



WWF

ANNUAL
REPORT

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2019

WWF THAILAND ANNUAL REPORT 2019



**FOR
A
LIVING
PLANET**

ABOUT WWF THAILAND





The World Wide Fund for Nature (WWF) is an international non-governmental organization, working in more than 160 countries worldwide with the aim of protecting natural resources to build a future in which people live in harmony with nature.

WWF has been working in Thailand since 1995 as a research project. Later, the growth of new natural resource conservation projects has led to the setting up of an office in 1999. WWF offices across Indochina, including Cambodia, Lao PDR, and Vietnam were found in the same year under the name WWF Greater Mekong.

WWF is a science and evidence based organization. We provide an evidence-based guide that is obtained from our research and surveys conducted in the locations we work. Thailand is a hotspot for environmental conservation work in Southeast Asia due to its rich biodiversity and natural resources. The country, however, is facing critical challenges in all dimensions of environmental conservation. Thus, WWF Thailand works to protect environment and biodiversity in accor-

dance with our strategic plan that is to be developed every five years.

In addition, WWF Thailand has also expanded its collaboration to cover other parts of the region with a focus on four ecological areas, including the Dawna Tenasserim Landscape, the Thanon Thong Chai Range, dry evergreen forests in the southern Mekong Basin, the Mekong basin, and the Andaman Sea. WWF has committed to saving critically endangered species (critical species), protecting most threatened ecosystems, and minimizing adverse impact on natural habitats or ecological footprint.

Working to protect natural resources takes time to see tangible impact and sustainability. We have to be patient and wait to see such results. In the meantime, WWF continues to cooperate with different stakeholders to build strong relationships over time with like-minded people who share the same goal of protecting natural resources and building a future in which people live in harmony with nature under our motto:

“Together Possible.”

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A MESSAGE FROM OUR CHIEF EXECUTIVE OFFICER

“ **BECAUSE THE EARTH IS
OUR ONLY HOME.** ”

This statement is not beyond our reach when one of WWF's studies reveals that mankind consumes a year's worth of natural resources in eight months. If humanity's rapid consumption of natural resources continues at a fast pace, it means that we have borrowed the planet from our children and have used it all up.

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, showing the world that natural resource consumption and conservation needn't be in opposition, but can go hand in hand.

In 2019, WWF Thailand tirelessly continued its efforts to conserve natural resources in various locations, including forest conservation in national parks, protection of endangered species, and suppression of illegal trade in wildlife by supporting collaboration between government agencies and relevant stakeholders to work in partnership. In addition, WWF Thailand has also implemented a project that conducts research and restores fresh-water resources in northeastern Thailand such as Nong Han wetlands of Sakon Nakhon province and the lower Songkhram river basin in Nakhon Phanom

province by working closely with provincial authorities and local communities.

In the meantime, our awareness raising campaigns on global environment issues such as reducing plastic waste that has been progressive in the past year. The campaign received overwhelming support from the government, private sector as well as general public, reflecting a positive sign that environment conservation has moved closer to our everyday life.

WWF Thailand would like to extend our gratitude to the Department of National Parks, Wildlife and Plant Conservation (DNP) for providing us an opportunity to take part in forest and wildlife conservation areas. We also want to thank local officials, communities, general public, civil society network and media who continuously support us to run our projects smoothly.

Last but not least, on behalf of WWF Thailand, I would like to thank all WWF Thailand's staff members who work tirelessly to achieve conservation goals, as well as all stakeholders who have joined our force to move the mission forward. Our joint efforts will save the planet and help protect Thailand, which is ranked as the most biodiverse country in the region, maintain its position as one of the world's important sites for environment conservation sites.

Pimpawadee Phaholyothin
Chief Executive Officer, WWF Thailand

OUR PROJECTS AND TARGET LOCATIONS

1 TIGER RECOVERY PROJECT

Thailand's Western Forest Complex, covering Mae Wong and Khlong Lan National Parks



2 KUI BURI WILDLIFE CONSERVATION PROJECT

Kui Buri National Park of Prachuap Khiri Khan province

3 FIGHTING ILLEGAL WILDLIFE TRADE PROJECT

Bangkok / the Golden Triangle area where the borders of Thailand, Laos, and Myanmar meet

4 FRESHWATER RESOURCE MANAGEMENT PROJECT

- Nong Han wetland, the southern Songkhram River in Nakhon Phanom and Sakon Nakhon provinces
- 12 villages in three districts of Mukdahan province of Thailand and 12 villages in Savannakhet province of Lao PDR

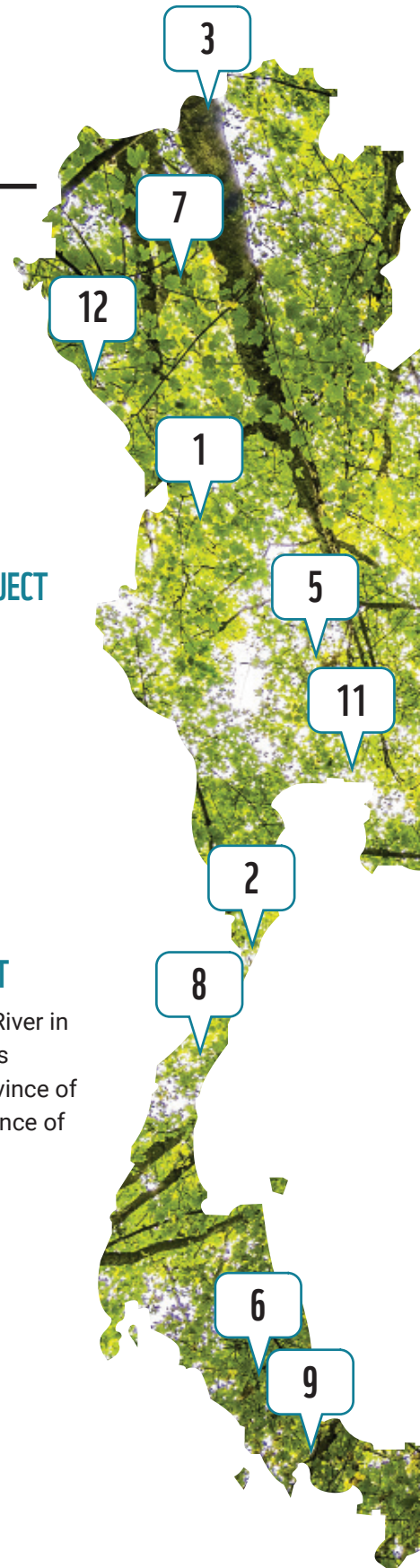


5 YOUTH WATER GUARDIANS PROGRAMME

Ayutthaya province's Sena district

6 SUSTAINABLE RUBBER PLANTATION PROJECT FOR FARMERS

Songkhla, Rayong and Bueng Kan provinces





7 FOSTERING LOW CARBON SOCIETY THROUGH SUSTAINABLE CONSUMPTION AND PRODUCTION

Chiang Mai and Nan provinces



8 EYES ON FOREST PROJECT

Dawna Tenasserim and the Thanon Thong Chai Ranges

9 PLASTIC-SMART CITY PROJECT

- Surat Thani Municipality
- Hat Yai Municipality
- Songkhla Municipality
- Patong Municipality
- Hua Hin Municipality

10 ONE PLANET CITY CHALLENGE PROJECT

- Khon Kaen Municipality
- Nakhon Sawan Municipality
- Nonthaburi Municipality
- Hat Yai Municipality
- Maha Sarakham Municipality
- Yasothon Municipality
- Roi Et Municipality
- Hua Hin Municipality
- Patong Municipality of Phuket Province
- Hat Siew Municipality of Sukhothai Province



สมาคมธนาคารไทย

11 SUSTAINABLE FINANCE PROJECT

- Bank of Thailand
- Thai Bankers' Association



12 LEADING THE CHANGE PROJECT

Dawna Tenasserim Landscape – Thanon Thong Chai Ranges and the Songkhram River basin

13 ECO-SCHOOLS PROJECT

29 schools nationwide

14 INDIVIDUAL FUNDRAISING

15 CORPORATE ENGAGEMENT



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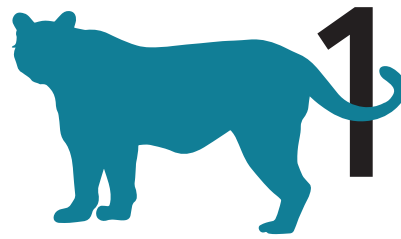


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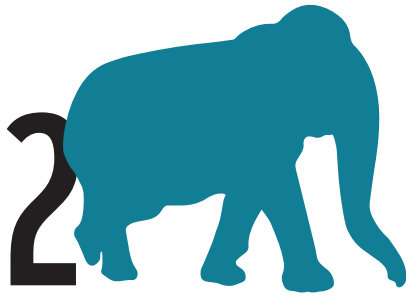
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OUTSTANDING ACHIEVEMENTS IN 2019



TIGER RECOVERY PROJECT

Image of resident tiger eating a guar captured by a camera trap brings smile to Thai people.



KUI BURI WILDLIFE CONSERVATION PROJECT

A smart early warning system has been installed at Kui Buri National Park to monitor the movements of wild elephants. Tiger footprints were also discovered for the first time in seven years.



FIGHTING ILLEGAL WILDLIFE TRADE PROJECT

Bangkok and Golden Triangle, the area where the borders of Thailand, Laos, and Myanmar meet. Collaboration with the Myanmar and Lao governments was shaped to enhance legal enforcement efforts in the Golden Triangle area.



