



WWF

ANNUAL
REPORT

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WWF THAILAND ANNUAL REPORT 2020

A vibrant, stylized illustration of a Thai forest scene. In the foreground, a tiger with orange fur and black stripes looks directly at the viewer. To its left, a large grey elephant's head and trunk are visible. In the background, a red fox-like animal stands near a stream. A brown water buffalo with large curved horns is in the bottom left. The scene is filled with various green and yellow leaves and plants.

FOR A LIVING
PLANET



BECAUSE WE BELIEVE HUMANS CAN CO-EXIST IN HARMONY WITH NATURE

LANDSCAPE OF HOPE

- Tiger Recovery
- Kui Buri Wildlife Conservation
- Illegal Wildlife Trade
- Sustainable Rubber Plantation
- Responsible and Sustainable Production Consumption
- Eyes on the Forest in DTL (Thai side)

FLOW OF LIFE

- Youth Water Guardians
- Freshwater Conservation

THE GREENER, THE BETTER

- Plastic Smart Cities
- One Planet City Challenge (OPCC)

POWER OF COLLABORATION

- Fundraising People
- Corporate Engagement Private Sector
- Leading the Change for local communities Locals
- Eco-schools Youth
- Sustainable Finance Financial

3,979 RAI

of forest was saved from being turned into mono-agricultural plantation, improving the livelihood of small-scale farmers in terms of higher income from the sale of organic produces.

8 PILOT COMMUNITIES

living along the Khanom Chin canal cooperated with WWF-Thailand under the Youth Water Guardian Project to collect overflowing garbage, clear water hyacinths, and improve the water quality. As a result, small aquatic animals – fish, shrimps, and clams – are bouncing back in this main canal of Ayutthaya province.

15 RAMSAR SITES

are located in Thailand with the Lower Songkhram River basin being declared as the latest wetland site of international importance in 2020. In achieving the recognition, WWF-Thailand integrated scientific knowledge with the community participation to build awareness of water resource at the local level.

25 STRATEGIC LOCATIONS

along the main elephant trails in Kui Buri National Park have been installed with camera traps to send real-time image to park rangers, allowing the officers to drive the elephants back to the woodlands in time as a way of reducing conflicts between local residents and wild elephants and collecting image data for further wildlife population research.

2 MORE STRATEGIC CONSERVATION SITES

– 3,300 square kilometres in Khlong Wang Chao National Park and Umphang Wildlife Sanctuary – are added to the working area list of WWF-Thailand's Tiger Recovery Project over the past year.

CONSERVATION NEVER STOPS



of the past year have been filled with difficulties caused by the pandemic. We have had to adapt by working from home or working exclusively in National Parks without coming into people contact. Yet, WWF-Thailand's staff gave their very best at their works during these challenging times by sharing and working towards the same goal which is to build a future where healthy ecosystem and thriving human communities can co-exist.



ABOUT WWF-THAILAND

The World Wide Fund for Nature (WWF) works to conserve nature in over 160 countries worldwide with the aim to protect natural resources and the environment so that people can live in harmony with nature.

WWF began work in Thailand in January 1995, and was officially established in 1999. WWF-Thailand, part of the Asia Pacific Program and affiliated with WWF International, continues to grow with over 60 staff based in offices located in Bangkok and other key conservation sites nationwide, including Kui Buri, Mae Wong and Khlong Lan National Parks.

Thailand is considered an important strategic location for conservation in Southeast Asia due to its existing biodiversity and abundant natural resources. WWF-Thailand has expanded its collaboration and work in prioritizing four regional ecological areas, consisting of the Dawna Tenasserim landscape-Thanon Thong Chai range, the dry evergreen forests of the Lower Mekong basin, the Mekong basin and the Andaman Sea.

We create an annual report and have our accounts audited annually. In the 2019 fiscal year, we worked hard to direct our available resources to the conservation of nature. **Despite the challenges faced due to COVID-19, 79% of our income went directly to wildlife, natural resources and environment conservation.** The unwavering support from our donors and partners gives us a stable outlook for the next fiscal year. You can see a detailed breakdown of our income and expenditure in this Annual Report.





