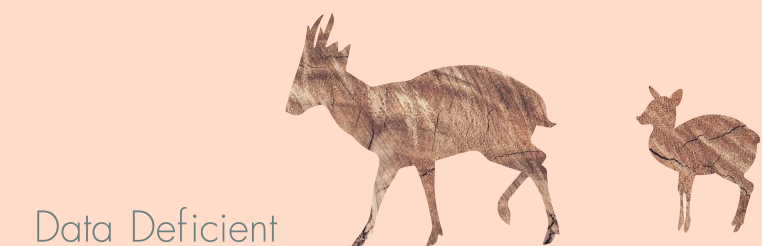
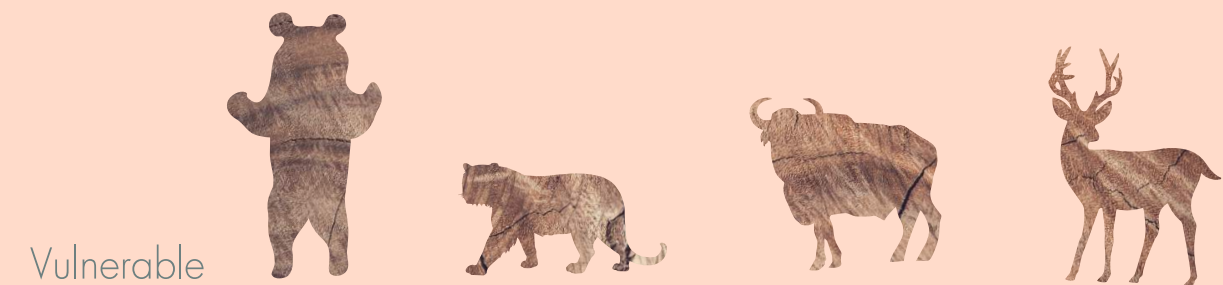
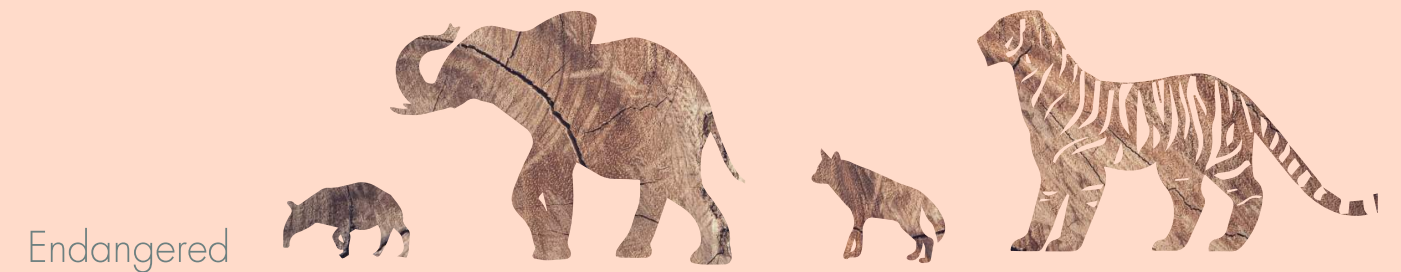
“*Collaboration in Kaeng Krachan Forest Complex*”

*: The Kuiburi Wildlife
Conservation Project*


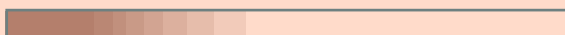






In 2018 the Kuiburi Wildlife Conservation Project collaborated with the DNP and WCS to improve monitoring of tigers and other wildlife in Kaeng Krachan National Park, the largest national park in Thailand. Camera traps were installed in sixteen locations and 32 species of mammal were identified, including pangolin, tiger, tapir, Asian elephant and dhole, leopard, Asiatic black bear, and gaur, golden jackal, red muntjac, leopard cat, Asiatic golden cat and Fea's muntjac, and mouse deer according to the IUCN Red List.

Camera traps installed in 16 locations
32 mammal species identified



Status of IUCN Red List

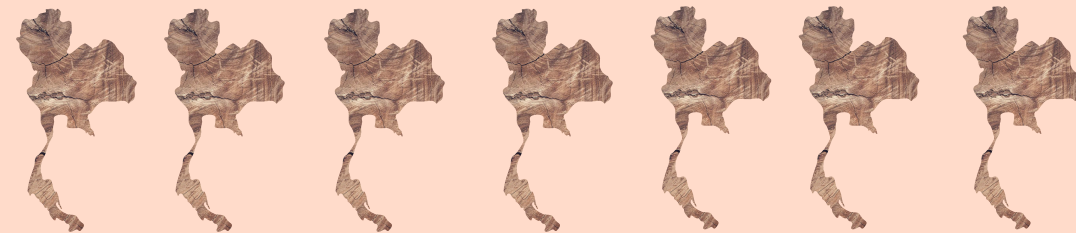
-  CR (Critically endangered species)
-  EN (Endangered)
-  VU (Vulnerable)
-  NT (Near Threatened)
-  LC (Least Concern)
-  DD (Data Deficient)



Patrol distance in 2018

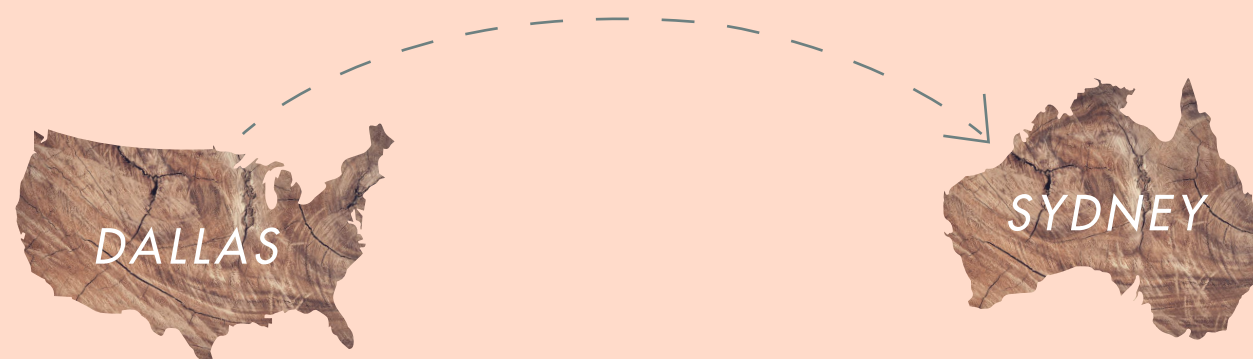
totaling 13,841 kilometers

*comparable to walking from
the northernmost to the southernmost
part of Thailand* **7 times**



or

*the distance From Dallas, United States,
to Sydney, Australia.*



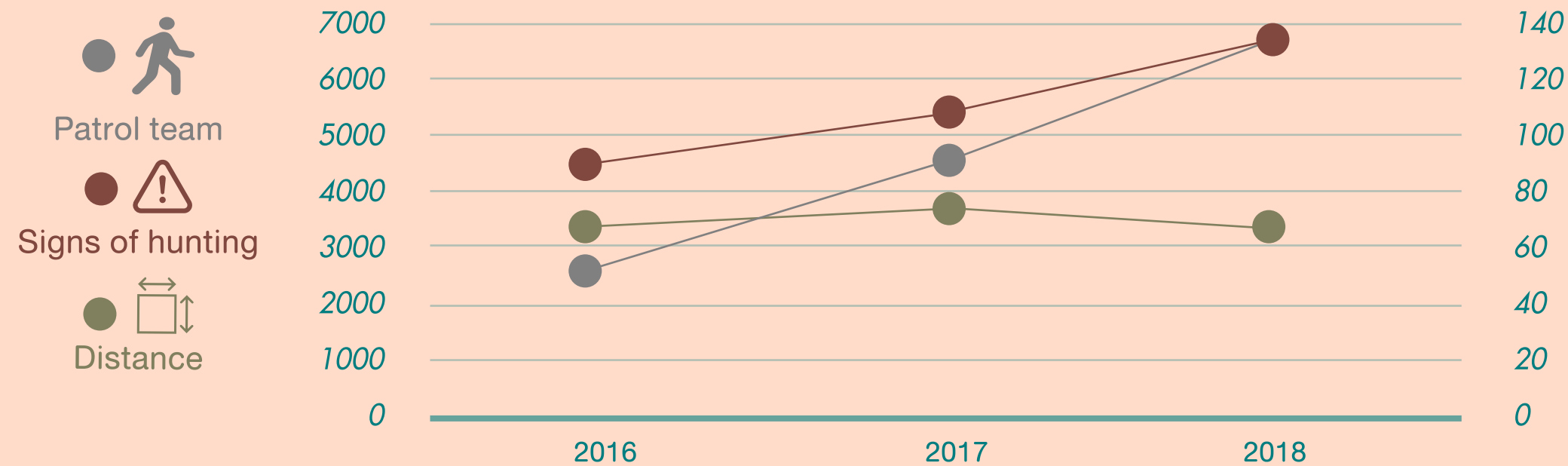
*50 forest officials participated in a
SMART Patrol training*

SMART Patrol training was given to 50 forest officials from Kaeng Krachan National Park, Kuiburi National Park, Chaloem Prakiat Thai Prachan National Park and Mai Nam Pachee Wildlife Sanctuary. This aims to create an effectiveness of patrolling tactics and also provide security for forest patrol officers. WWF is working in this forest complex alongside WCS and the International Union for Conservation of Nature (IUCN).

In 2018, rangers in Kuiburi and Kaeng Krachan conducted 992 SMART Patrols on 1,157 days and 165 nights, covering an area of 13,841 kilometers or 71.73 percent of the national parks.