FRESHWATER RESOURCE MANAGEMENT PROJECT

A smart early warning system has been installed and natural resource management plans have been developed for 20 villages in Nong Han with the participation of local communities.



YOUTH WATER GUARDIANS PROGRAMME

Kanom-Chin Canal has become a model for water resource preservation as a result of a collaboration of youth water guardians and community members.



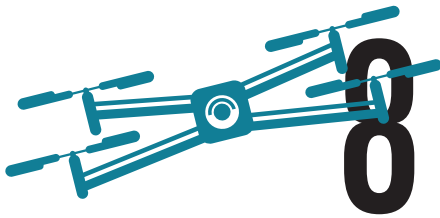
SUSTAINABLE RUBBER PLANTATION PROJECT FOR FARMERS

Rubber farmers have learnt management skills, started working in groups, and established a rubber plantation management model in compliance with international standards.



FOSTERING LOW CARBON SOCIETY THROUGH SUSTAINABLE CONSUMPTION AND PRODUCTION

A network called "From organic farms to consumers' hands" was established in partnership with financial institutions, retail market, state agencies to restore watershed areas, support products from sustainable farming practices and improve the quality of life of Thai farmers.



EYES ON FOREST MONITORING PROJECT - DAWNA TENASSERIM AND THE THANON THONG CHAI RANGES

The survey on forest areas by drones was conducted and the areas were monitored by authorities on a regular basis.



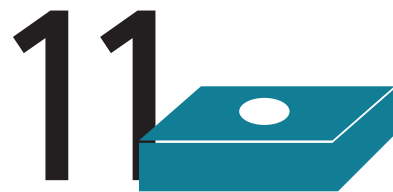
PLASTIC-SMART CITY PROJECT

Five cities have joined forces in protecting the city from plastic pollution. Phuket City takes part in the process of developing policy on plastic waste and adopting tangible actions to implement the plan.



ONE PLANET CITY CHALLENGE PROJECT

Eight municipalities have joined WWF's One Planet City Challenge and proposed their pollution-free city management plan at an international platform.



SUSTAINABLE FINANCE PROJECT

Approach to sustainable banking operation, specifically guidelines for the responsible lending practices, was endorsed by the finance and banking industry.



LEADING THE CHANGE PROJECT

Communities living in the project's working areas have participated in learning activities and gained a better understanding of natural resource management in the wetlands and forest preservation.



ECO-SCHOOLS PROJECT

The project's network has been expanded to cover nine more schools last year. Four schools received the Eco-Schools Green Flag Award.



INDIVIDUAL FUNDRAISING

The project drove diversification of fundraising activities with a focus on online channel to reach out to the younger generation and create environment-friendly products to support environmental conservation efforts.

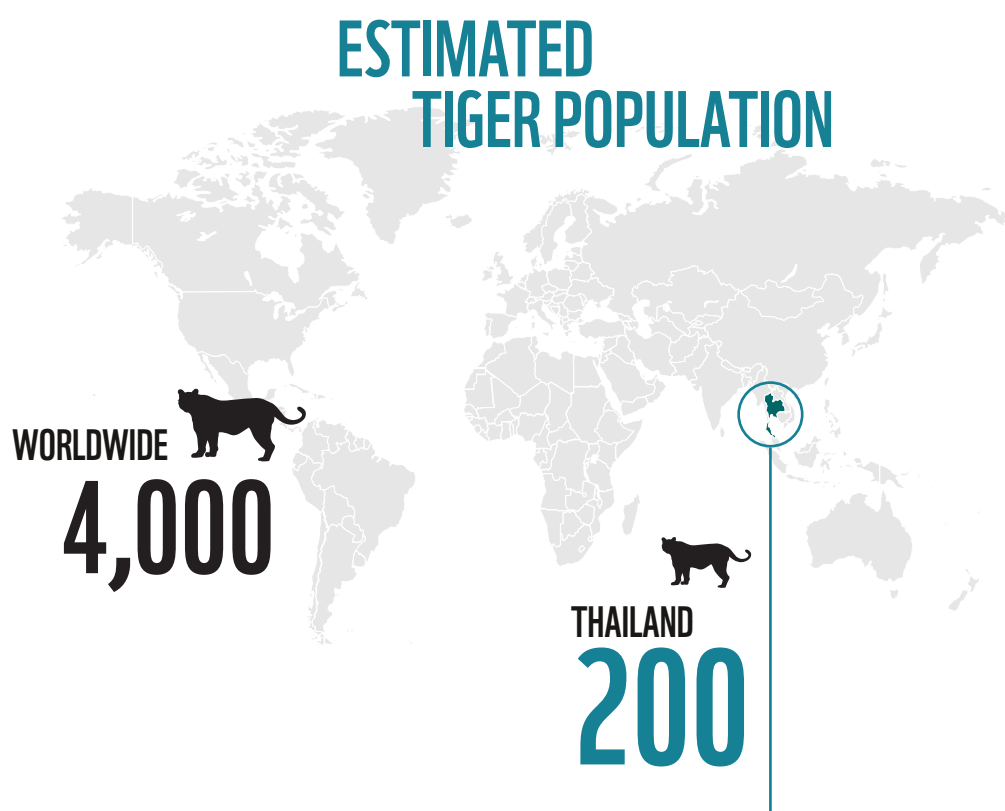


CORPORATE ENGAGEMENT

WWF Thailand has collaborated with the private sector on changing consumption and production behaviors in order to ensure that natural resources were preserved for the better world and a better future.



1 TIGER RECOVERY PROJECT

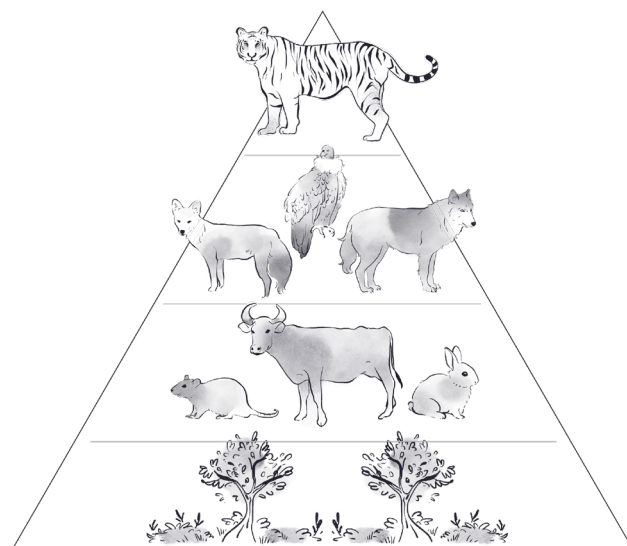


THE DEPARTMENT OF NATIONAL PARKS, WILDLIFE AND PLANT CONSERVATION (DNP), IN CLOSE COLLABORATION WITH THE WORLD WIDE FUND FOR NATURE (WWF) THAILAND, HAS IMPLEMENTED THE TIGER RECOVERY PROJECT IN MAE WONG AND KHLONG LAN NATIONAL PARKS. THE PROJECT'S KEY GOAL IS TO ACHIEVE THE LONG-TERM RECOVERY AND MAINTENANCE PLANS OF BOTH TIGER AND PREY POPULATIONS ON THE BASIS OF ACCURATE AND SUFFICIENT SCIENTIFIC EVIDENCES.

PROJECT OVERVIEW

Tigers (*Panthera tigris*), one of the large predators at the top of the food pyramid, are threatened with extinction by poaching, habitat loss and prey depletion. The global tiger population is estimated at around 4,000 with no more than 200 of them dwelling in Thailand. A large tiger population is found in Thailand's natural sites listed under the UNESCO World Heritage Sites – the Thung Yai-Huai Kha Khaeng Wildlife Sanctuaries, which lie in the western forest and adjoin the boundary of Mae Wong and Khlong Lan National Parks. According to the evidence and research, these areas are home to the largest population of tigers and their prey in Thailand, marking it the strategic areas for the recovery of tigers.

The Department of National Parks, Wildlife and Plant Conservation (DNP), in close collaboration with the World Wide Fund for Nature (WWF) Thailand, has implemented the Tiger Recovery Project in Mae Wong and Khlong Lan National Parks. The project's key goal is to achieve the long-term recovery and maintenance plans of both tiger and prey populations on the basis



TROPHIC LEVEL LEVEL ON THE FOOD CHAIN

of accurate and sufficient scientific evidences. In order to reach the goal, an effective monitoring system on illegal activities, as well as the community participation in natural resource protection and management need to be established.

The project's key goal is in line with Thailand's National Tiger Action Plan that aims to increase the country's tiger population by 50 percent by 2022.



WHAT IS DONE (PROGRESS OF WORK) IN 2019

AN INCREASE IN FOOD SOURCES FOR PREY POPULATION

WWF Thailand worked to ensure enough food for the mammals and ungulate species by regenerating grassland and creating artificial saltlicks for tiger prey to keep their population thriving. Artificial saltlicks were made in Mae Wong National Park in the third quarter of 2019. Four species, including the muntjac, deer, gaur and elephant, were captured by the camera traps while visiting the grassland and artificial saltlicks.

CONSTRUCTION OF THE SMART PATROL STATION AT MAE WONG NATIONAL PARK

WWF Thailand supported the construction of the smart patrol station to enable rangers to enhance enforcement efforts through a series of meetings, planning and the database establishment on the smart patrol system of Mae Wong National Park.