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A MESSAGE FROM OUR CEO



“

**A Moment of Crisis
can be an Opportunity
for Reconnection**

”

The COVID-19 outbreak in 2020 set in motion one of the most wide-ranging crises of our time. It has brought devastating loss of life, disrupted the global economy, crashed public health systems and brought suffering to millions.

It is also a tangible example of the consequences of natural resource exploitation, and the ecosystem imbalance.

COVID-19 is a clear warning – unsustainable development must stop if humans are to survive on this planet. In 2020, the World Wide Fund for Nature (WWF) published The Living Planet Report, a biennial report on the condition of the global environment. The research found that **our planet has lost more than 68% of plant and animal species in less than 50 years.** This has to be reversed, no longer just for the sake of nature, now for the sake of mankind.

Despite the challenges created by the pandemic, WWF-Thailand continued its conservation work across the country. We are working in the national parks, supporting the protection of endangered species and to end illegal wildlife trade and conducting research studies. Our teams successfully expanded the tiger conservation sites to two more national parks, covering the Upper Western Forest

Complex of the country. The formal recognition of the Lower Songkhram River basin in northern Thailand as a Ramsar Site this year also showed the power of cooperation among WWF, business sector, provincial authorities and communities.

We are also stepping up our efforts to reduce plastic waste leakages into oceans in major cities and develop the use of technology to explore forest integrity in Thailand. This work and much more is captured in this Annual Report.

All of our accomplishments wouldn't be possible without continued support from our generous donors, government sector and companies. I would like to extend my thanks and appreciation to everyone, including local communities and networks who worked side by side to tackle the root cause of this pandemic – the destruction of nature.

Let's seize the moment of pandemic crisis to reconnect with nature.

Pimpavadee Phaholyothin
Chief Executive Officer, WWF-Thailand



OUR CORE VALUES



The World Wide Fund for Nature (WWF) International operates more than 3,000 conservation projects around the world, aiming to build a sustainable future in which people live in harmony with nature. Thousands of employees in over 100 countries worldwide are unified by a common set of values in which we always remember and act upon to contribute and convey mutual understandings among stakeholders, along with supporting organizations in all sectors. While the four core values are established on the basis of honor and respect towards the diversity of nature and mankind, people at WWF at all levels, from operational staff to executives, have adapted and implemented these values into their work to create our unified work culture.

Courage

At WWF, we demonstrate courage through our actions, work for environmental changes where it is urgently needed, and also support people and institutions in raising their voices to address the challenges and problems our natural world is facing.

Integrity

We live the principles we call on others to meet. Hence, it is our priority to act with integrity, accountability and transparency. WWF International relies on facts, principles and science to guide us on our works for conservation, where we continuously learn and evolve.

Respect

We honor the voices and knowledge of the people and communities that we serve and work to secure their rights for a sustainable future.

Collaboration

The success of conservation work cannot be achieved by any individual or organization. Hence, WWF emphasizes the importance of collaboration from all sectors because all parties have contributed to the results and shall together take pride in the support that comes from everyone.



OUR PROJECTS AND TARGET LOCATIONS

1



TIGER RECOVERY PROJECT

2



KUI BURI WILDLIFE CONSERVATION PROJECT

3



FIGHTING ILLEGAL WILDLIFE
TRADE PROJECT

4



YOUTH WATER GUARDIANS PROGRAMME

5



FRESHWATER RESOURCE MANAGEMENT PROJECT

6



SUSTAINABLE RUBBER PLANTATION PROJECT





7



FOSTERING LOW CARBON SOCIETY
THROUGH SUSTAINABLE
CONSUMPTION AND PRODUCTION

8



EYES ON THE FOREST IN DTL
(THAI SIDE)

9



PLASTIC SMART CITIES PROJECT

10



ONE PLANET CITY CHALLENGE
PROJECT

11



SUSTAINABLE FINANCE
PROJECT

12



LEADING THE CHANGE PROJECT

13



ECO SCHOOLS PROJECT

14



INDIVIDUAL FUNDRAISING PROJECT

15



CORPORATE ENGAGEMENT





OUTSTANDING ACHIEVEMENTS IN 2020

1



TIGER RECOVERY PROJECT

Tiger conservation sites have been expanded to Khlong Wang Chao National Park and Umphang Wildlife Sanctuary, covering the Upper Western Forest Complex of Thailand.