992
SMART Patrols
conducted

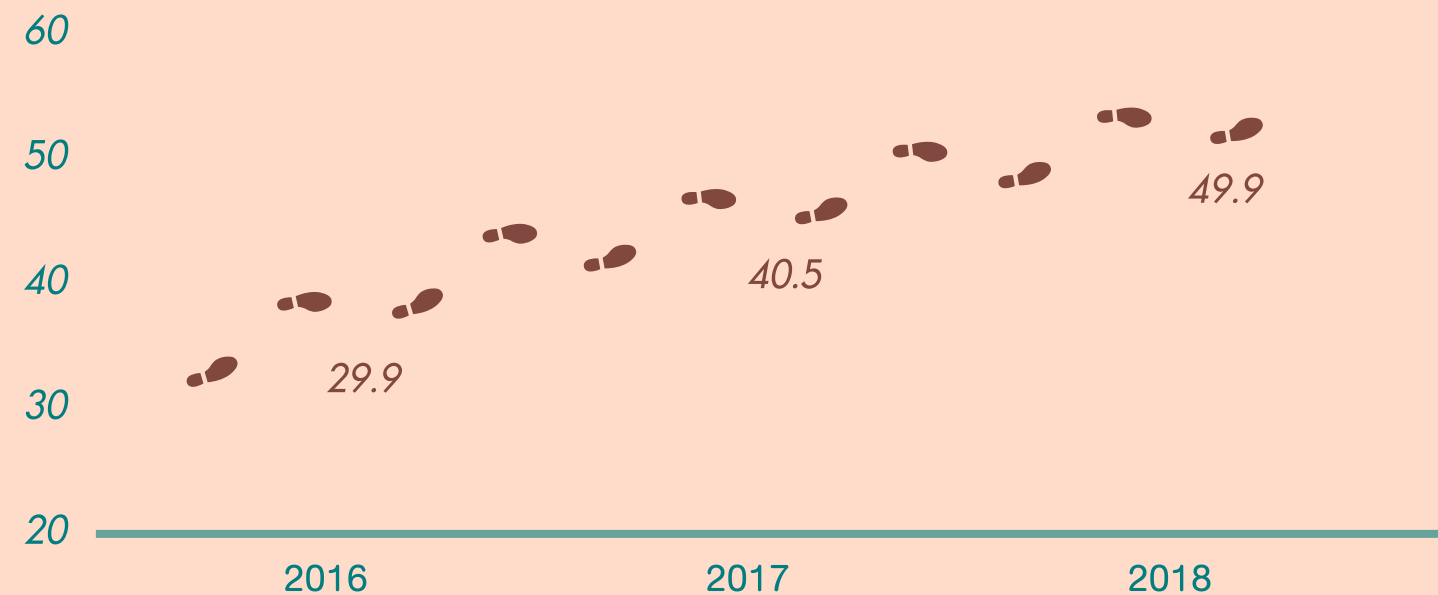
Patrol Comparison 2017-2018



Patrol team increased from 2 to 9 teams

In 2018, the number of patrol teams was increased from 2 to 9, as a result, more threats were discovered.

Distance in Discovery of Threat Factors in 2016 - 2018



Signs of hunting reduced to once every 50 kilometers

Foot patrol data from 2016 found showed of wildlife hunting once in every 30 kilometers. In 2017, signs of hunting were discovered every 41 kilometers and every 50 kilometers in 2018. This proves the effectiveness of a smart patrol training.

03

**“ Another Step
in Tackling
Illegal
Wildlife Trade ”**

**: The Illegal Wildlife
Trade Project**





2018 was a successful year for the fight against the illegal wildlife trade. The effective crackdown on the illegal ivory trade by the Thai government was recognized by the 70th meeting of the Standing Committee of Convention on International Trade in Endangered Species (CITES). As a result, Thailand graduated from the National Ivory Action Plan (NIAP) process. The Thai government has shown a determination to protect and suppress any illegal ivory trade and has now expanded its operations to cover other endangered species.

However, the fight is still far from over. WWF will continue to work with our partners to end the ivory trade in Thailand. The reason is that the current system, which permits the sale of domestic ivory, is unclear and causes confusion. The system leads to the laundering of illegal African ivory. As a result, it causes an increase in demand while making Thailand an infamous place where tourists can find and purchase ivory products.

WWF-Thailand, therefore, has collaborated with researchers from Thammasat University to study and propose options to further reduce and eventually end the illegal ivory trade. We have also worked closely with the DNP, as well as the private sector in the tourism industry, to educate tourists not to buy ivory products in Thailand.

Thailand, Myanmar and the Lao PDR are important transit points for the trade in endangered species and wildlife products trafficked from other countries in Asia as well as Africa. Therefore, the goal of this initiative is to reduce trafficking of wildlife within the Golden triangle, especially, the key target locations. The project focuses on enhancing collaboration between relevant agencies at the provincial level, strengthening law enforcement and improving the ability to prosecute, investigate and prevent illegal wildlife trafficking in the Golden Triangle.





SUSTAINABLE LIVING

04

**“ Strong Communities
for Sustainable
Natural Resource
Management ”**

**: The Civil Society,
Rights and Environment
Programme**





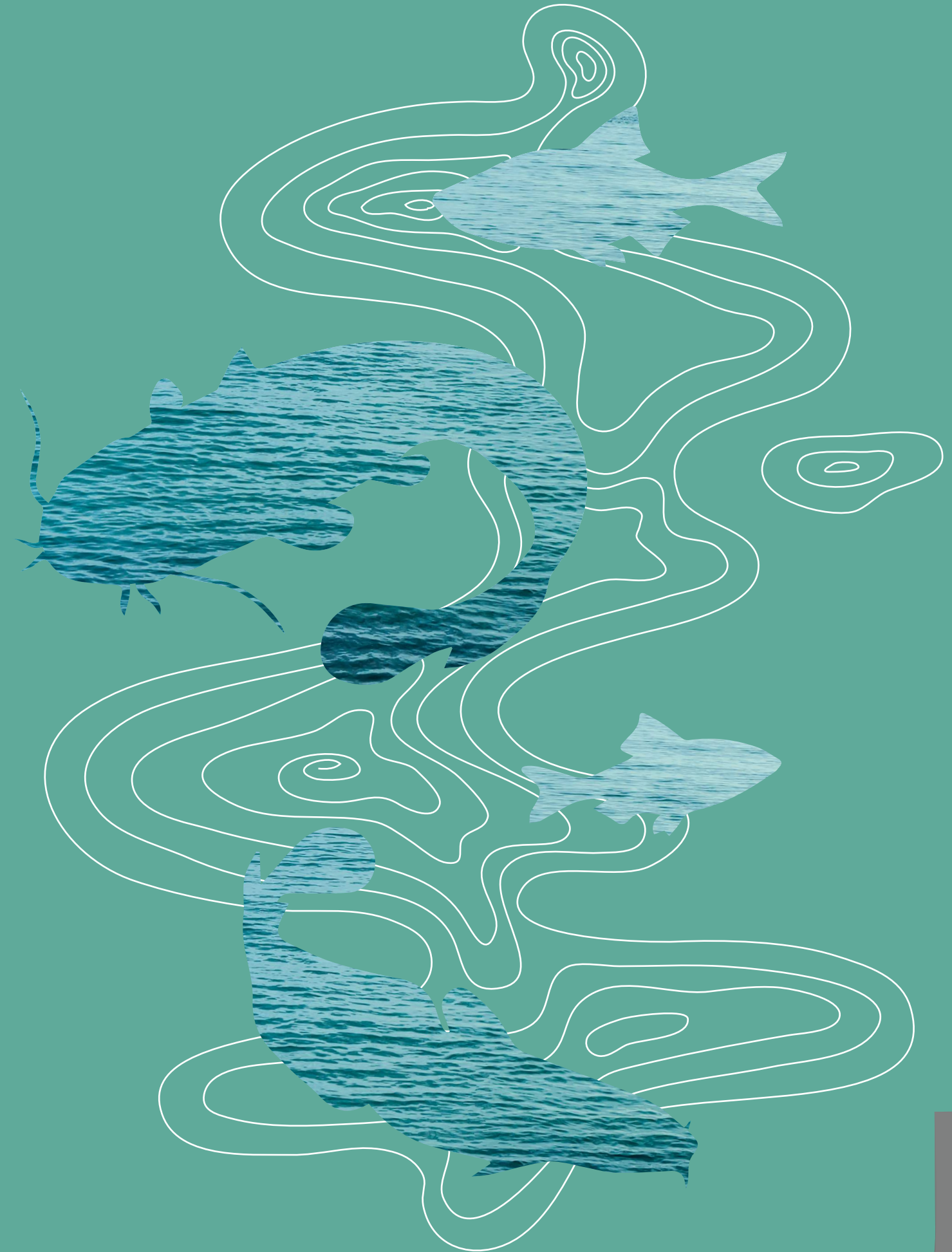
The community capacity building project for conservation received support from the Swedish International Development Cooperation Agency (SIDA) through WWF-Sweden. The goal is to strengthen the capacity of local communities to exercise their rights, influencing decisions and equitably receiving benefits from natural resources and contributing to the sustainable management of key ecosystems and habitats. The project will take place in 17 interventions in Africa and Asia, including Thailand, over a period of five years (2018-2022).

In Thailand, WWF has been working with a network of organizations which are the Seub Nakhasathien Foundation, Sattaphat - Kanchanaburi Rajabhat University, Sustainable Basin Development Promotion Association, and Kuiburi Tourism and Wildlife Conservation Club across five areas. In Mae Wong District, Nakorn Sawan Province, the project has mainly supported on alternative water management; in Sri Sawat District, Kanchanaburi Province, the project has supported improvement of natural resource conservation in conjunction with communities and government agencies; in Sangkhla Buri District, Kanchanaburi, the support is mainly focusing on the revival of culture and local wisdom for sustainable natural resources management in Phon Na Kaeo District, Sakon Nakhon, the work is focusing on the management of sustainable wetlands in Nong Han Lake; and the project in Kuiburi District, Prachuap Khiri Khan Province has supported the promotion of community capacity in sustainable tourism management and reducing human and elephant conflict.

05

**“ Protecting
the Mekong ”**

**: The Lao-Thai
Fisheries
Co-management
Project**





Vietnam

Laos

Thailand

Cambodia

The Mekong River is the twelfth longest river in the world and supports the world's largest freshwater fishery – where tens of millions of people are living.

However, the Mekong is now heavily affected by economic and social development, especially hydroelectric dams, water withdrawal for irrigation and sand mining. These developments are challenging the ecosystems of the Mekong and causing fish stocks to decline. The Lao-Thai Fisheries Co-management Project, a collaboration between Thailand and Lao PDR, aims to increase the fish population and improve community wellbeing in the middle level of the Mekong River. This three-year project is taking place in 19 villages in Lao and 15 villages in Thailand.