INTEGRATION OF THE SMART PATROL INTO THE FACULTY OF FORESTRY'S CURRICULUM

The Faculty of Forestry at Kasetsart University has approved the integration of the course entitled: Smart Patrol and Protected Areas Management worth three credit points into its official curriculum. WWF Thailand and the Wildlife Conservation Society (WCS), in collaboration with the Department of National Parks, Wildlife and Plant Conservation (DNP) and the Faculty of Forestry, have conducted a series of the smart patrol trainings for effective management of protected forest areas for the interested university students. Since 1995, five groups of students took part in the training sessions to prepare themselves for their future roles in protecting natural resources and wildlife.

SUPPORT FOR THE PARTICIPATION OF THAI NATIONAL PARK OFFICIALS IN THE WORLD RANGER CONGRESS

WWF Thailand supported the participation of two rangers from Thailand – Ms. Soyphet Musigachart from Mae Wong National Park and Mr. Pongsathorn Theerasrisuporn from Khlong Lan National Park – to attend the 9th World Ranger Congress that took place in Chitwan National Park in Nepal during 12 – 16 November 2019. The Congress provided an international platform for rangers to share knowledge and techniques as well as to network with each other.

Smart Patrol System is a systematic patrol that maximizes the power of information to guide the patrol planning. The system has been widely used in conservation areas around the world including Thailand which is under the supervision of DNP. As Kasetsart University's Faculty of Forestry is the primary source of future park managers throughout the country – under DNP, as well as Department of Forestry and Department of Marine and Coastal Resources, it was good opportunity for students to take part in on-the-job Smart Patrol training sessions with rangers in the national parks to prepare for future roles in protecting natural resources and wildlife.

ACHIEVEMENTS IN 2019

1

Camera trap in Mae Wong National Park found a resident tiger.

According to the follow-up observation of tigresses by camera traps installed across Mae Wong and Khlong Lan National Parks, three tiger cubs from two tigresses have been recorded. The two cubs, one male and one female belong to tigress MKF5. The tigress gave birth to other cubs in 2014 and 2015, respectively. Another cub with unknown gender belongs to tigress MKF8. It was found in forest area in 2018.



2

Photos and videos of another male tiger – tiger MKM8 – and its prey, a gaur, were captured in Mae Wong National Park in December 2019 by WWF's research team and park rangers. The birth of the tiger is confirmed to be the one in Huai Kha Khaeng Wildlife Sanctuary and has been a resident of Mae Wong National Park since 2012. These discoveries reflect the success of conservation efforts for the preserved forests to ensure that the areas continue to be one of the most important tiger habitats. In addition, the adjacent protected areas of Mae Wong National Park and Huai Kha Khaeng Wildlife Sanctuary provide a safe space for large predators to move around.



2

KUI BURI WILDLIFE CONSERVATION PROJECT



PROJECT OVERVIEW

Human-elephant conflict (HEC) at Kui Buri National Park has been a serious problem for decades. WWF Thailand has implemented the Kui Buri Wildlife Conservation Project on cooperating with the Department of National Parks, Wildlife and Plant Conservation (DNP) and the Kui Buri National Park in Prachuap Khiri Khan province to conserve the forests, strengthen

the effectiveness of law enforcement patrols, research and monitor the status of wildlife, increase food for animals, as well as mitigate conflict between elephants and humans by developing cooperation between the state agencies and local communities in line with the DNP's objectives.

ACHIEVEMENTS IN 2019

CREATION OF AN ELEPHANT EARLY WARNING SYSTEM TO MONITOR THE MOVEMENT OF WILD ELEPHANTS

WWF Thailand stepped up efforts to reduce conflicts between local residents and elephants by taking the evidence and scientific research-based approach. We worked at two levels:

Proactive approach: WWF Thailand restored the forest by improving food source for wildlife, including developing grasslands and artificial salt-licks, as well as ensuring the availability of water resources during dry season to prevent the elephants from rampaging through the farmlands.

Reactive approach: WWF Thailand, in collaboration of private sector, designed a project to support and strengthen the capacity of park rangers to monitor the movement of wild elephants in Kui Buri National Park.

Since 2017, WWF Thailand and True Corporation, in collaboration with the Department of National Parks, Wildlife and Plant Conservation (DNP), have initiated the Kui Buri's elephant smart early warning system to monitor wild elephants' movement. The system was fully established in 2019 with the automatic camera traps being installed along routes leading to residents' farmland. Captured images are transferred to the officials' mobile phones, so rangers can be dispatched to herd the elephants back into the forest.

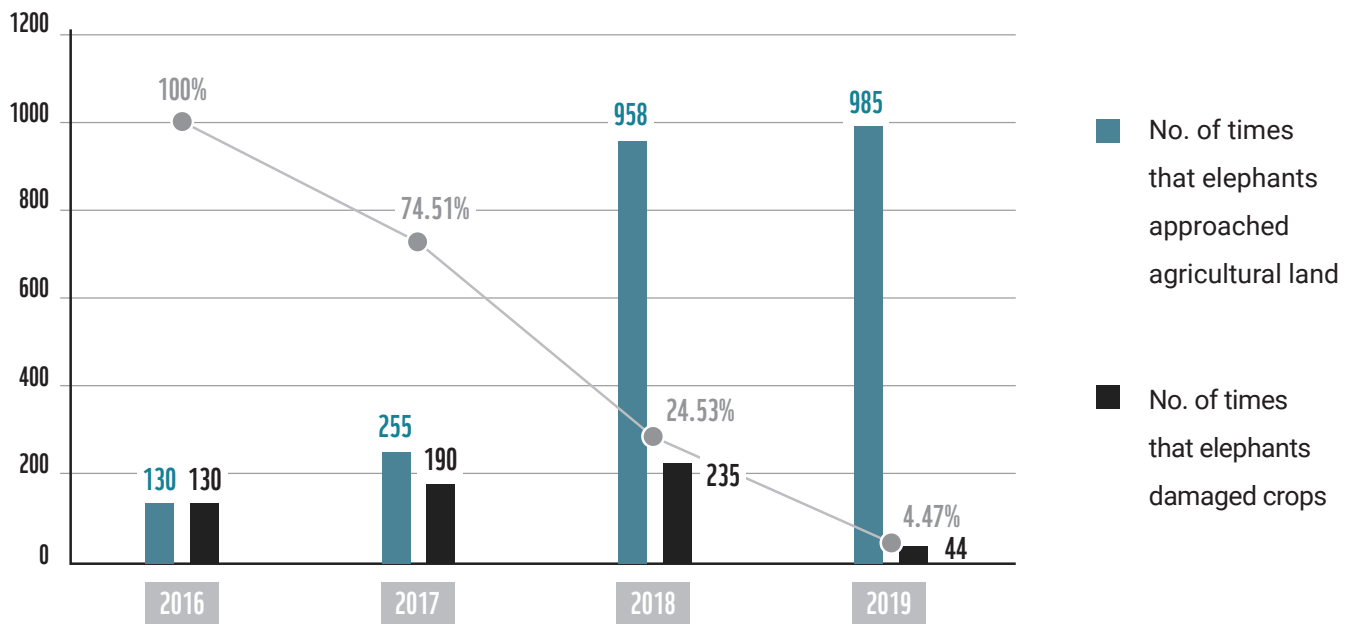
Videos and images from 25 camera traps being installed in the central area of Kui Buri National Park, namely Yan Sue and Ruam Thai villages revealed the reduced numbers of wild elephants encroaching on farmland from the previous year. The statistics in 2018 showed that there were

elephants leaving the forest areas 958 times and damaging crops 235 times (24.53%). In 2019, elephants left the forest areas for 985 times, but the incidents of wild elephants damaging crops were reduced to 44 times (4.47%).

THE RETURN OF TIGERS

In 2019, footprints of tigers were rediscovered in Kui Buri National Park. This is the first discovery of tiger footprints since 2012. This evidence proves the success of the seven-year efforts of WWF Thailand and its partners. It is hoped that one day Kui Buri Forest will become a habitat for tigers as it once was in the old days.





2018

ELEPHANTS
APPROACHED
AGRICULTURAL
LAND

958 TIMES

ELEPHANTS
DAMAGED CROPS

235
TIMES

24.53
%

2019

ELEPHANTS APPROACHED
AGRICULTURAL LAND

985
TIMES

ELEPHANTS
DAMAGED CROPS 44 TIMES

4.47
%

3

FIGHTING ILLEGAL WILDLIFE TRADE PROJECT



PROJECT OVERVIEW

The Fighting Illegal Wildlife Trade project is among WWF International's priorities. Thailand is considered as one of the top countries in the region that is endowed with rich biodiversity and natural resources, including wildlife. Unfortunately, over the past decades, wildlife in Southeast Asia has been threatened by poaching for consumption and illegal trade. The wildlife trade both within the country of origin and internationally is to meet the demands for animal parts in fetish traditional practices and as ingredients

for traditional medicines which cannot be proved effective from scientific and medical perspective.

The Fighting Illegal Wildlife Trade project aims to raise consumer awareness both within the country of origin and internationally, as well as strengthen the capacity of legal enforcement agencies in order to ensure that the demands for wildlife products, especially ivory products imported from Africa, is reduced.

HOW WE WORK

Two years after China banned elephant ivory trade, the demand for ivory products from Chinese tourists in Thailand has increased significantly. According to the survey conducted by GlobeScan, global research company, Chinese tourists view Thailand as a 'top destination' for ivory products. The tourists have exploited legal loopholes in Thai laws to buy ivory products from Africa. The Ministry of Tourism and Sports revealed that annual Chinese tourist arrivals to Thailand number more than 10 million per year.