2



KUI BURI WILDLIFE CONSERVATION PROJECT

WWF-Thailand, together with the public and private sector, installed 25 camera traps along the elephant trails across the Kui Buri National Park.

3



FIGHTING ILLEGAL WILDLIFE TRADE PROJECT

WWF-Thailand collaborated with experts at Stanford University, USA to develop a DNA detector for ivory products to differentiate Thai and African elephant ivory more effectively.

4



YOUTH WATER GUARDIANS PROGRAMME

Small aquatic animals have been bouncing back in the main canal of Ayutthaya province in eight pilot communities where WWF-Thailand and local community members work closely together to conserve water. Local people are able to create their own water conservation activities while persuading others to participate as well.

5



FRESHWATER RESOURCE MANAGEMENT PROJECT

The Lower Songkhram River basin in northern Thailand was formally recognized as Thailand's 15th Ramsar site and the 2,420th on the Ramsar List.

6



SUSTAINABLE RUBBER PLANTATION PROJECT

Rubber plantations of Baan Naprang farmers have been certified by the FSC™, making it the first FSC™-certified smallholder group of Thailand.

7



FOSTERING LOW CARBON SOCIETY THROUGH SUSTAINABLE CONSUMPTION AND PRODUCTION

The “Three Forests, Four Benefits” agricultural system has been extended to 3,979 rai of forest in northern Thailand. The forest was saved from deforestation and the sustainable production methods improved the livelihood of more than 730 farming households.

8



EYES ON FOREST IN DTL (THAI SIDE)

More than 40 officials from the Department of National Parks, Wildlife and Plant Conservation in three conservation sites underwent training sessions on advanced technology for natural resource management.

9



PLASTIC SMART CITIES PROJECT

A database of plastic waste in terms of quantity, classification and proportion in each city has been established, paving the way to the city’s action plan on waste management.

10



ONE PLANET CITY CHALLENGE PROJECT

Khon Kaen Municipality has been chosen as the national winner in the WWF’s One Planet City Challenge (OPCC), setting a good example of a sustainable city.

11



SUSTAINABLE FINANCE PROJECT

The environmental, social and governance (ESG) principles have been integrated into the operations of commercial banks.

12



LEADING THE CHANGE PROJECT

WWF-Thailand continued to gain enormous support from civic organizations, local communities, and local authorities to use natural resources sustainably.

13



ECO SCHOOLS PROJECT

As of now, there are 45 schools participating in the Eco-Schools with more technology and innovation ideas being integrated into the environmental projects.

14



INDIVIDUAL FUNDRAISING PROJECT

COVID19 was a tough year for individual fundraising. We have attempted to go online, and we will continue to build up the program.

15



CORPORATE ENGAGEMENT

WWF-Thailand joined forces with five Thai companies to initiate sustainable business operations which yield positive effects on environment and local communities who live in WWF-Thailand’s conservation sites.

1

THE TIGER RECOVERY PROJECT IN THAILAND'S UPPER WESTERN FOREST COMPLEX

TIGER CONSERVATION SITES

From
1,200
sq m

To
4,500
sq m

The Upper Western Forest Complex is a land of hope for Indochinese tiger conservation.

Tigers (*Panthera tigris*) are animals that require large territories along with a wide variety of prey. Therefore, tigers are indicative of ecological abundance because a living tiger indicates that there are still natural habitats and other wildlife present. Hence, restoration of the tiger population must be comprehensively operated by collaboration at all levels.

The COVID-19 pandemic has resulted in the postponement of the 2021 Asia Ministerial Conference on Tiger Conservation which was supposed to be hosted in Malaysia. Meanwhile, WWF-Thailand, who operates the Tiger Recovery Project in Thailand's Upper Western Forest Complex with the Department of National Parks, Wildlife and Plant Conservation (DNP), had to readjust its action plan to align with the country's 20-year national strategy and the national tiger action plan.

The global tiger population stands at

4,000



All 13 tiger range governments came together for the first time at the Global Tiger Summit in **Russia** and have committed to **double the number of wild tigers** by 2022.