About 2.6 million tons of fish are caught each year



Fish provides 35 percent of protein intake for people living along the Mekong

The Mekong has the second highest number of fish species in the world after the much larger Amazon River



The habitat of the Mekong giant catfish and the Mekong giant stingray, the largest freshwater animal in the world

To date the Lao-Thai Fisheries Co-management Project has facilitated the creation of 15 fish conservation zones in the middle Mekong River where each zone has its own dedicated patrol committee. It has also supported additional income activities in 175 households across 10 villages, as well as enabled seven Thai fisheries officials to attend meetings twice in Lao PDR. It has also produced separate maps: one pinpointing the location of the target villages, the other pinpointing the location of the fish conservation zones.

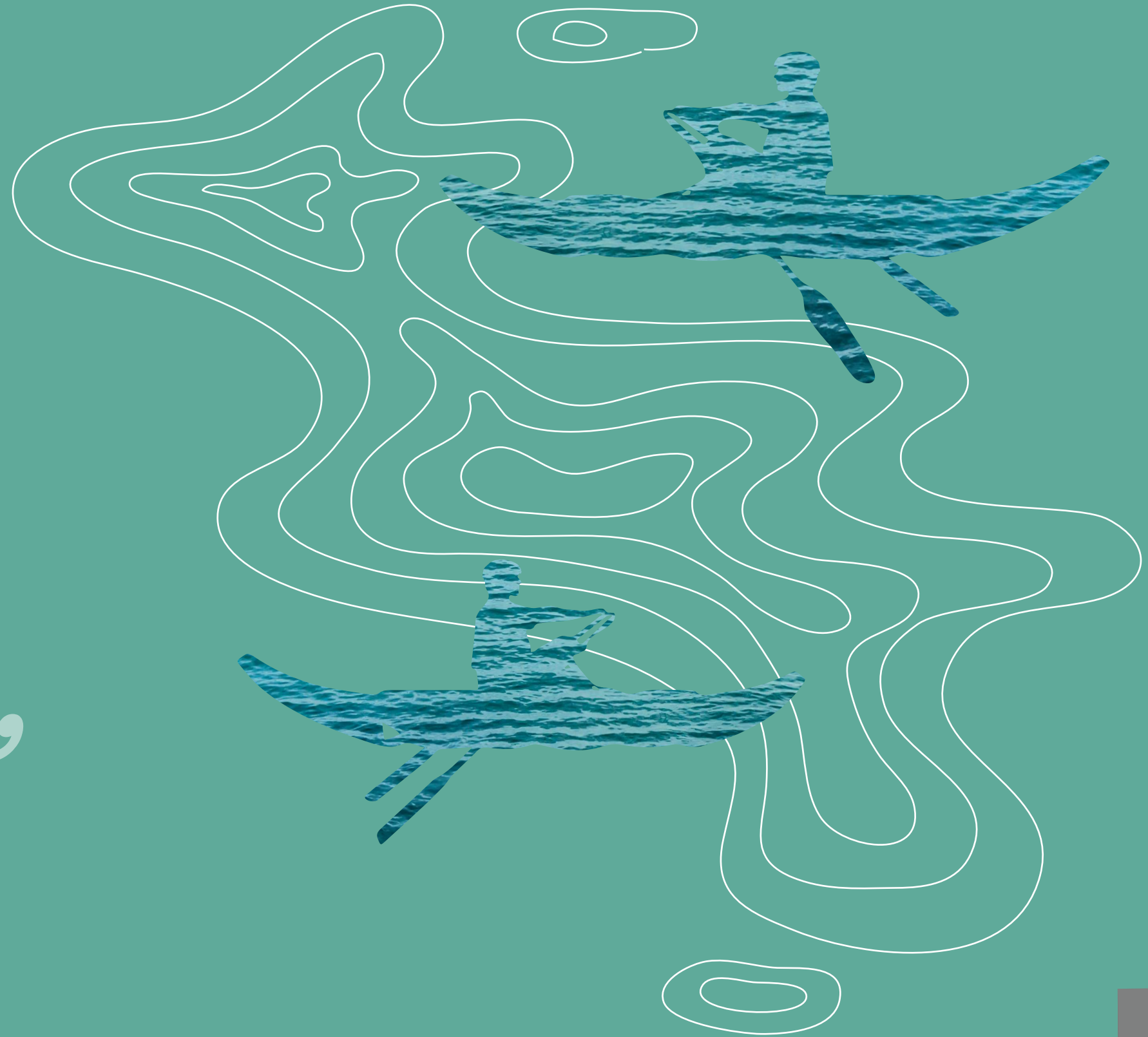
- 15 Fish Conservation Zones established
- Supported additional income activities in 10 villages
- Facilitated 7 Thai fisheries officials to attend meetings in Lao
- Created maps showing target villages and fish conservation zones
- Facilitated WWF-Switzerland delegate to evaluate the success of the project.
- Observed the fishing monitoring data in 4 pilot villages



06

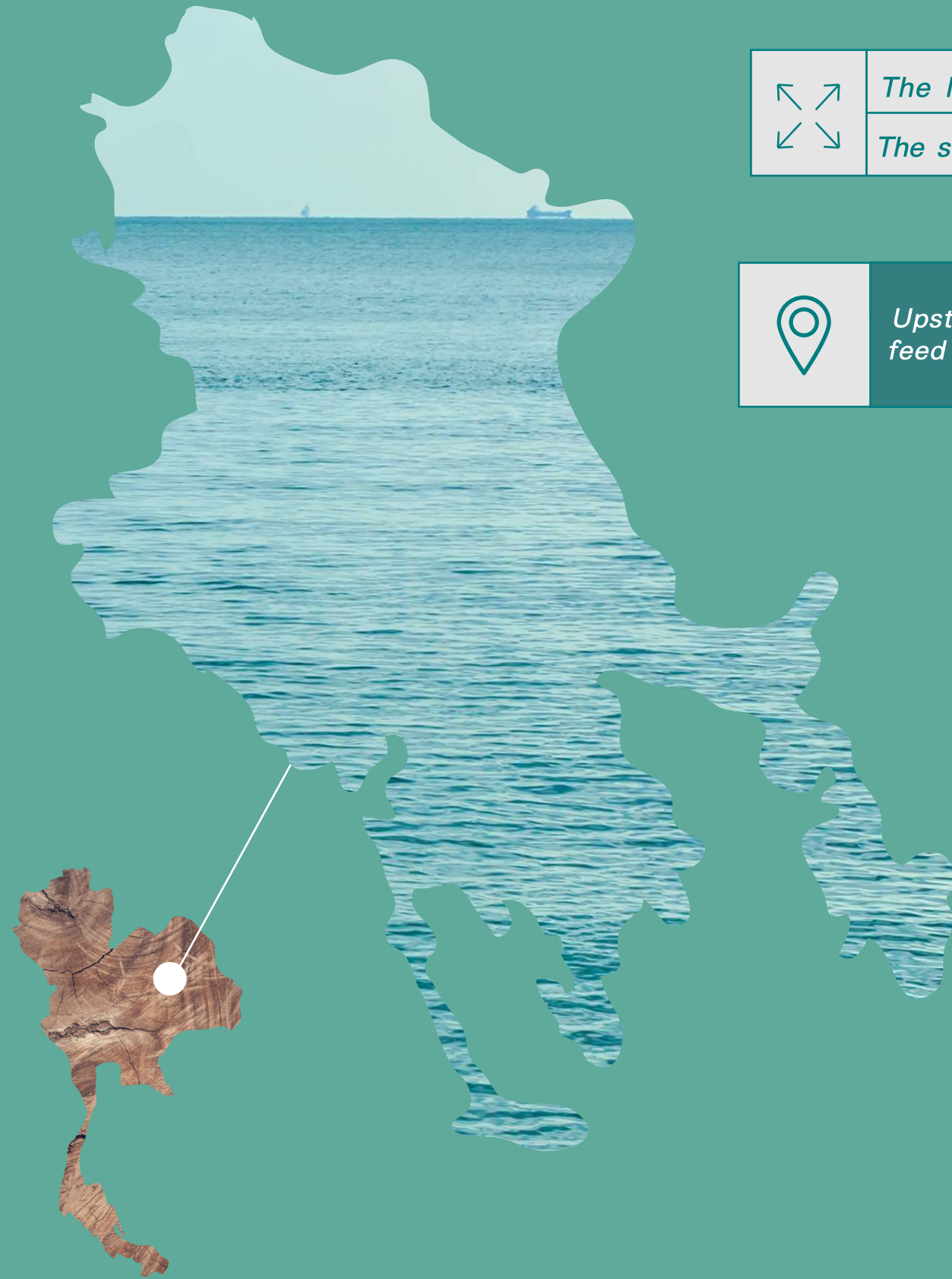
“ *The HSBC
Integrated Volunteer
Water Management
and Improvement
Project* ”

*: The Recovery of
the Nong Han Wetlands*



Nong Han wetland in Sakon Nakhon province was declared a wetland of international importance by the Thai government in 2001. It's marked as a very important conservation area and may in the future be nominated as a RAMSAR site.

On January 1, 2018, WWF and the Department of Freshwater Resources Conservation received support from HSBC to run a two-year project to help the community manage and restore the Nong Han wetlands. In its first year, the project has improved community well-being by providing more income and a better quality of life in 34 villages in the vicinity of Nong Han.



	<i>The largest freshwater lake in northeast Thailand</i>	
	<i>The second largest lake in Thailand</i>	<i>77,016 rai / 123 square kilometers</i>

	<i>Upstream sources from Phu Phan mountain range feed into the lake and drain into the Mekong River</i>
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	<i>The habitat of at least</i>	53 <i>species of fish</i>
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	<i>The habitat of at least</i>	156 <i>species of bird</i>
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	<i>Source of water for consumption, agriculture and industrial use</i>	
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- 34 villages experiencing higher incomes and quality of life
- 7 schools involved in water quality monitoring
- Delivered training session for water quality monitoring in networking school
- Facilitated volunteering activity involving water management in Ayutthaya for 120 HSBC staff volunteers
- 20 local community people trained
- 8 villages engaged in community forest management
- 17 villages engaged in wetland and water conservation in an area covering 703 rai
- 5 villages engaged in water hyacinth removal activities
- Collaborated with Kasetsart University to create Nong Han Wetlands biodiversity database



***“ Because
Sustainability
Depends on
Everyone ”***

***: Sustainable
Markets***



WWF facilitates understanding and strengthens connections between business organizations, financial institutions, government and farmers by applying the principles of sustainable development and adapting them to suit all sectors. The project achieves the goal of using economic mechanisms to grow by reducing disparity, promoting human wellbeing and reducing the destruction of the environment. In the financial and banking sector, WWF encourages financial institutions in Thailand to support investments that have a positive impact on the environment. In addition, WWF is working with the public sector to encourage farmers to use natural resources more wisely so that they can be passed on to the next generation.