WWF Thailand has committed to the following three approaches:

REDUCING DEMAND FOR IVORY AND ILLEGAL WILDLIFE PRODUCTS

WWF Thailand created awareness raising campaign, targeting Chinese tourists in particular through social media and other media channels during the Chinese New Year festival, the period that is usually bustling with Chinese tourists in Thailand. The "Travel Ivory Free" campaign was launched in 2018 in collaboration with the Department of National Parks, Wildlife and Plant Conservation (DNP), the Airports of Thailand (AoT), TOT, and the private sector to promote the campaign both in Thailand and China. The project has also been carried out with the Professional Tourist Guide Association of Thailand. A seminar is to provide information about legal provisions to tourist guides, who pass on information about ivory trade to tourists, was co-organized.

POLICY ADVOCACY

WWF Thailand has been an alliance with the Senate's natural resource conservation group which comprises representatives from state agencies, private sector, and natural resource conservation organizations to advocate and campaign for the closure of ivory markets in Thailand.

STRENGTHENING LAW ENFORCEMENT

WWF Thailand has formed an anti-illegal wildlife trade taskforce in Chiang Rai province with the aim of combating wildlife trafficking in the Golden Triangle, the area where the borders of Thailand, Laos, and Myanmar meet. The taskforce comprises police, custom officers, wildlife checkpoint officers, state officers, and officials from relevant agencies. The taskforce is considered as a pilot model for law enforcement of anti-illegal wildlife trade network in the Golden Triangle. The system is set up to link information with neighboring countries and serve as a platform to provide training sessions for personnel, exchange information and experience to increase effectiveness of the mission.



4

YOUTH WATER GUARDIANS PROGRAMME



PROJECT OVERVIEW

Ayutthaya province is full of rivers and canals which are used by villagers for farming, traveling and fishing. Unfortunately, due to changes in people's way of life and consumer behavior, the water quality has deteriorated and affected the quality of life of communities and agricultural products that

benefit directly from water resources.

WWF Thailand implemented the Youth Water Guardians Programme in 2015, aiming to establish the youth networks to lead the water resource conservation and coordinate with communities, state agencies and the private sector.

HOW WE WORK

WWF Thailand has collaborated with 16 schools in Ayutthaya province to conduct activities to raise awareness on the importance of water resources among young people; develop a better understanding of water resource and share network for sustainable water consumption; and establish the school's water conservation center to serve as a resource and learning center on water resource situation and sustainable management for schools and communities situated within the area. In 2018, the school-community joint efforts established a mechanism to restore water quality of the 21-km Kanom Chin Canal, the community's main water resource. What have been done includes elimination of water hyacinths by using organic method and establishment of cooperation with relevant agencies to solve the issues of opening and closing of the watergate.

ACHIEVEMENTS IN 2019

WWF Thailand, in collaboration of Sakleewithaya School in Ayutthaya province, has developed a model for water conservation to preserve the Kanom Chin, an important and major heritage canal that villagers use for farming, traveling and fishing. The canal is planned to be served as a model for the community network to conserve and restore other major canals. The project has resulted in positive change in water quality. The canal that was once full of water hyacinth and had chemical contamination has much improved. Samples of water were collected and analyzed at Phranakhon Si Ayutthaya Rajabhat University's Faculty of Science. The results showed the number of small marine animals such as small shrimps and clams has doubled.

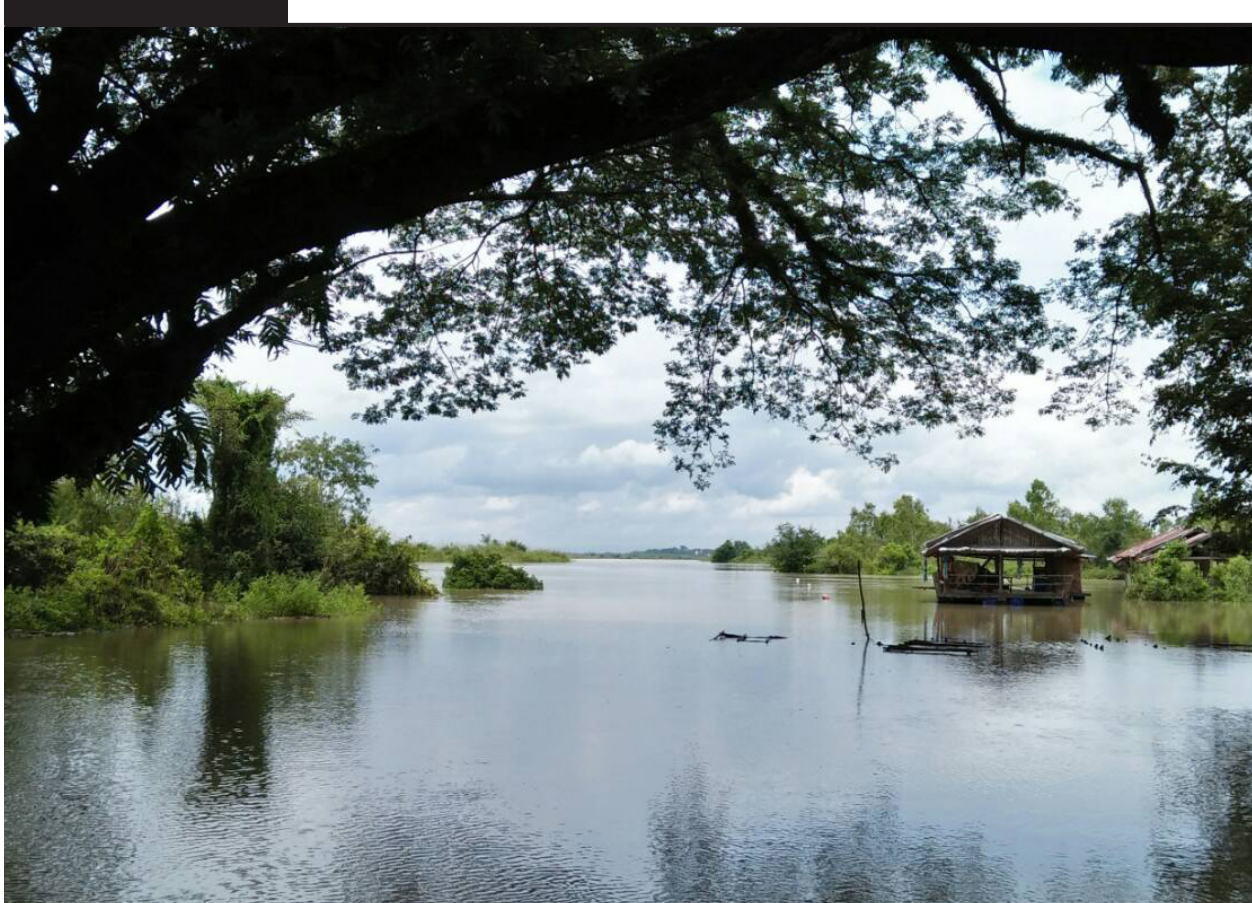
PLAN FOR 2020

WWF Thailand will focus its efforts on developing sustainable water management mechanism to restore the canal and regain the vital role of the canal as the community's food source as it once was in the old days.



5

FRESHWATER RESOURCE MANAGEMENT PROJECT



PROJECT OVERVIEW

Currently, wetlands are largely made up of 22,000 rai (36,616.16 square kilometers), accounting for 7.5% of Thailand's total areas. The wetland, comprises half of the country's freshwater swamps, is part of a freshwater ecosystem and plays an important role in food production and water supply for local villagers and communities. It is also crucial for ecological balance. Presently, the wetlands are being threatened from

encroachment and various forms of economic and social development projects.

WWF Thailand is working in partnership with all stakeholders to promote sustainable use of natural resources and enhance sustainable livelihood of local residents living in the lower Songkhram River basin by conserving water quality and food production sources to respond to the needs of communities' use and natural resource conservation.

HOW WE WORK

WWF Thailand's Freshwater Resource Management comprises two following projects:

THE RECOVERY OF NONG HAN WETLANDS, SOUTHERN SONGKHAM RIVER AND IMPROVEMENT OF LIFE QUALITY OF LOCAL COMMUNITIES IN NAKHON PHANOM AND SAKON NAKHON PROVINCES

The project aims to build strong collaboration among stakeholders and establish participatory water resource management which harmonize national policies and community's way of life. The project's approach is designed to strengthen the capacity of state officials and members of 34 communities in the vicinity of Nong Han. Local and provincial bodies were also established to manage the project and increase awareness of the importance of fresh water resources among the people living in the areas.

THE SECOND PHASE OF THE LAO-THAI FISHERIES CO-MANAGEMENT PROJECT INCREASES THE FISH POPULATION AND IMPROVES THE COMMUNITY WELL-BEING

The Lao-Thai Fisheries Co-management Project aims to improve the community well-being and increase the fish population in the middle level of the Mekong River. The project took place across 12 villages in three districts of Mukdahan province of Thailand and 12 villages in Savannakhet province of Lao PDR. The second phase of the project started on 1 July 2019, with an emphasis on cooperation with relevant state agencies at provincial, district and village levels to select target areas and conduct meetings at community level to start the project's activities planned for 2020.