Wild tigers in Thailand are around

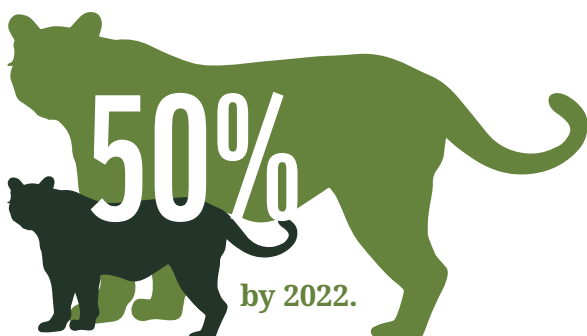


130-160





Thailand's national action plan aims to increase its wild tiger population by



PROJECT OVERVIEW

The Tiger Recovery Project consists of three main operational guidelines which have been re-adjusted during the COVID-19 pandemic as follows:

- 1 Conduct research and survey to study the population of tigers and wildlife where field operations could be carried out continuously, while allowing WWF-Thailand staff to extend their stay in the field to avoid spending time in quarantine.
- 2 Support and promotion for smart patrol, training for park rangers as well as teaching students under the 'Smart Patrol and Protected Areas Management' curriculum has been put on hold. The effort is in collaboration with several partners, including Kasetsart University's Faculty of Forestry, the Department of National Parks, Wildlife and Plant Conservation (DNP), and the Wildlife Conservation Society (WCS).
- 3 Awareness building and networking for tigers and wildlife conservation in schools and communities have been postponed due to coronavirus restrictions.

KEY PROGRESS IN 2020

Expansion of Operational Area

The Tiger Recovery Project in Mae Wong and Khlong Lan National Parks has been operated since 2010, covering a territory of 1,200 square kilometers. Over the past year, the project has expanded the working area to nearby conservation areas which are Khlong Wang Chao National Park and Umphang Wildlife Sanctuary. Hence, all four conservation areas currently cover a total of 4,500 square kilometers, known as the “Upper Western Forest Complex”. This expansion is an important strategy for tiger conservation because focusing on a large territory of interconnected forests will help increase the efficiency of data linkage.

Support for Smart Patrol

Construction of the Smart Patrol Center at Khlong Wang Chao National Park was achieved to facilitate the meeting of park rangers’ operational planning, which supports the prevention and suppression of wildlife crime in the area. A teleconference system was also installed to enable effective operation under the COVID-19 situation and to link patrol data between nearby conservation areas, thereby improving protection management at the forest-field level.

Development of Young Conservationists

Learning sessions for students in schools around Mae Wong and Khlong Lan National Parks were arranged in both lectures and workshops on making artificial saltlicks as a food source for ungulates. The programs were organized in line with the government’s curriculum of the “Moderate Class, More Knowledge” initiative. This encourages the youth to acquire a sense of love for their homeland and an understanding of the natural resources surrounding their community, so that they grow up to care and conserve natural resources, forests and wildlife.



Core Values of WWF-Thailand

Courage

to drive wildlife conservation in the days when no one knew and believed that there were tigers in national parks.

Respect

for the networks that we work with, especially ethnic groups living close to major wildlife areas and their traditional knowledge and wisdom.

Integrity

towards information, knowledge and scientific facts.

Collaboration

on the basis of courage, respect and integrity that enables progress with all sectors involved.

2

THE KUI BURI WILDLIFE CONSERVATION PROJECT

WWF-Thailand has implemented the Kui Buri Wildlife Conservation Project in collaboration with the Department of National Parks, Wildlife and Plant Conservation (DNP), government agencies, private sector and local communities to protect the forests of Kui Buri National Park and watershed forests in Prachuap Khiri Khan province. The project focuses on optimizing effective patrols, conducting research study and monitoring wildlife status along with finding a solution to the issues of wild elephants invading agricultural crops in local farmlands.

Although site visits with relevant people and officials could continue during the COVID-19 pandemic, the training of officers as well as meetings that involve a large number of participants had been temporarily halted.

PROJECT OVERVIEW

PROACTIVE APPROACH: Improvement of grasslands along with maintenance of 20 artificial saltlicks as a food source in a total area of 380 rai (60.8 hectare) to provide sufficient food for wild elephants and prevent them from rampaging local farmlands. The camera traps were used to track the utilization to further improve these food sources, it was found that the top five most visited animals were bulls, wild elephants, deers, muntjacs and wild boars.