From new databases to water quality monitoring networks, the collaboration between WWF, the Department of Freshwater Resources Conservation and HSBC has brought considerable change to Nong Han wetland. Administratively, it has assisted Sakon Nakhon province by setting up a Sakon Nakhon Provincial Wetland Board that serves as a mechanism to improve the management of Nong Han lake. In collaboration with Kasetsart University, we have also worked on the revising, improving and drafting of a database report that records biodiversity in the Nong Han wetland across eight categories: fish, plant plankton, marine plants, land plants, birds, changes in land use, water quality, and value of resource utilization. Meanwhile, an economic and social database system that records information about the participation of six fisheries in the village has been created. Public activities have included the creation of a youth surveillance network in seven schools to work on water quality monitoring at Nong Han wetland, a training programme for 20 people from local communities, and the facilitation of a two-day water management course, held both in Ayutthaya province and at Nong Han wetland, for 120 volunteer staff from HSBC.



Additionally, the HSBC Integrated Volunteer Water Management and Improvement Project has supported the management of community forests in eight villages over a total of 265 rai, wetland and water conservation activities in 17 villages covering a total of 703 rai of land. The project has also supported seedling nursery activities on a household level in one village, and overseen water hyacinth removal activities and its conversion into organic fertilizer in five villages. Finally, it has organized a public relations meeting to introduce the project and its goals to 25 members of the local media.

07

**“ Towards
Sustainable
Seafood
Production ”**

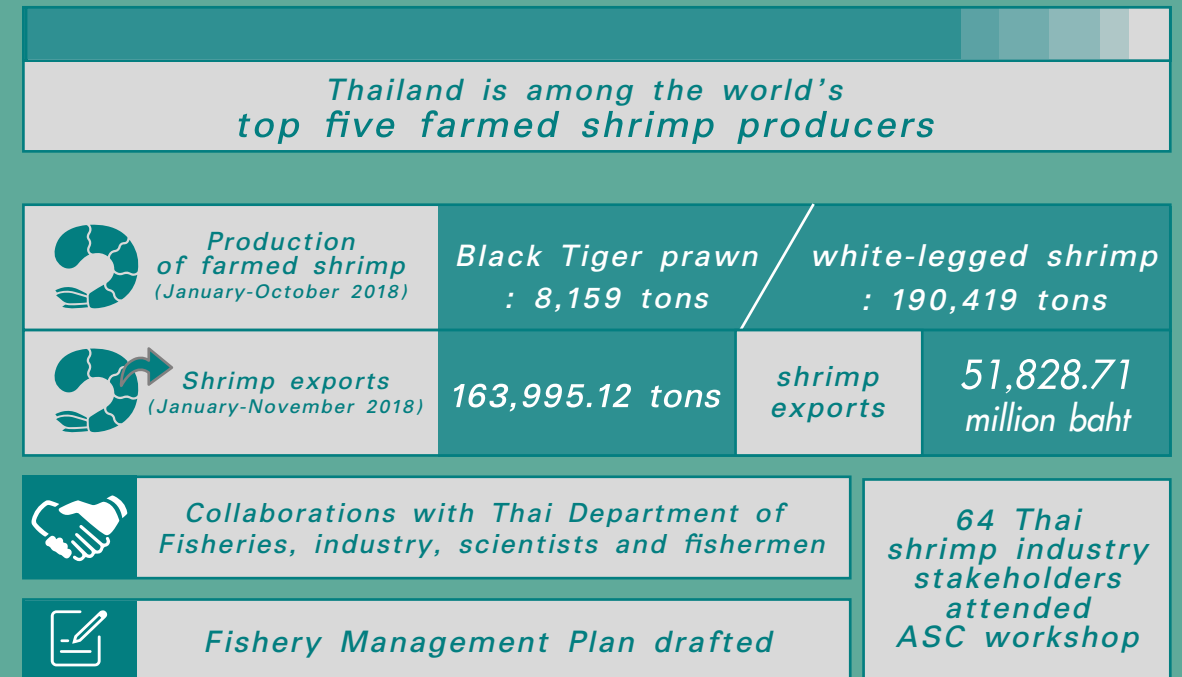
**: The Sustainable
Aquaculture Project**



Thailand is among the world's top five farmed shrimp producers. This industry brings economic benefits to Thailand, but also many problems such as mangrove forest encroachment, wastewater discharge, illegal fishing and unfair labor practices. WWF is working with farmers and shrimp processing exporters to introduce international standard certification, including guidelines that will lead to sustainable seafood production, environmentally-friendly practices and a greater sense of social responsibility.

The Shrimp Aquaculture Stewardship Council (ASC) certification process focuses on the importance of both environmental and social issues, as well as maintaining important habitats such as mangrove forests. ASC requires shrimp products to be antibiotics-free while the shrimp must be fed traceable shrimp feed that comes from responsible fishing, efficient wastewater management systems, and that no child labor or forced labor is involved. Workers must receive fair wages and work in a safe environment with clearly defined working hours.

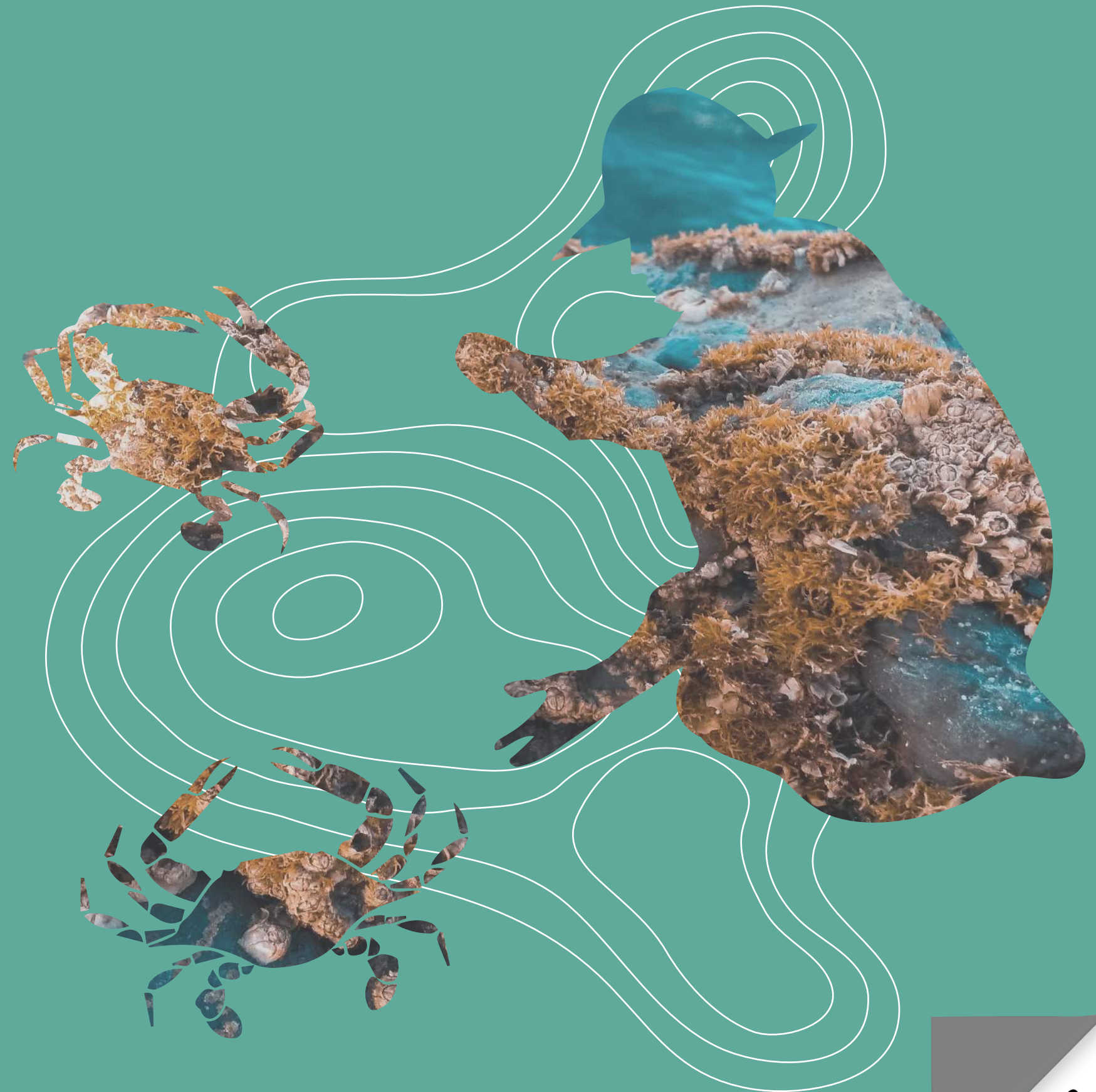
One notable success in 2018 was the training on ASC standards for shrimp farms and the exchange of knowledge from other shrimp producing countries. The project aims to inform Thai shrimp producers of the demand for certified shrimp products in various countries around the world, including Thailand. In addition, the certification process was explained, standard requirements were established and knowledge was exchanged with Vietnam, Indonesia and India on the implementation of ASC certification. Sixty-four participants, including shrimp farm operators and shrimp processing plants, the Thai Shrimp Association, Thai Frozen Food Association, Department of Fisheries and Faculty of Fisheries and Kasetsart University, attended a workshop to discuss and learn from other manufacturing countries.



08

“Returning Aquatic Resources to the Thai Sea”

: The Sustainable Fisheries Project





 **31,200 tons**  **5,453.1 million Baht**



 **21,200 tons**  **1,030.1 million Baht**

(Fisheries statistics of Thailand 2016,
Department of Fisheries)

Thailand is the world's third largest seafood exporter, but aquatic resources have declined steadily over the past three decades. WWF believes that international certification standards are one of the market-driven tools that help to restore aquatic populations and sustainably manage marine resources. But due to different requirements, the standard is quite high. Therefore, the Fisheries Improvement Program (FIP) was set up to gradually improve fishing conditions and practices in order to move towards the certification standards.