ACHIEVEMENTS IN 2019

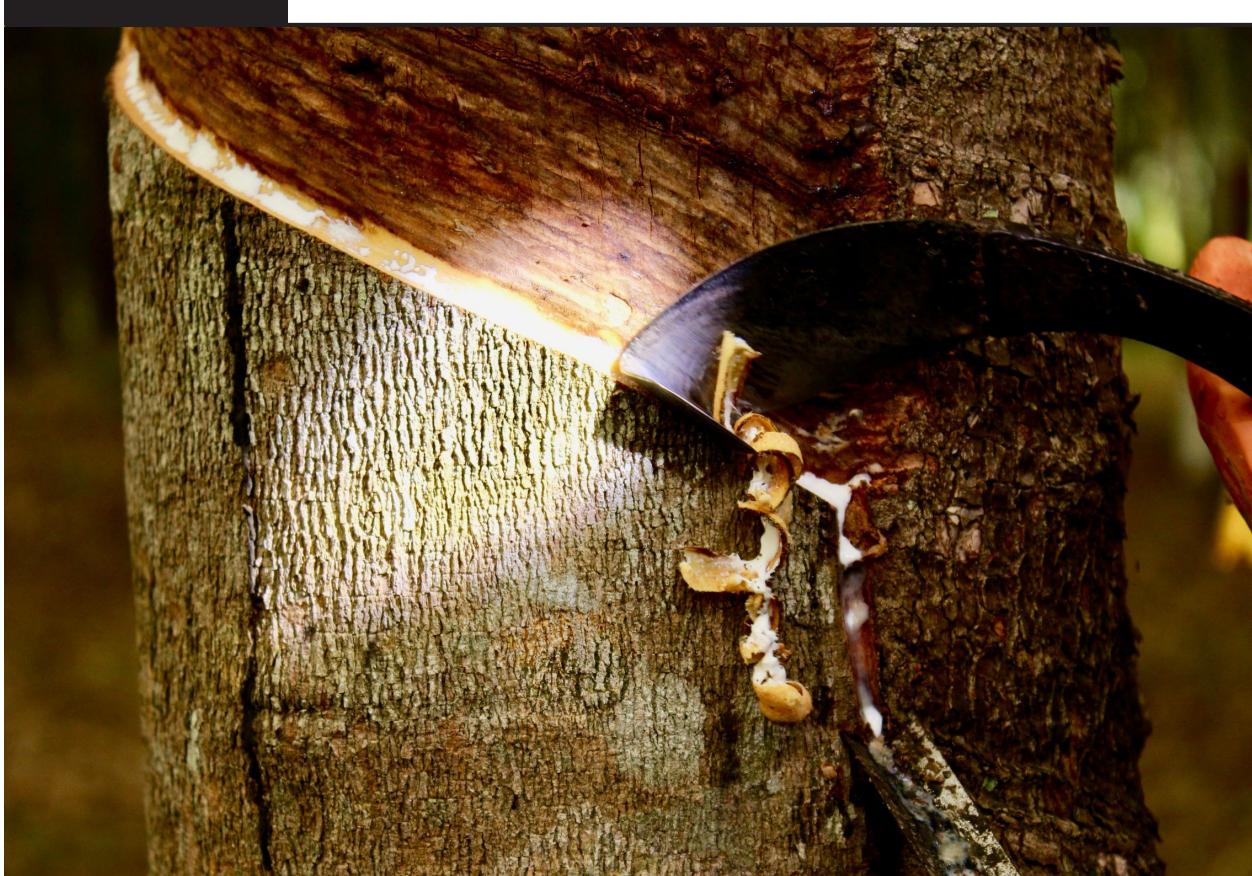
Achievements of the two projects are listed as follows:

1. Supported the establishment of marine life sanctuaries in 15 villages, covering a total of 457 rai.
2. Supported community forest and reforestation in nine areas, covering a total of 218 rai.
3. Supported the promotion of sustainable agriculture with organic fertilizer production.
4. Strengthened the capacity of community leaders through study visits to and sharing sessions with other outstanding freshwater resource management projects in different areas both in Thailand and abroad.
5. Developed community database on economic and social situation as well as the monitoring of fishing activities.
6. Developed national resource and environment management community plans in 34 villages
7. Supported income generation among women, housewives and fishermen.



6

SUSTAINABLE RUBBER FOR SMALLHOLDERS PROJECT



PROJECT OVERVIEW

Para-rubber is known as important economic crop of Thailand. At present, Thailand's rubber plantation area is estimated at 23 million rai, covering more than 60 provinces and supporting the livelihoods of more than 1.7 million small-scale farmers. The trend of sustainably produced rubber and rubberwood that does not lead to deforestation and other negative environmental impact pose both threats and opportunities for Thai farmers.

The Sustainable Rubber for Smallholders (SR4SH) Project has been implemented over the past three years with a focus on strengthening the capacity of small rubber farmers to adapt and be able to compete in global markets while reducing adverse impact of rubber plantation on the forest. WWF Thailand's main locations of the pilot Sustainable Forestry project are Songkhla, Rayong and Buengkan.

HOW WE WORK

ADVOCATE FROM THE BOTTOM UP – STRENGTHEN THE CAPACITY OF SMALL FARMERS TO MEET INTERNATIONAL SUSTAINABILITY STANDARDS

Strengthen the capacity of small farmers, so they can meet international sustainability standards by equipping them with negotiating skills through education and understanding of know-how to be able to compete with large buyers; adapting rubber plantation management to meet international sustainability standard; and supporting the formation of farmers' network.

MULTI-SECTORAL COOPERATION APPROACH

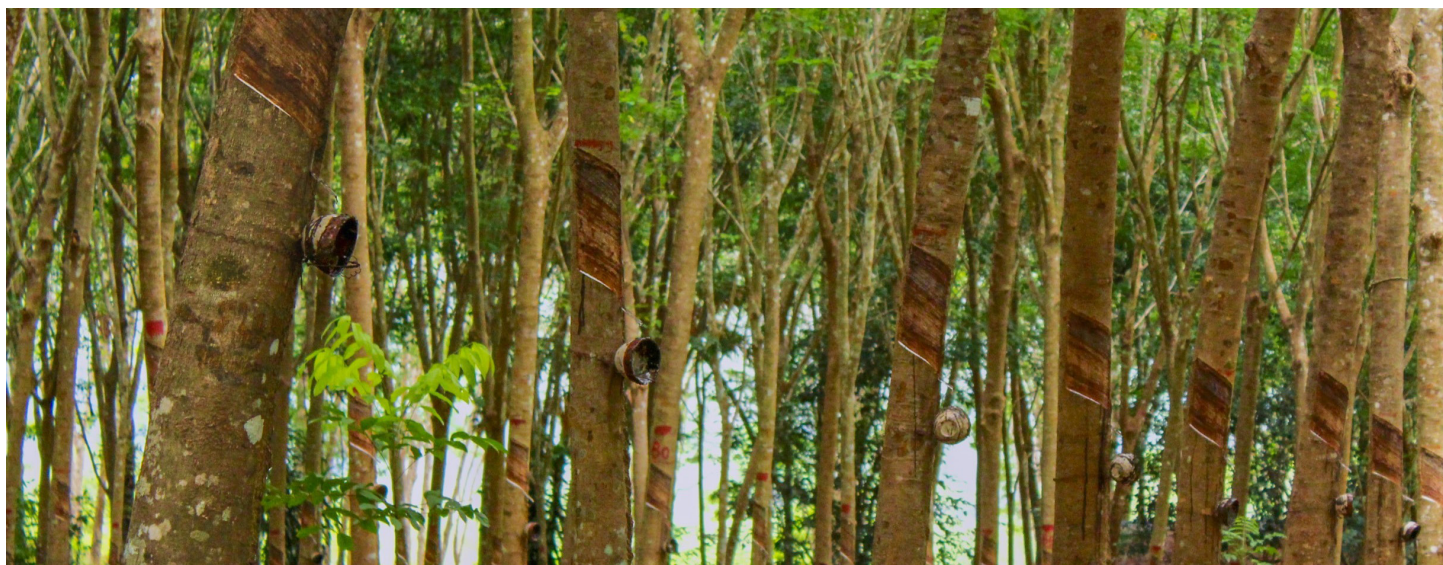
Establish a participatory learning process to improve the sustainability of the entire rubber product chain among all stakeholders: small-scale farmers, civil society organizations, business sector, academic institutions and state agencies.

ACHIEVEMENTS IN 2019

- 1 Supported the drafting of National Forest Stewardship Standards based on Thailand's context (FSC-NFSS – Draft 1).
- 2 Established a sustainable model of rubber plantation under the SR4SH Project with participation of 88 small farmers in Baan Naprang, Khlong Kwang sub-district, Natawee district of Songkhla. The project, covering 1,562.5 Rai (250 hectare) of lands, is on the process of getting the certification of FSC TM Standard. The farmers are expected to achieve the certificate by 2020.

CHALLENGES AND PLAN FOR 2020

- 1 Raise awareness among farmers on the importance of sustainable rubber plantation management that complies with international standards.
- 2 Promote collaboration among government stakeholders to address the issues of land ownership, which poses major obstacles for sustainable rubber plantation management and the quality of life of farmers.



7

FOSTERING LOW CARBON SOCIETY THROUGH SUSTAINABLE CONSUMPTION AND PRODUCTION



PROJECT OVERVIEW

Food production is associated with and has an impact on environment. Meat production causes air pollution and forest fires in northern Thailand, for example. This is because maize grain is a major feed grain and a standard component of livestock diet. Maize plantations – with intensive use of chemical substances – have expanded and encroached into watershed areas and slope areas, causing damage to forest resources and ecosystem. It also produces large volumes of smoke due to forest clearance and burning of agricultural waste. Animal feed is among Thailand's top export goods,

posing obstacles to efforts to address climate change and maintain food security.