REACTIVE APPROACH: Reducing conflicts between local residents and wild elephants by supporting the surveillance and herding wild elephants back into the forest. The main operational guidelines include the following:

- **Establishment of an early warning system** in collaboration with True Corporation and the DNP, where 25 camera traps were installed along the main elephant trails to send images to the park rangers, allowing the officers to drive the elephants back to the woodlands in time.
- **Build understanding and collaboration** WWF-Thailand has provided communication platforms via discussion forums and online channels between officers and the people, which concluded that it is the duty of the authorities to prevent wild elephants from causing the damage, along with making local residents understand the work process of the officers. Hence, collaboration is achieved to find solutions to the conflict together.

THE RETURN OF 'TIGERS'

In 2019, footprints of tigers were rediscovered in the Kui Buri National Park during wildlife monitoring. This is the first discovery of tiger footprints since 2012, reflecting the success of our conservation efforts throughout seven years. Although what the tiger has left to confirm its identity today is a footprint, we hope that it will return to live in the Kui Buri Forest in the near future.





Core Values of WWF-Thailand

Courage

to accommodate various perspectives and collaborate with relevant state agencies to tackle the existing problems together.

Respect

in roles, perspectives and notions of each individual party.

Integrity

in recognizing the mission and focusing on the responsibility to achieve the results.

Collaboration

in building cooperation among all sectors involved to resolve the issues together.