Blue Swimming Crab

WWF has been working with Thai Department of Fisheries, industry, scientists and fishermen to increase the population of blue swimming crab in the sea and reduce the environmental impact of fishing them. The main achievement of fiscal year 2018 was the drafting of the crab fishery management plan, or the Fishery Management Plan (FMP). It is the first such plan to focus on the management of specific aquatic species that covers the indicators according to the Marine Stewardship Council (MSC) standards for fisheries-specific fishery management systems, including :

- (a) fishing objectives,
- (b) decision-making processes,
- (c) compliance and enforcement of laws,
- (d) follow-up and evaluation.

The evaluation of the implementation of the first year project has gained level A from fisheryprogress.org, which is a powerful website resource that tracks the progress of FIP projects worldwide. The Blue Swimming Crab Fishing Improvement Program is the first and only FIP in Thailand being reported on this website.

Longtail Tuna

After a joint meeting on the development of the Longtail Tuna Fishing Improvement Project this past year, the stakeholders of the project agreed on an action plan and started to implement the project in May 2018. This led to the signing ceremony for the Joint Declaration on Intent of the Fisheries Improvement Program in the Gulf of Thailand by the Department of Fisheries Southeast Asian Fisheries Development Center (SEAFDEC), Thai Tuna Industry Association and WWF.

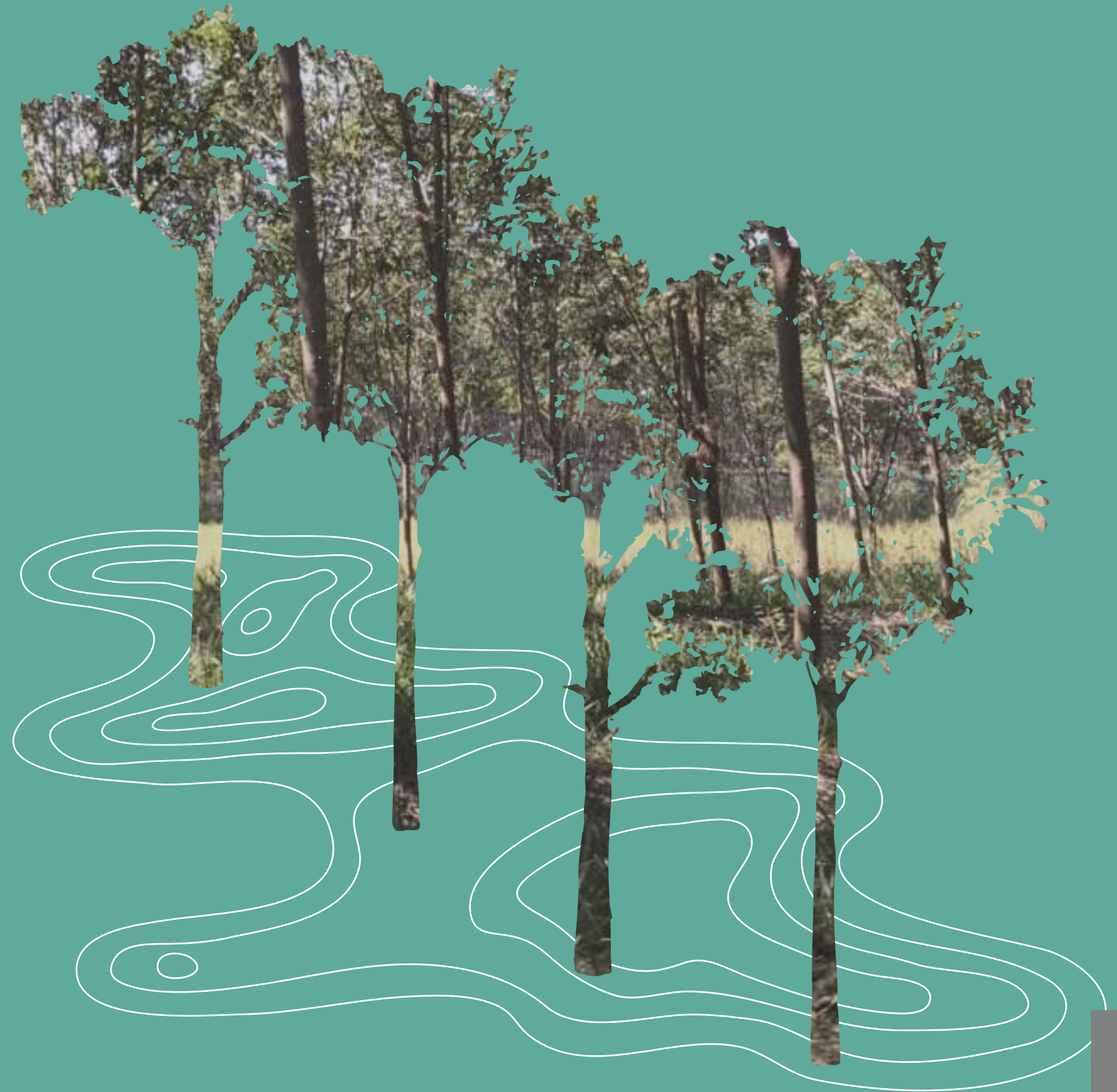



This declaration of common intent is a standard procedure for strengthening the cooperation and coordination among government agencies, the private sector, NGOs, regional organizations and shareholders in achieving a common goal – the sustainability of longtail tuna resources. The commitment signed by all four participants in Thailand shows that a unified effort can be initiated and applied in sub-regions such as the Gulf of Thailand to improve the current management of longtail tuna.

09

*“ Living with
Rubber
Sustainably ”*

***: A Sustainable
Rubber Plantation
Project for Small
Farmers***




 Total export value of **2.9** billion baht

Feeding the lives of **1.4 million** farmers



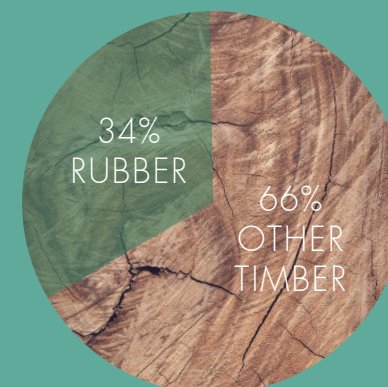
Rubber Research Institute, 2017

A perennial plant that supports millions of farmers, rubber is one of the top economic crops in Thailand, but price controls and market mechanisms still depend on large buyers who direct the market to meet the needs of consumers around the world.

	Billion USD	Billion THB
From Latex	7	217
From Wood	2	73
Total	9	290

Export value of rubber products and rubber woods, Jan-Oct 2018
 (Source: Industry report of rubber and rubber wood products by the Office of Industrial Economics together with the Plastic Institute)

The worldwide demand for sustainably produced rubber and rubber wood that does not lead to deforestation and other negative environmental impacts is very high. Approximately one third of Forest Stewardship Council (FSC) certified forests are rubber plantations.



Comparison of rubber plantations to other forest types that have been certified according to FSC standards in Thailand.



Rubber plantations and project areas



The Sustainable Forestry Project

WWF's work focuses on improving the sustainability of the entire rubber product chain, from upstream to downstream, through small farmers to the business sector, as well as the distribution of products like latex and rubber wood. The process considers small farmers as the key driver to create a sustainable product chain. WWF-Thailand's area of the Sustainable Forestry project includes Songkhla, Rayong and Buengkan.

The work of the sustainable rubber project has simultaneously driven among three sectors. The first aim is to resolve the long-standing issue of land tenure. The second is to support the establishment of international standards for sustainable forest management that are appropriate in the Thai context. And the last is to build up the capacity of small farmers so that they can meet international sustainability standards. This will increase marketing channels and product value and enable small farmers to compete on the world market and get a higher return for their products.

	Number of Times	Number of Participants
Meetings	11	434
Workshop or training run organized by WWF	9	315
Total	20	749

Participation in activities of the Sustainable Rubber Plantation Project for subsidiary Farmers in 2018

10

“ Sustainable Economies and Environmental Conservation Share the Same Goals ”

: The Sustainable Finance Project



In the past year, WWF has increased coordination and participation with bank associations, regulators and commercial banks in Thailand. By focusing on creating an understanding on the importance of the roles and responsibilities of the banking sector as a financial intermediary, we encourage banks to drive the economy toward sustainability, including measures to mitigate climate change.

In November 2017, WWF organized a seminar on the topic of “Risks Related to The Seafood Industry and Water Resources”; in cooperation with the Stock Exchange of Thailand (SET). This aimed to warn the banking and seafood industry sectors of such risks. The seminar helped banks develop their ability to integrate environmental and related social measures as part of the policy implementation and in the decision-making process. As for the main operations of banks, such as credit and investment, the content of the seminar also highlighted the environmental and social issues related to the seafood processing industry, covering the entire supply chain. The seminar also highlighted how banks can support customers to transition to sustainable practices and activities. The seminar also focused on water resources and the risks associated with other industry sectors. WWF invited speakers from the business sector who are bank customers to share their experiences about water resource management, as well as the impact of water-related risks on the business supply chain.

In addition, the working group on Sustainable Financial Projects in the ASEAN region presented a report, named “Sustainable Banking in ASEAN”, on the assessment result of Environmental, Social and Governance (ESG) aspects of banks. The report evaluated the disclosure of 34 banks in six ASEAN countries, including seven commercial banks in Thailand, based on the framework of Six Pillars of robust ESG integration. Conducted annually, this assessment is one of the tools for stakeholders in monitoring the progress and integration of ESG in Thai banking sector.



In other for sustainable financial practices take root in Thailand, WWF will continue to engage with key stakeholders, as well as bring in relevant knowledge from its network, to support and help develop the capabilities of Thai banking sector.



URBAN DEVELOPMENT

11

*“From Pilot Schools
to Conservation Work
with the Community”*

***: The Youth
Water Guardians
Programme***





In 2018, a water conservation youth learning center was built at Sakleewithaya School in Ayutthaya province. Considered as the first water resource learning center in Ayutthaya, the center is the outcome of a cooperation between WWF and the Nestlé Company to share knowledge about the importance of water resource management. Displays in the center show the importance of water, the way of life between communities and rivers, ecosystems, and guidelines for water resource conservation. Students from the Sakleewithaya School serve as facilitators in various stations, including a rotating exhibition where students from the youth network from 16 schools take turns to organize the show.