WWF Thailand focuses on mobilizing the sustainable food production system along with environmental restoration in watershed areas that have been encroached by plantation for animal feed and destructed the top soil layers. The increasing awareness among consumers on sustainable food consumption and production through “Eat Better – Kin Dee Kwa” also play a vital role since it would improve benefits for both natural resources and consumers' health. The project works on the basis of collective participation of all sectors.

HOW WE WORK

FOREST LANDSCAPE RESTORATION FUND (FLRF), “THREE FORESTS, FOUR BENEFITS” UNDER THE “SUFFICIENCY ECONOMY PHILOSOPHY” OF HIS MAJESTY KING BHUMIBOL ADULYADEJ

FLR349 Fund is a fund that has been developed based on the King’s Philosophy of “Three Forests, Four Benefits”. It is also the development of a value chain which could become a model for farmers living in watershed areas in Chiang Mai and Nan provinces. The FLR349 Fund helps farmers turn their agricultural operation from forest encroaching mono-agriculture with intensive use of chemicals into the agricultural system which helps restore the environment, strengthens capacity of farmers and communities to rely on themselves, reduces cost of living, and restores health and well-being of local farmers.

POLICY ADVOCACY

The project works with government agencies to advocate for policy changes in relation to sustainable food production and consumption with a focus on economic measures, such as adoption of tax incentives.

“EAT BETTER – KIN DEE KWA”

A consumer awareness raising campaign was initiated under the “Eat Better – Kin Dee Kwa” project which aims at distributing information on alternative ways to consume food products that come from sustainable practices via online platform : <https://www.facebook.com/kindeekwa>.



ACHIEVEMENTS IN 2019

- 1** Mobilized resources for restoration of watershed areas under FLR349 by expanding collaboration with partners and to different stakeholders, including retail business (Central Group Co.Ltd), financial institution (Bank for Agriculture and Agricultural Cooperatives: BAAC), local organizations, including provincial-level cooperative, community-based farmers network, as well as government agencies (Department of Forestry). The project's collaborators signed three MoUs that set a shared goal to restore watershed areas, improve the quality of life of Thai farmers, develop a sustainable food supply chain, as well as develop organic food markets that have direct access to consumers.
- 2** Implemented the late King Bhumibol's philosophy of "Three Forests, Four Benefits" to support farmers living in watershed areas in Chiang Mai and Nan provinces and encourage them to turn their agricultural operation from mono-agriculture into the sustainable agricultural system. As a result, a total of 457 rai of lands were transformed and more than 80,000 perennial plants were planted.
- 3** Promoted and developed the Participatory Guarantee Systems (PGS) to certify organic farming in Nan province to guarantee the quality of products. 187 farmers from 883 rai (141.4 hectare) of lands were certified to ensure high standards. Retailers, restaurants, schools, and hotels play a key role in distributing organic food products which help strengthen the economy of the local food market.



8

THE EYES ON FOREST PROJECT – DAWNA TENASSERIM AND THANON THONG CHAI RANGES



PROJECT OVERVIEW

Nearly 50 years of Thailand's rapid economic development and industrial growth, growing population and urbanization are major causes of forest encroachment for agricultural uses. These threats represent big challenges for Thailand to balance between the efforts on natural resource conservation and the country's social and economic development.

WWF Thailand kicked off the project to monitor changes in forest covering in Dawna

Tenasserim and Thanon Thong Chai Ranges by supporting relevant stakeholders working on forest management in accordance with the provisions, along with application of new technologies and innovations to accurately and timely collect information on changes in forest areas. This information would contribute to evidence-based forest management planning, and community awareness on importance of natural resource conservation while relying on them to make a living.

HOW WE WORK

The project started in July 2018 and has implemented the following activities:

- 1 Collected baseline information on the situation of forest and land use.
- 2 Planned and developed a project proposal with participation of relevant government agencies, especially the Department of National Parks, Wildlife and Plant Conservation (DNP) both at central and local levels.
- 3 Identified target locations for the project.

PLAN FOR 2020 AND BEYOND

- 1 Adapt to new technologies and innovation under the project, including using a drone to assess the encroachment of forest areas, and to strengthen capacity of rangers and field staff to improve effectiveness of law enforcement.
- 2 Collaborate with relevant agencies to ensure that the project is implemented effectively, so that new knowledge on forest area management can be transferred to the responsible agencies and communities in the long term.



9 PLASTIC SMART CITY PROJECT



PROJECT OVERVIEW

Ocean Conservancy, an ocean conservation organization, and ScienceMag ranked countries that greatly generate plastic waste that ends up in the ocean. According to the 2010 statistics, Thailand was ranked as the world's sixth biggest contributor of ocean waste, generating more than one million tons of plastic waste every year. 80% of the marine waste is land-based and most of which are single-used plastics. Due to wrong waste management choices in Thailand, more than

700 wildlife species have been affected.

WWF Thailand initiated Plastic Pollution Free Project in 2018, in collaboration with 25 cities in four countries, namely Hong Kong, Indonesia, the Philippines and Vietnam. The Project is committed to effectively reducing plastic waste that ends up in the ocean by 30% in 2025. In Thailand, the Project signed the memorandum of understanding (MoU) with five municipalities on 28 November 2019.

HOW WE WORK

- 1 Collaborated with government agencies, education institutes and local administration organizations to develop an action plan to sustainably solve plastic pollution. Key local partners include Surat Thani Municipality, Hat Yai Municipality, Songkhla Municipality, Patong Municipality and Hua Hin Municipality.
- 2 Established a database that leads to appropriate approaches to design plastic pollution management mechanisms.

ACHIEVEMENTS IN 2019

- 1 Five pilot municipalities signed the MoUs to demonstrate their commitment to become plastic smart cities and develop an action plan to use innovative solutions to address plastic pollution.
- 2 WWF Thailand signed the MoU with Phuket Municipality to implement the policy to reduce plastic waste that ends up in nature.



10

ONE PLANET CITY CHALLENGE PROJECT



One Planet City Challenge, formerly known as the Earth Hour City Challenge Project, runs every two years to encourage cities around the world to become a climate-friendly city. WWF kicked off the project in 2013. Every participating city is required to propose goals and action plan to respond to climate change, and pave the way for a sustainable and low carbon society in the future.

PROJECT OVERVIEW

The Paris Agreement which aims to strengthen the global response to the threat of climate change by keeping a global temperature rise this century well below 2 degrees Celsius above pre-industrial levels. The Paris Agreement requires each country to deal with the impacts of climate change through various actions to adjust lifestyles and behaviors amidst climate challenges to balance social and economic development.

WWF Thailand advocates for all cities worldwide to adopt energy efficient model, and start using renewable energy as well as encourage government and private sectors to acknowledge the importance of energy conservation to stop global warming and make the city to be more “sustainable” and “livable”. WWF Thailand stepped up its efforts through two projects entitled: One Planet City Challenge and 60+ Earth Hour 2019.

HOW WE WORK

The One Planet City Challenge Project started in May 2019 and its activities are implemented in the following sequence:

MAY 2019

The Project invited interested local administration organizations that meet criteria to propose their action plans and participate in the project. Ten municipalities have met the requirements this year:

- 4 city municipalities – Khon Kaen Municipality, Nakhon Sawan Municipality, Nonthaburi Municipality, and Hat Yai Municipality of Songkhla province
- 5 town municipalities – Maha Sarakham Municipality, Yasothon Municipality, Roi Et Municipality, Hua Hin Municipality of Prachuap Khiri Khan province and Patong Municipality of Phuket province
- 1 subdistrict municipality – Hat Siew Municipality of Sukhothai province

JUNE 2019

The project organized a workshop to explain details on submitting action plans to the project, with a focus on helping partners to familiarize with the 2019 Cities questionnaire that requires local administration organizations to answer the questions as part of the proposal submission. Representatives from ten local administration organizations participated in the workshop at Ibis Bangkok Riverside Hotel, Bangkok.

JULY 2019

Experts and the team reviewed all answered submitted for the 2019 Cities questionnaire before transferring the data into the CDP's Online Response System (ORS). Six out of ten municipalities submitted their action plans on time. They then would enter into competition with the other 255 cities from 53 countries worldwide. This reflected local administration organizations' commitment to reduce greenhouse gas emissions in compliance with Thailand's Low Carbon Society vision. The winners of the One Planet City Challenge Award will be announced in 2020.

Six municipalities were nominated to participate the Project including:

- 3 city municipalities - Khon Kaen Municipality, Nakhon Sawan Municipality and Nonthaburi Municipality
- 2 town municipalities – Maha Sarakham Municipality and Patong Municipality of Phuket province
- 1 subdistrict municipality - Hat Siew Municipality of Sukhothai province

ACHIEVEMENTS OF EARTH HOUR IN 2019

WWF Thailand has partnered with the Bangkok Metropolitan Administration (BMA), state agencies and the private sector to conduct “60+ Earth Hour 2019” by turning off unused electric lights of Bangkok for one hour. The event also included other activities to raise public awareness on natural resources conservation that finally contributes to reducing global warming. For 2019, the global community paid special attention to plastic pollution and considered it as one among top priority issues that need to be urgently addressed. In addition, energy efficiency is the first step leading to other actions for environment conservation.

Other districts of Bangkok also conducted “60+ Earth Hour 2019” activities. Similarly, residents of other provinces, towns and municipalities, including Hat Yai Municipality of Song Khla, Patong Municipality of Phuket, Yasothon Municipality of Yasothon province, and Khelang Nakhon Municipality of Lampang province also joined the event.