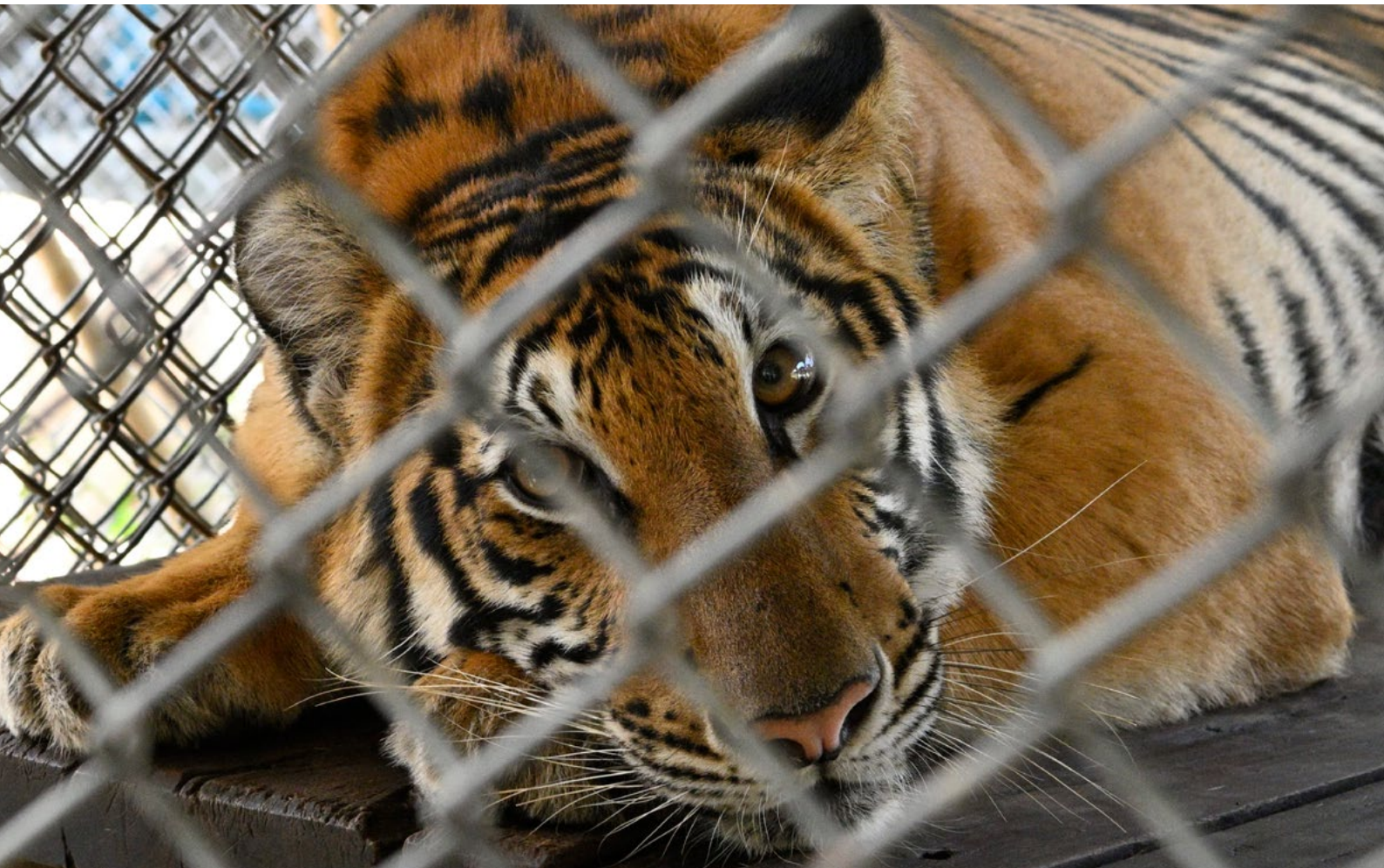


3

FIGHTING ILLEGAL WILDLIFE TRADE PROJECT

Links between the cause of the outbreak of COVID-19 and wildlife markets has acquainted people and those involved to realize that wildlife habitats are linked to the spread of infectious diseases. Previously, communication on such issues was limited since wildlife trafficking is a transnational crime involving the profits of several people, along with the popularity of wild animal products due to superstitions and traditional medicinal properties. Unfortunately, the decline in biodiversity is the long-term effect.

The COVID-19 pandemic has also resulted in the interruption of tourism. It has slowed down the trade of wild animals and wildlife products, especially those with legal loopholes such as ivory products which is popular among Chinese tourists who buy souvenirs from Thailand. The e-commerce market, on the other hand, has grown extensively. The Illegal Wildlife Trade Project has accelerated preparations for economic recovery in the coming phase to deal with the online wildlife trade market more effectively.



KEY ACHIEVEMENTS IN 2020

Important achievements of the Illegal Wildlife Trade Project in the past year include the following

1 Academics: Thailand has important wildlife trade laws, including the Forest Preservation and Protection Act B.E. 2562 (2019) and the Ivory Act B.E. 2558 (2015). WWF-Thailand collaborates with the Faculty of Law at Thammasat University in analyzing these laws to find ways to improve the primary and subordinate laws that will enhance law enforcement effectiveness. WWF-Thailand is planning to collaborate with other state agencies involved to strengthen law enforcement in the near future.

2 Innovations: A significant gap in Thailand's availability of the legal market for ivory trade for domestic consumption of Thai elephant ivory resulted in limitations on law enforcement since the Thai and African elephant ivory

cannot be distinguished. WWF-Thailand collaborates with experts at Stanford University, USA to develop a DNA detector for ivory products for effective identification.

3 Collaborations: The Golden Triangle in Chiang Rai, bordering Myanmar and Laos, is a high-risk location for wildlife trafficking by transnational criminals. WWF-Thailand has initiated an anti-illegal wildlife trade task force, consisting of officers of relevant departments to link information and provide personnel training to enhance knowledge in both theory and practice. Subsequently, this establishment of working groups at the provincial level is a model for other border provinces such as Nong Khai and Songkhla.





Core Values of WWF-Thailand

Courage

to develop work instructions and innovation that clearly creates several changes state agencies can utilize effectively.

Respect

by taking a role as a supporter of information, academics and collaboration which requires acceptance and understanding of various opinions of all parties.

Integrity

in working on the basis of verifiable information and facts along with creating strategies to communicate for mutual understanding.

Collaboration

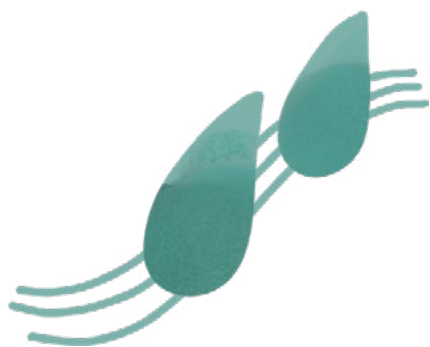
from all parties is a necessity, hence it is important to understand differences and find ways to achieve expected outcomes together.