In addition to water conservation activities, Sakleewithayaa School also held activities to preserve the Kanom-Chin, which is an important and major heritage canal that villagers use for water for farming, traveling and fishing. Unfortunately, the water quality was very poor and there were lots of trash in the canal. Community people from four sub-districts came together to form the Kanom-Chin Canal Conservation Working Group. And in July 2018, the community successfully brought back their local festival by organizing a water candle parade for the first time in 30 years. This event renewed their focus on the river through the restoration of lost cultural traditions.



16 schools participated



1,077 students from 16 schools participated in Youth Water Guardian project



4 Outstanding Projects



12

*“ The New
Generation
Helps Change
the World ”*

**: The Eco-Schools
Programme Statistics**





This year marks the 25th Anniversary of Eco-School program establishment. The aim of this program is to empower these environmentally conscious youths to lead the world towards the sustainable future. Currently, 68 countries across the world have participated in the program, including Thailand where WWF takes lead as a National Operator, together with the strong support from IKEA Thailand.

In May 2018, a big success needs to be addressed when the three schools which are Klongratumratutit School, Rattanakosin Sompotch Bang Khen School and Ritthinarongron School, received the Green Flag Award. The achievement proves that the environmentally educational activities are recognized internationally. Furthermore, WWF-Thailand expands the work by organizing the workshop on biodiversity for 20 Eco-schools at Rama IX park. Eco-Schools Programme has also built a strong relationship across the networking schools in Southeast Asia. In December 2018, students and teachers from Rattanakosin Sompotch Bang Khen School were selected to participate in the International Eco-Schools Conference with WWF-Malaysia at Perak, Malaysia. During this, the participating students from Malaysia, Thailand, Singapore, Philippines and Indonesia gained broader knowledge and valuable experiences by exchanging ideas on how to improve the management of the school's project and community environment.

20 schools participated in Eco-School training



3 schools received the Green Flag Award



13

**“Consumption
is a Big Deal!”**

**: The Sustainable
Consumption and
Production (SCP)
Project**



Food is one of the essential requirements of life, but our eating patterns today are creating unintended burdens on the ecosystem. In addition, unsustainable food production that relies on hazardous chemicals has had a negative impact on Thai environmental quality. This unsustainable food system has become the biggest threat to forests and ecosystems throughout the country. Implicit in WWF's drive to build a low carbon society through sustainable consumption and production – a project which has the support of the International Climate Initiative (IKI) – is the belief that the way we consume and produce food can help protect the environment. The project, therefore, covers the entire supply chain. WWF works with relevant partners in many sectors to solve problems and take actions to restore the food system, biodiversity and mitigate climate change.



Over 700 farmers attended sustainable production workshops



Over 2,500 rai of maize converted from single chemical agriculture to agroforestry, perennial plants, and organic crops



More than 35 network partners

Growing maize in Thailand takes up more than 5 million rai (800,000) hectares of former forest land.

The main activities of the project are as follows:

- **Working with organic farming groups to promote sustainable production.**

Since December 2018, the project has cooperated with farmers and communities in Chiang Mai and Nan provinces. WWF and its network of partners conducted a total of 36 workshops to share knowledge with more than 700 farmers to demonstrate how organic farming and agroforestry can be mainstreamed. The project helps to conserve forested hillsides, watersheds and ecosystems. To date, more than 2,500 rai of maize cultivation (or 900 acres) have been transformed from single chemical agriculture to agricultural agroforestry and organic crops. In addition, the project also co-founded the FLR349 (Forest and Landscape Restoration 349), a funding initiative based on the King's Philosophy of "Three Forests, Four Benefits" that promotes the development of a model value chain for farmers living in watershed areas that restores forests, ensures stable careers, and improves food safety.

- **A commitment to sustainability**

The project has cooperated with more than 35 network partners from government agencies, the business sector and civil society to integrate sustainable consumption and production principles into government policies, the work of the business sector and the way of life of consumers. WWF has also worked with educational institutions and government agencies to conduct a joint research project on the maize supply chain and sustainable agriculture in Thailand.



- **Improving product traceability**

The project worked with retail business groups and community enterprises to develop a food traceability system and innovations that encourage consumers to access source of production information about farmers and their planting methods. This is done through the use of remote sensing technology, weather forecasts in specific areas, and smartphone applications. Other important parts of the project include the promotion of participatory guarantee systems for organic agriculture (PGS) and policy tools for government.

- **Empowering Consumers to Eat Better**

Most consumers nowadays are still unaware of the environmental impacts of their food consumption choices. To better understand attitudes and behavior regarding the food they purchase on a daily basis, WWF conducted a consumer survey among the urban population. This found that while consumers look for clean, fresh and affordable food, price is the top determining factor for making a purchase. Overall, it revealed that consumers still lack awareness of food production processes, environmental impacts and food sustainability. Since January 2019, the project has promoted a campaign, Eat Better, that aims to spread knowledge and stimulate awareness about healthy food and the environment. A total of eight activities were held, including on social platforms that reached 32 million readers across the nation. Eat Better activities also reached consumers and created communities for sustainable consumption and production, with more than 2,500 people offering continuous support to the campaign.



14

“*Climate-Friendly
City*”

*: One Planet City
Challenge
(OPCC)*





Cities are the source of more than 70% of the world's greenhouse gas emissions.

34 participating Thai cities



10 cities nominated to cities challenge competition



Yasothon Town Municipality named as best practice city

Over half of the world's population lives in cities, but cities produce more than 70% of greenhouse gases in the world. With their populations and economies growing, cities will produce even more greenhouse gases in the future unless significant emissions reductions are implemented.

As climate change threatens fast moving economic and social development, more local authorities are getting involved in solving environmental challenges of cities such as climate change. Therefore, policy implementation and public involvement of cities are considered as major factors that will drive the world forward to achieve the goal of the Paris Agreement which aims to limit temperature rises to less than 1.5 degrees.

The One Planet City Challenge(OPCC), formerly known as the Earth Hour City Challenge Project, runs every two years to encourage cities around the world to become climate-friendly. WWF started the project in 2013 and currently, 34 cities in Thailand have participated in the project. Provided with goals and action plans to cope with climate change, they aim to lead urban development towards a sustainable low-carbon society in the future.

During the OPCC 2017-2018, WWF-Thailand nominated 10 cities to compete in world's city challenge with 132 other cities from 23 countries around the world. All these cities have started implementing their policy and public engagement towards a sustainable city focusing on low carbon emissions. Yasothon Town Municipality won the national award in Thailand and has impressed the board of directors by strengthening local leaders and community participation in order to improve the efficiency and sustainability of the city's transport systems.

This project not only focuses on increasing the ability of the city to reduce – and adapt to – the effects of climate change, but also aims to sustainably solve problems on the infrastructure level. Improving quality of public transportation to reduce CO2 emission and creating bike lanes and footpaths are among the methods which aim to move the cities towards a low-carbon sustainable future.



Individual Fundraising Projects

Fundraiser Field Trips

The significant key successes of the individual fundraising program at WWF-Thailand is to build more diligent and enthusiastic fundraising officers. In 2018, WWF-Thailand organized two off-site training activities at Kuiburi National Park so that our fundraising staffs could learn about elephants and wildlife conservation, including the method to improve the habitat of animals. Additionally, WWF-Thailand also organized a field trip to the Water Conservation, project at Nong Han Wetland in Sakon Nakhon province, to give the selected fundraisers a broader knowledge about landscape protection and community engagement areas of work. The off-site training creates a better understanding for fundraisers and gives them a heartfelt experience that will build more passion for working as a fundraising officer.

WWF Merchandise Fundraising Project

New eco-friendly merchandises were launched throughout the year 2018 to respond to a positive feedback of WWF-Thailand supporters. Merchandise included high quality 100% organic T-shirts, portable water bottles, poo-poo-paper notebooks, eco tote bags and bioplastic new year's gift set.