According to the Metropolitan Electricity Authority, the “60+ Earth Hour 2019” campaign was a success with the electricity consumption decreased by 1,514 megawatts during the ‘lights-off’ hour, equivalent to a decrease of 6.05 million baht or a reduction of 1,026 tons of carbon dioxide worth 7.86 million baht.

WWF Thailand also took part in the event at the Central World Shopping Center in Bangkok on 30 March 2019, which was well participated, by displaying exhibition boards on environment conservation. Some of the key issues, including waste sorting activities to inform general public that plastic pollution has affected the environment significantly.



11

SUSTAINABLE FINANCE PROJECT



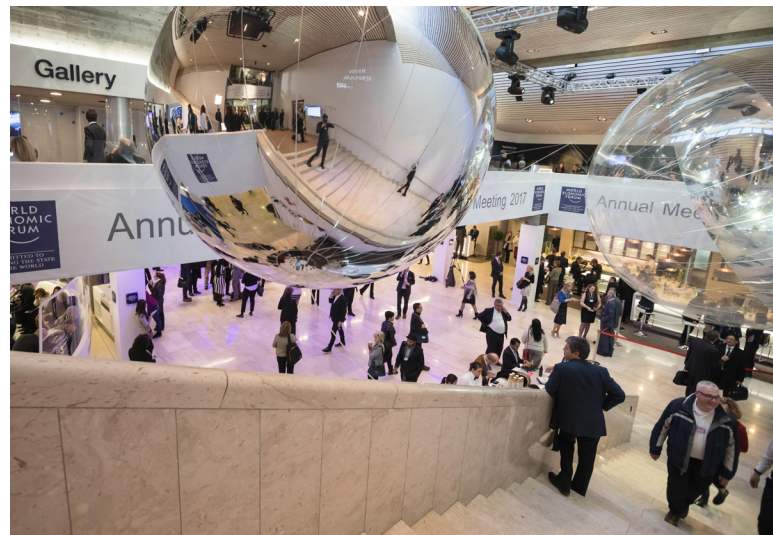
PROJECT OVERVIEW

Financial institutions are essential services for individual and corporate clients that fuel the country's economic growth. In the past year, the priority has swung to achieving Thailand's the Sustainable Development Goals (SDGs) by encouraging commercial banks to establish proper procedures that promote socially-conscious loan approvals based on the environmental, social and governance (ESG) criteria in order to protect financial institutions and mitigate potential environmental damages.

HOW WE WORK

In 2019, WWF Thailand worked in two major areas as shown below:

- 1 Cooperated with monitoring agencies and business associations advocating for the establishment of guidelines and standards for business operation in finance and business sectors in compliance with the Paris Agreement which aims to keep a global temperature rise this century well below 2 degrees Celsius above pre-industrial levels.
- 2 Cooperated with commercial banks in providing knowledge and skills to strengthen capacity of personnel and raise their awareness on importance of sustainable development and the role of business sector. This has been done by promoting the integration of environmental, social and governance factors as criteria for business operation and assessment of social and environmental impact that commercial banks providing loans caused.



ACHIEVEMENTS IN 2019

WWF Thailand had consulted with the Bank of Thailand, the Thai Bankers' Association and a working group comprising representatives of commercial banks on the development of guidelines for responsible lending as part of their sustainable business operation. WWF Thailand had a vital role in providing technical support and relevant information, sharing of experiences and knowledge as well as inviting experts from international organizations as resource persons to support the process. The guidelines for responsible lending was officially adopted and announced on 13 August 2019 at the Bangkok Sustainable Banking Forum.

PLAN FOR 2020 AND BEYOND

The success in sustainable finance operation is the starting point for the improvement of responsible lending standards. WWF Thailand will continue to support this initiative by putting it to good use at the operation level. This will be done through dissemination of information on international good practices, training and seminars, as well as great supports to business organizations that are potential clients of banks.

12

STRONG COMMUNITIES FOR SUSTAINABLE NATURAL RESOURCE MANAGEMENT: THE CIVIL SOCIETY, RIGHTS AND ENVIRONMENT PROGRAMME



PROJECT OVERVIEW

Over the past four decades, Thailand's economy has made a remarkable progress, moving from a low-income country to an upper-income country. However, the economic growth has caused an adverse impact on natural resources which led to income inequality and wealth gap between the rich and the poor.

WWF Thailand has implemented this project with a goal to strengthen capacity of local communities in environmental conservation, as well as their participation in natural resource management which contributes to sustainable development and the balance between nature conservation and human wellness.

HOW WE WORK

The project has been implemented in Dawna Tenasserim Landscape – Thanon Thong Chai Range and the Songkhram River basin – in a close collaboration with four key partners namely; Seub Nakhasathien Foundation, Sathapat Institution, the Kui Buri Wildlife Ecotourism Club, and the Basin Development Sustainability Promote Association (BDSPA).

The project implementation strategy follows a three-pronged approach:

- 1 Build capacity of stakeholders from civil society organizations (CSOs) to strengthen their engagement in conservation.
- 2 Demonstrate best practices and equitable sharing of benefits from natural resources.
- 3 Advocate at the policy level for sustainable natural resource management to achieve forest and wildlife conservation and the sustainable management of wetlands.

ACHIEVEMENTS IN 2019

- 1 Promoted collaboration among local communities and government agencies, as well as provided information and raised awareness on importance of natural resource management in wetlands which would finally protect and sustain their food sources.
- 2 Established and strengthened community-based natural resource management mechanisms and strengthened management skills of community groups, including financial management, project planning and cooperation with stakeholders.
- 3 Revitalized local wisdom and developed guidelines on sustainable natural resource management.



13

ECO-SCHOOLS PROJECT



PROJECT OVERVIEW

Raising awareness on importance of natural resources and environment conservation among the young generation is one of WWF Thailand's priorities. Through the Eco-Schools project, WWF Thailand aims at developing the learning approaches for school-based environment management which was initiated by the Denmark-based Foundation for Environmental Education (FEE). More than 49,000 schools in 64 countries, 29 schools of which are in Thailand, have joined the project. Since 2016, Thailand has been entitled to the project management.

Tree Mapping Activity

This activity used a learning tool for data collection on iNaturalist to calculate the amount of CO₂ absorbed by each of the 180 trees in Benchatat Park. 40 students from 13 schools participated in this activity.



Eco-Schools Camp 2019

This activity aimed to strengthen systematic thinking skills; data collection and analysis; teamwork; and leadership. Students from 16 member schools and three schools affiliated with the Department of Environmental Quality Promotion participated in the camp organized at Nakhon Rim Kob Fa Camp of Samut Prakan province.



ACHIEVEMENTS IN 2019

Nine more schools have joined the project and four schools received the Green Flag Awards. Student representatives from Rattanakosin Sompoch Bangkhen School attended an International Eco-Schools Meeting in Malaysia.

CHALLENGES FACED AND PLAN FOR 2020

An Eco-Schools Website will be developed to promote and disseminate information about the project to general public with the aim of increasing the number of Eco-Schools members nationwide.

14

INDIVIDUAL FUNDRAISING



PROJECT OVERVIEW

Believing that environment conservation can be most sustainable only by participation of the Thai population and could not be effective without involvement of all stakeholders, WWF Thailand therefore organizes a number of fundraising activities to boost greater participation of the Thai general public in protecting the environment. One of the main

fundraising activities is sending fundraising staff to public places such as department stores, office buildings and business areas to encourage people to support WWF Thailand in wildlife and environment conservation by financially supporting the organization, and purchasing WWF Thailand's products.

HOW WE WORK

WWF Thailand raises funds from the general public by sending fundraising staff to public places. In 2019, fundraising strategy has been expanded to online channel, hoping to reach out to the younger generation while continuing field-based fundraising campaigns.

ACHIEVEMENTS IN 2019

- 1 In collaboration with Big C Supercenter, a donation channel via counter services has been set up.
- 2 Developed a donation channel via a number of applications, including Rabbit LINE Pay, AirPay, and TrueMoney Wallet.
- 3 Created and promoted a series of LINE stickers called #Chat2Change with a focus on raising awareness on importance of wildlife and environment conservation. LINE Stickers were designed by five artists who volunteered to work with WWF Thailand, including Preeyasri Promjinda, Pichet Rujewararat, Samanya Sae Jun, Jakkrit Anantakul and Napasya Nawalong. The Line stickers were sold through online channels to raise funds for WWF Thailand's projects.
- 4 Collaborated with Thailand Post to produce four series of preserved wild animal postage stamps. Thailand Post allocated 5,000 stamps for WWF Thailand to raise funds for its activities. WWF Thailand also collaborated with Srinakharinwirot University Prasarnmit Demonstration School in organizing drawing competition and using the award winning paintings to produce folders for the 2019 postage stamps.



CHALLENGES FACED AND PLAN FOR 2020

In response to the rapid growth of new technology and changing lifestyle of the younger generation, WWF Thailand plans to focus more on establishing online channels to conduct fundraising campaigns among them.

15

CORPORATE ENGAGEMENT



PROJECT OVERVIEW

In addition to the country's economic growth, business sector has responsibility to operate their businesses based on social and environmental concerns to ensure that social and economic development is on the pathways to sustainability.

WWF Thailand has collaborated with private sector to change consumption and production behaviors to ensure that natural resources are preserved for a better world and a better future.

ACHIEVEMENTS IN 2019

HSBC: THE RECOVERY OF NONG HAN WETLANDS

Volunteers from HSBC joined the community, research team and WWF Thailand's field staffs to conduct activities to restore fresh water resource in Ayutthaya province and Nong Han district of Sakon Nakhon province. HSBC also supported employment for housewives' groups and farmer groups and provided funds for implementing the Fresh Water Resource Management Project.