2 field trips organized in 2018



Member Donor acquisition rate increases by 50%

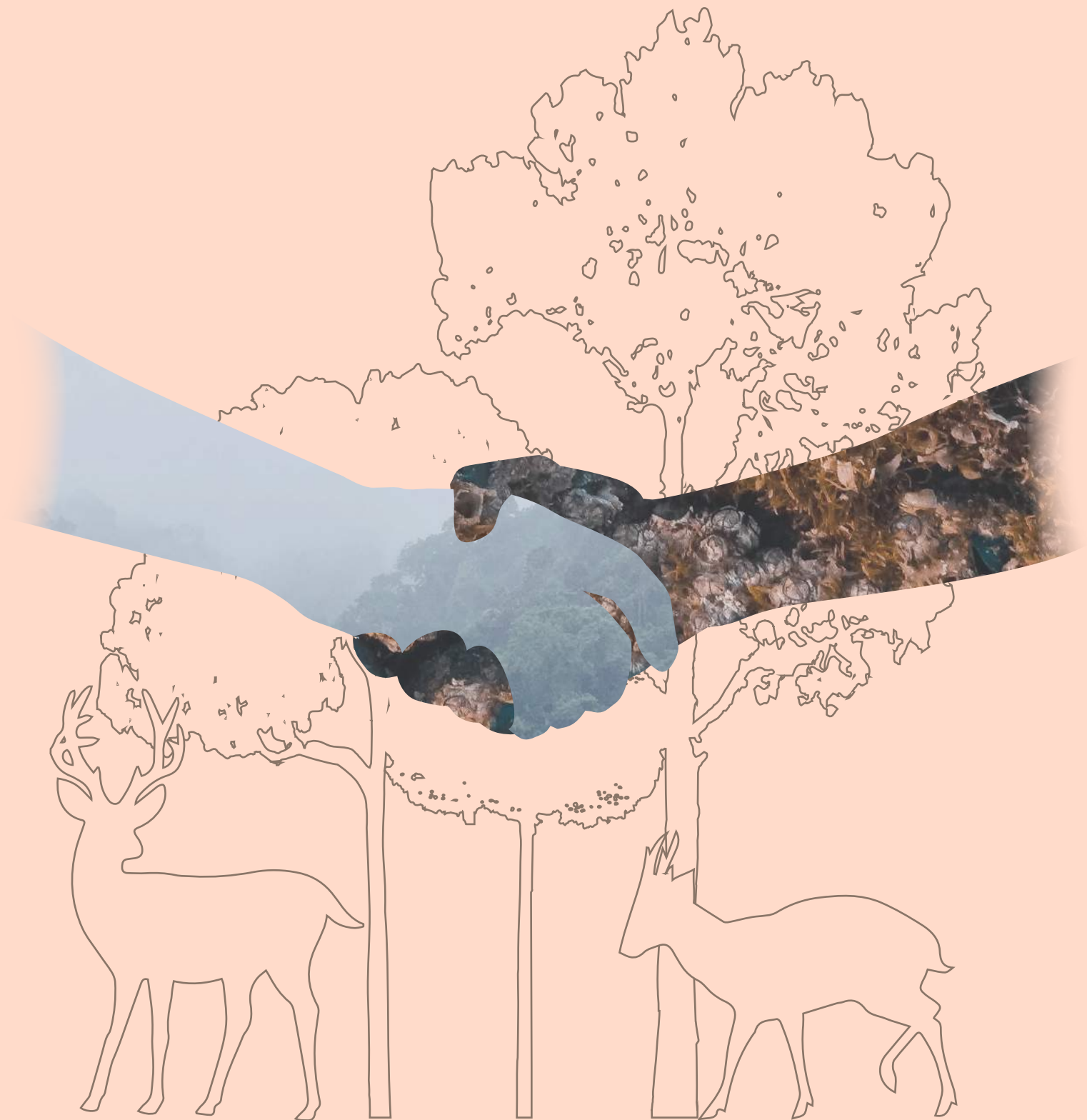


Limited Edition merchandise first launched



CORPORATE ENGAGEMENT: ***Working with the corporate sector***

WWF works to harness the power of the global marketplace into a force for conservation. By engaging with companies, WWF helps reduce their negative impact by providing a sustainable production process including practices, supply chains and business models. This helps protect endangered species and preserve the planet's rich biodiversity and ecosystem for future generations. In addition, more sustainable supply chains, more efficient means of production and better risk management are in the best interest of companies, people and the planet. WWF believes that since the world's most important habitats and natural resources are affected by companies' practices, WWF will continue to work with the corporate sector to lead the world towards a sustainable future.



Notable projects in 2018 include:

● **HSBC, Integrated Volunteering Water Management and Improvement Project**
Wetlands and other water sources are often used inappropriately and managed poorly in Thailand. Pollution, urban development and lack of proper conservation mechanisms are putting the country's water resources at risk. In this project, HSBC volunteers used the test-and-reapply method to improve the situations in both Ayutthaya and Nong Han Lake in Sakhon Nakorn Province while making changes to the way local communities use freshwater resources. Working with local stakeholders and the WWF team, volunteers identified fresh perspectives and ideas on water resource conservation while conducting fieldwork in Ayutthaya. Subsequently, these findings and tested solutions were applied to Nong Han to address the water resource issues there. The WWF team will continue to support the volunteers throughout the project to ensure that they deliver efficient solutions and effectively transfer knowledge on water management and pollution reduction to the communities at Nong Han.

● **B.GRIMM, Tiger Recovery Programme**
For over five years, B.Grimm has supported the Tiger Conservation Project at Mae Wong National Park and Khlong Lan National Park, which are both located in northwest Thailand's Western Forest Complex (WEFCOM) and home to the largest tiger population in Southeast Asia. B.Grimm has directly supported successful strategic activities such as the opening of a tiger information center for tourists and the launch of a SMART Patrol program to train park rangers and improve their patrolling capabilities. These initiatives are designed to foster public understanding and support for tiger conservation, as well as to increase the forest area.



How the Communications Department promotes conservation

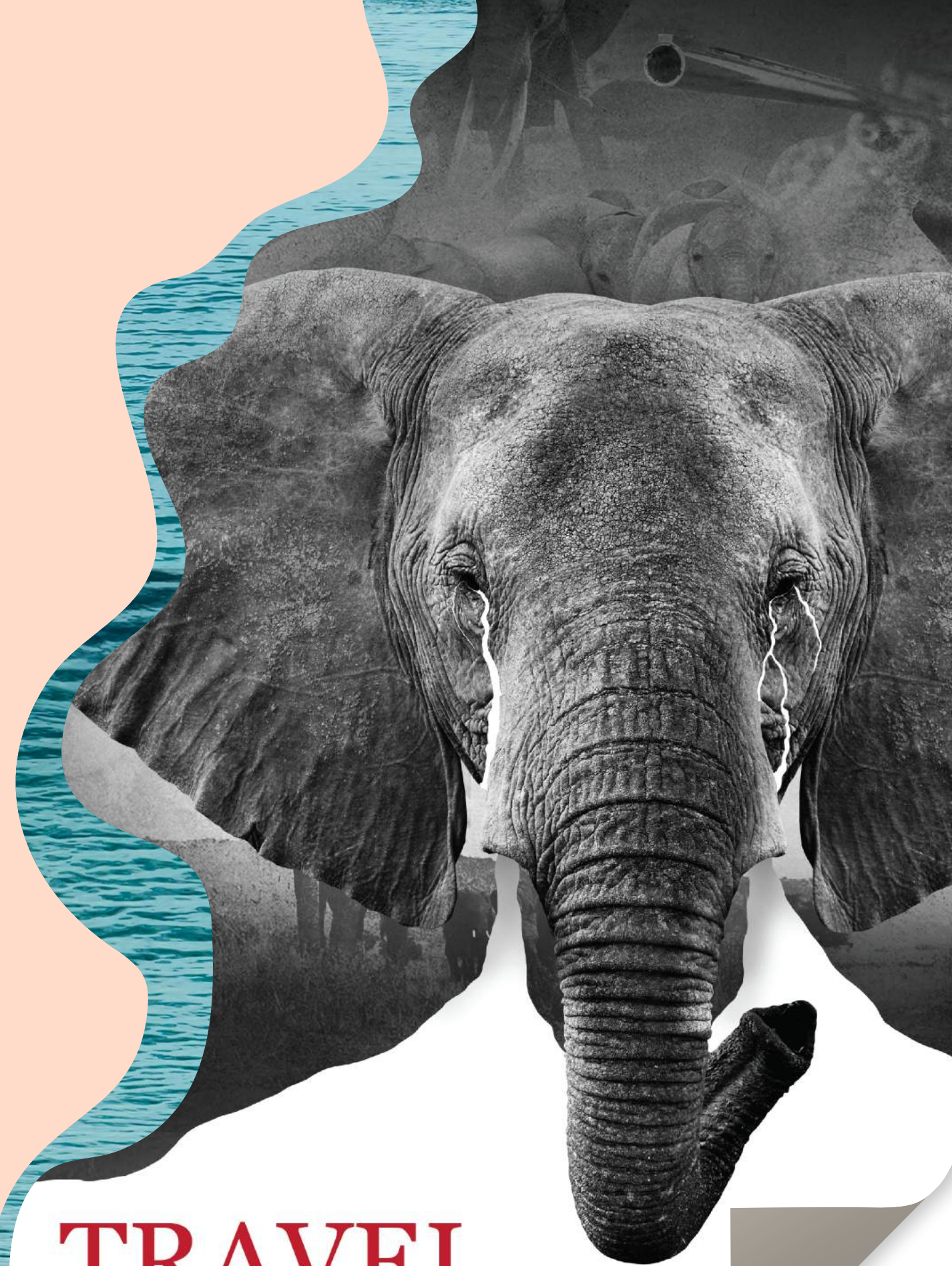
The Communications team plays an important role in supporting the conservation work of WWF by generating public understanding and support for our projects. Without long lasting public support, we will never achieved our long-term objectives. The Communications team has skillfully used social media such as Facebook, Twitter and Instagram to reach and engage the younger generation with our conservation messages.

In 2018, WWF and Tiger Beer Thailand joined together to organize a fashion exhibition at Siam Center. The Rare Stripes collection featured 16 fashion creations designed by famous artists from around the world. The famous Thai actor 'Tik' Jerdaphon Pholdee came to publicize the event and help with fundraising. Sold through popular online TV channels, the Rare Stripes collection and tiger scarf collection, designed specifically for Thai people, were sold out in just a few days. In October 2018, WWF cooperated with the Tourism Authority of Thailand, the Department of National Parks, Wildlife and Plant Conservation and Nok Scoot Airlines to exhibit a life-size resin sculpture of a mother and baby African elephant for the Travel Ivory Free Campaign at the Bangkok Art and Culture Center.



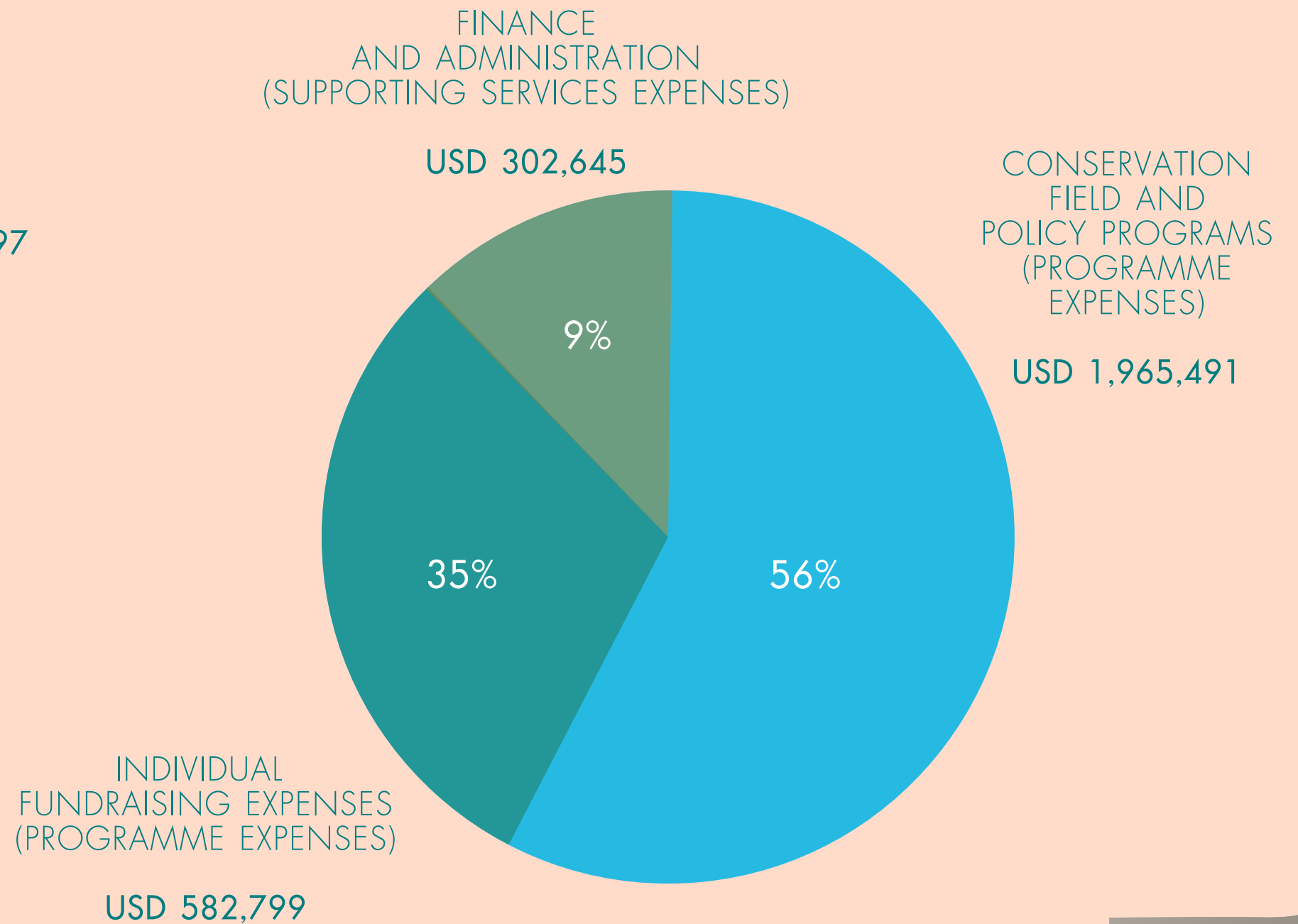
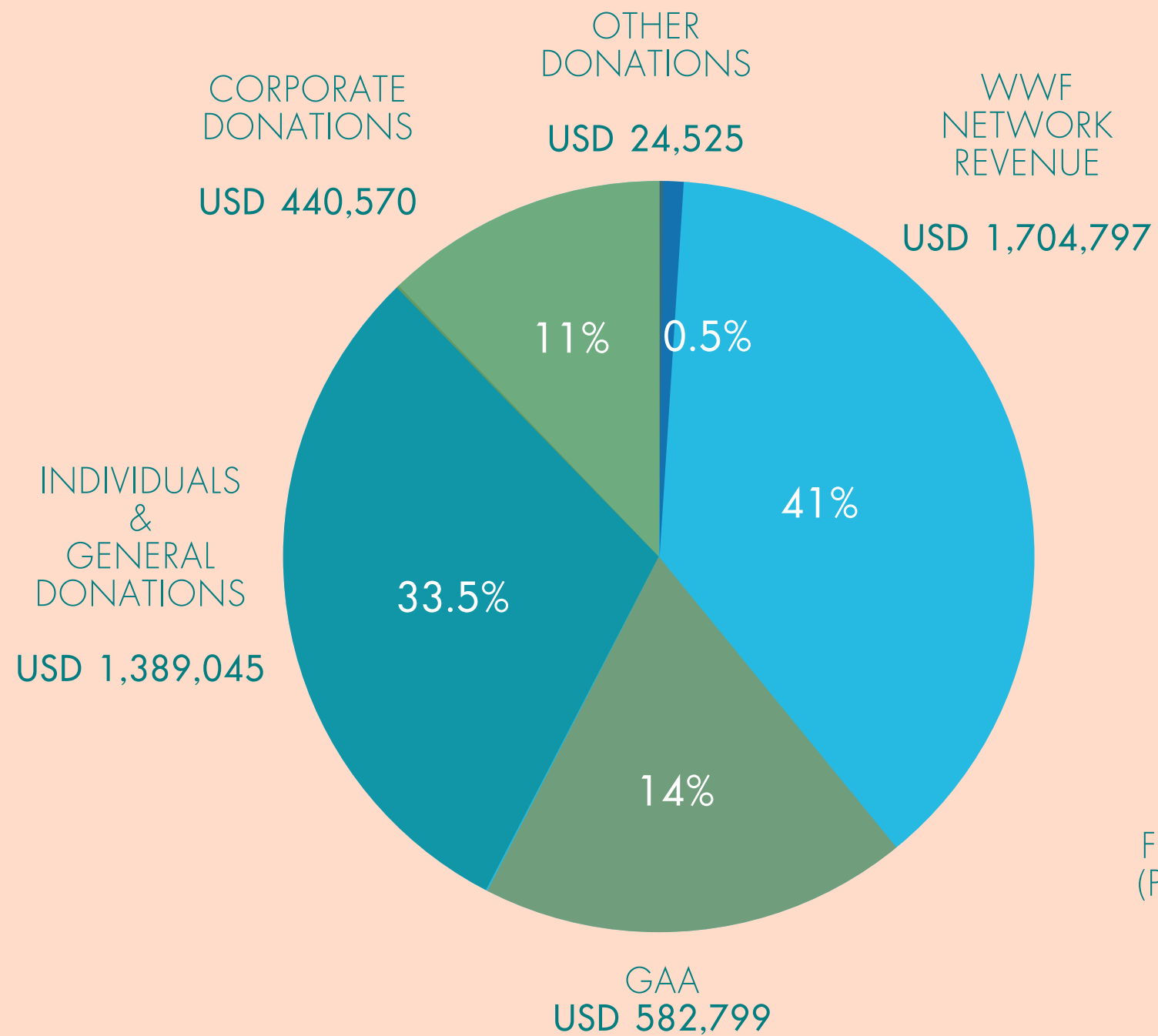
The project aimed to raise awareness and understanding among foreign tourists about the deadly consequences for elephants when people buy ivory products and encouraged tourists and Thai citizens to not purchase ivory from any source. The event was well received by the public sector, government agencies and private partners, including many media representatives who attended the press conference. We estimate that the event created public relations value of up to 16 million baht.

We have also taken the media, including print, television as well as online bloggers from digital media, into the field to observe the work of WWF staff in different provinces. They visited and reported on the work in Nong Han Basin Area in Sakon Nakhon, the Forest Stewardship Council (FSC) forest planting project in Ratchaburi province, SMART Patrols in the forests of Mae Wong and Khlong Lan National Parks and the Youth River Protection Project at the Kanom-Chin Canal in Ayutthaya.



**TRAVEL
IVORY FREE**

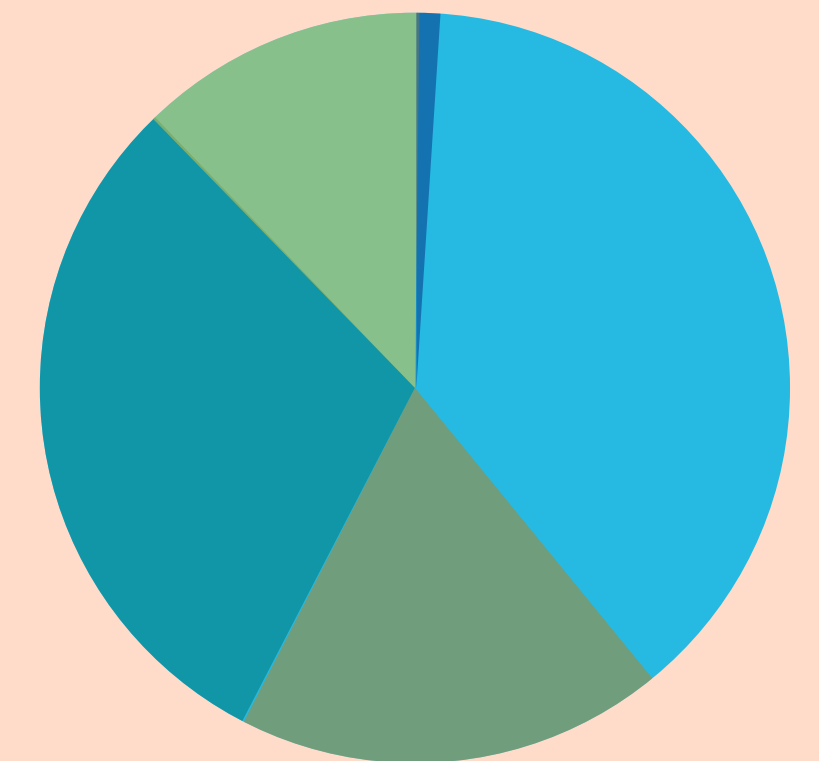
Financial Report



Financial Report

Current Year Operating Revenues and Expenses (FY18)

REVENUES :	2018 Total USD
WWF Network Revenue	\$1,704,797
GAA	\$582,799
Individuals & General Donations	\$1,389,045
Corporate Donations	\$440,570
Other income	\$24,625
INCOME TOTAL	\$4,141,836
EXPENSES :	
PROGRAMME EXPENSES :	
Conservation field and policy programs	\$1,965,491
Individuals Fundraising expenses	\$1,221,688
TOTAL PROGRAM EXPENSES :	\$3,187,179
SUPPORTING SERVICES EXPENSES :	
Finance and administration	\$302,645
TOTAL SUPPORTING SERVICES EXPENSES :	\$302,645
TOTAL EXPENSES :	\$3,489,823
RESULT FOR THE YEAR	\$652,012
CLOSING BALANCE	\$652,012



- OTHER DONATIONS
- WWF NETWORK REVENUE
- INDIVIDUALS & GENERAL DONATIONS
- GAA
- CORPORATE DONATIONS

** Convert local currency to USD by using WWF's rate as at 30.06.178 (USD 1 = THB 33.13000)

What can you do to help?



**“ Together
we will make
a difference. ”**

Make a donation and become a member of WWF-Thailand.
Become a monthly sponsor and support our work
on an ongoing basis at <http://support.wwf.or.th>

Follow us on

Facebook: [WWFThailand](#)

Twitter: [WWFThailand](#)

Instagram: [WWF_thai](#)

YouTube: [WWFThailandChannel](#)

Join and support our projects and activities.

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

For more information on how to support us, please contact our
[WWF Donor Contact Center](#) at
[02-665-2523](tel:02-665-2523) or go to <http://support.wwf.or.th>