B. GRIMM: RESTORATION OF TIGER POPULATION PROJECT

In the past five years, B. Grimm Group has supported the Tiger Recovery Project in Mae Wong and Khlong Lan National Parks by strengthening capacity of rangers and raising awareness of the people and communities living around forest areas.

NESTLE: SUSTAINABLE WATER CONSERVATION LEARNING CENTER

Five years after the success of the Youth Guardian Project, Nestle, in collaboration with WWF Thailand, has continued to work with youth leaders and other stakeholders in Ayutthaya province on water resource management. The project focuses on the community's garbage management, and the establishment of a water conservation center to be a resource and learning center for school and community.

TRUE CORPORATION: ELEPHANT SMART EARLY WARNING SYSTEM

True Corporation Public Company Limited supported national parks' rangers to monitor the movement of wild elephants with the smart early warning system. CCTVs have been installed in

order to record the jumbos' movements and send real-time images to park rangers' computers and smartphones. This project aims at reducing the human-elephant conflicts by preventing elephants from leaving the park areas and encroaching on farms.

THE MALL GROUP: COMPETITION ON PLASTIC WASTE MANAGEMENT INNOVATION

Recognizing the importance of increased impact of plastic pollution on the world's environment, the Mall Group has teamed up with WWF Thailand, the National Innovation Agency and the Ministry of Natural Resources and Environment to organize the national competition on plastic waste management innovation to win the royal trophy of Her Royal Highness Princess Maha Chakri Sirindhorn and a one-million-baht prize. This prestigious award was aimed at raising public awareness on innovative management of plastic pollution for a more sustainable environment and cleaner oceans.

CHALLENGES AND PLAN FOR 2020 AND BEYOND

Amidst the growth of economy, trade and investment worldwide, WWF Thailand has encountered challenges in raising awareness on environment conservation and achieving collaboration with all stakeholders. The private sector plays a vital role in bringing about a more responsible consumption of natural resource which could lead to a more sustainable planet for future generations.

CORPORATE COMMUNICATION FOR ENVIRONMENTAL CONSERVATION



The Corporate Communication Department has a mission to promote and support the organization's activities through the design and planning of communication activities, creative campaigns in line with the organization's approach and evidence-based environment preservation organisation. The Department aims to pass on stories of environment preservation of different projects to the general public to raise their awareness on social responsibility and cultivate conservation mindset.

In 2019, WWF Thailand's Corporate Communication Department conducted a number of activities and campaigns, including "Travel Ivory Free" which was organized for two consecutive years. The campaign gained supports from both government and private sectors, as well as civil society organizations in raising awareness and providing information to reduce international tourists' demands for ivory products.

Furthermore, fundraising campaign entitled: #Chat2Change – a LINE sticker series was launched. The five artists designed the Line stickers to help WWF Thailand raise funds through digital channels.

Corporate Communication Department has been a liaison for media both within and outside Thailand to promote WWF Thailand's actions and provide them with necessary information. Media events were organized, including press conferences and press field trips to WWF Thailand's work locations to enhance understandings of the media on WWF Thailand's missions.

PLAN FOR 2020

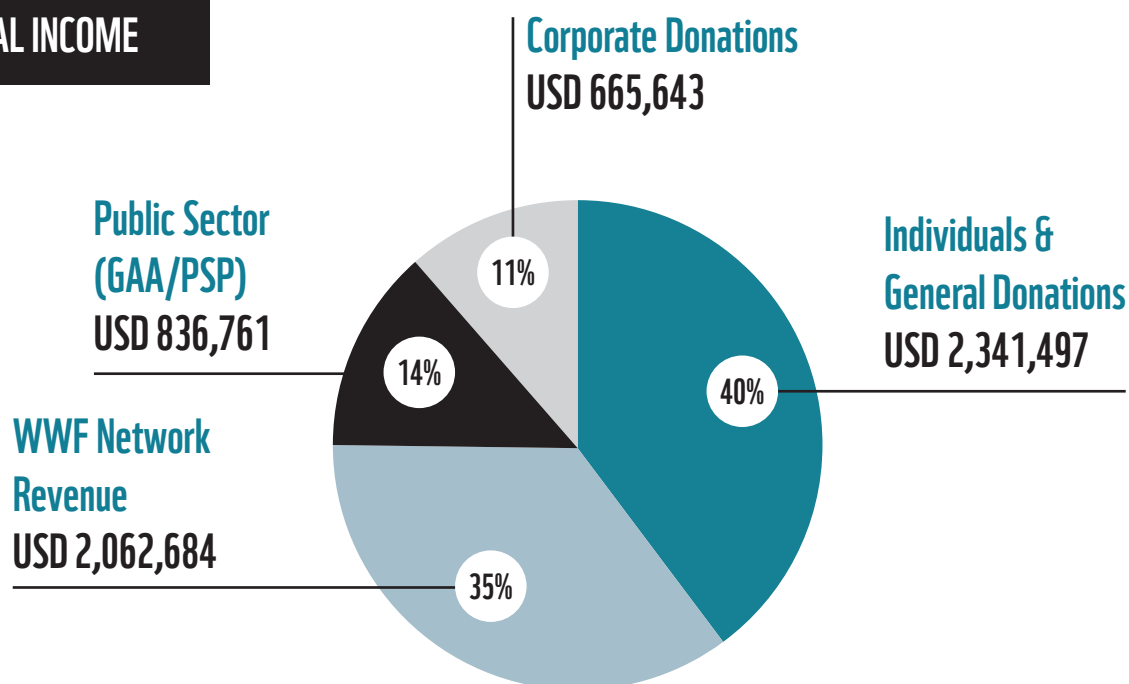
WWF Thailand will continue to mobilize resources and communicate its organization's missions amidst changing media landscape where the population can access to wider sources of information, especially through online channels. This new phenomenon provides an opportunity for WWF Thailand to cultivate and sustain environment conservation culture among the population, especially the younger generation, who would play a key role in environment conservation in the future.



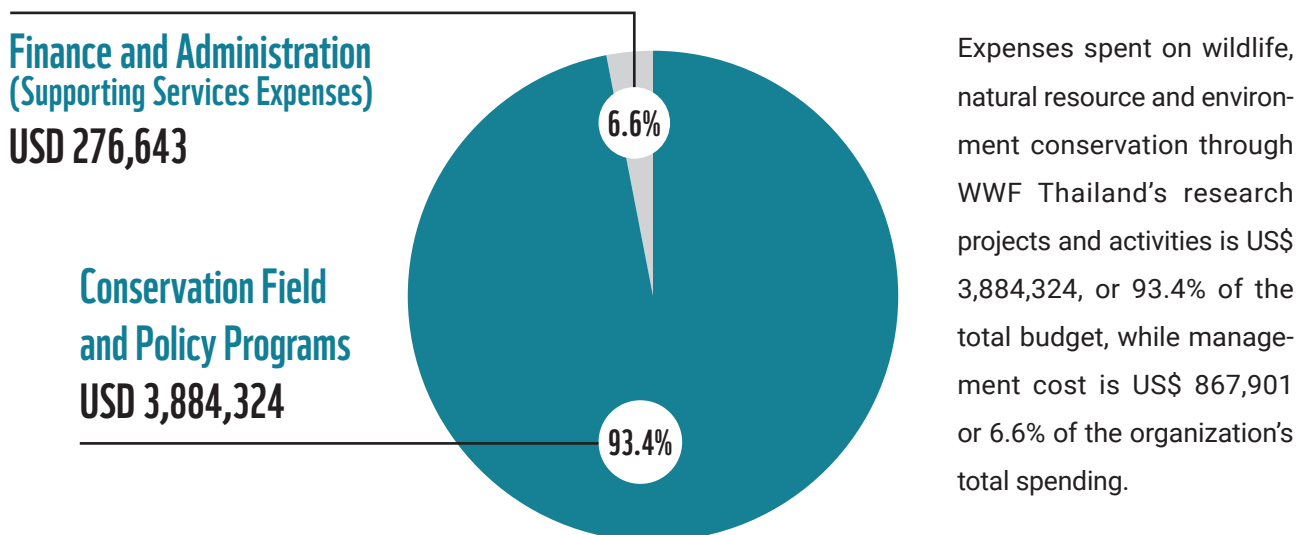
FINANCIAL REPORT

FINANCIAL REPORT FOR FISCAL YEAR 2019

TOTAL INCOME



TOTAL EXPENSE



FINANCIAL REPORT

FINANCIAL STATEMENT OF FISCAL YEAR 2019

Financial Report (FY 2019, July 2018 - June 2019)

REVENUES	FY 2019 TOTAL (THB)	FY 2019 TOTAL (USD)
Individuals & General Donations	72,769,502	2,341,497
WWF Network Revenue	64,104,517	2,062,684
Public Sector (GAA/PSP)	26,005,016	836,761
Corporate Donations	20,686,992	665,643
INCOME TOTAL	183,566,027	5,906,585
EXPENSES		
Conservation Field and Policy Programs Expenses	120,717,79	3,884,324
Finance and Administration (Supporting Services Expenses)	26,972,810	867,901
Program and Core Cost recovery	(18,375,249)	(591,258)
EXPENSES TOTAL	129,315,358	4,160,967
CLOSING BALANCE	54,250,669	1,745,618

**exchange rate from US\$ to Thai Baht is from the reference exchange rate at 1 US\$/31.0782 Thai Baht

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Why we are here

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

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