4

THE YOUTH WATER GUARDIANS PROGRAMME

WWF-Thailand started the Youth Water Guardians Programme in Sena district of Ayutthaya province in 2015, with the aim to establish youth networks to lead water resource conservation and coordinate with communities, state agencies and the private sector in order to restore the Khanom Chin canal, the community's main water resource.



PROJECT OVERVIEW

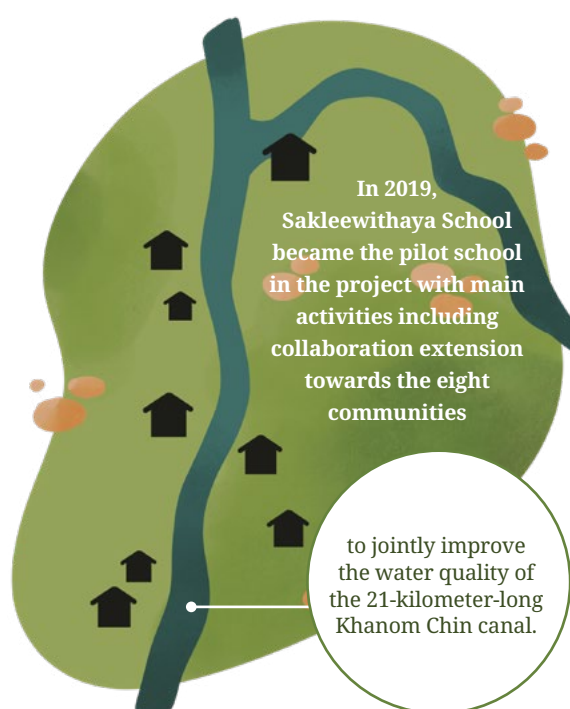
During the first five years, the programme focused on building relationships with people in the community and state agencies in eight pilot communities by sharing information and knowledge through student leaders and related agencies to raise awareness of the water resource situation and make them understand the causes of the problem. This eventually led to collaboration in managing the problem together, where everybody agreed upon the urgent need for waste management. However, the preparation for waste problem survey by the youth was disrupted by the outbreak of a novel coronavirus.





KEY PROGRESS IN 2020

- Emphasized on direct communication with community leaders to bring about collaboration and solve environmental problems together.
- Eliminated water hyacinth by using organic methods, developed moats surrounding the school and resolved problems in the opening-closing of the water gates in order to reuse water for purposes like rice farming, river snail cultivation and making floating baskets for fish.
- Developed water quality in canals around Sakleewithaya School. In result, the efforts have led to the expansion of partnering communities from eight to 12, covering the entire route of the Khanom Chin canal.



ACHIEVEMENTS

- After the canal development in the eight communities, small aquatic animals such as tiny shrimps and clams have repopulated.
- People from the participating communities can create their own activities while persuading others to participate as well.

FUTURE PLAN

- Collaboration with the 12 communities along the canal should lead to an increase in the number of fish and other aquatic animals in the Khanom Chin canal.
- The development of a sustainable water management mechanism to restore the Khanom Chin canal as an important resource for food should continue along with maximizing benefits for other purposes.
- The expansion of existing collaboration among related agencies, including the Department of Fisheries, the District Agricultural Office, municipality, communities, schools and the Phranakhon Si Ayutthaya Rajabhat University.



Core Values of WWF-Thailand

Courage

in ensuring that everybody can contribute to the development and restoration of water bodies which were once polluted and filled with water hyacinths to benefit the community again.

Respect

in listening to the voices of the communities and all parties involved by creating a platform to reflect every opinion and experience.

Integrity

in working with the local communities and in building trust by fulfilling the commitments made to them.

Collaboration

in working with all relevant sectors to achieve the same goals.



5

FRESHWATER RESOURCE CONSERVATION PROJECT

Freshwater makes up only 2.5 percent of all water on the planet and most of it is frozen or underground. Thus, it is imperative to maintain and manage these freshwater resources appropriately. Not only are natural freshwater resources valuable to the ecosystem, but they are also crucial for the consumption of people and the communities.

WWF-Thailand works to conserve freshwater resources by focusing on strengthening the community through participation that drives operations at the community level towards national and international levels leading to the conservation and restoration of freshwater ecosystems along with promoting the sustainable use of freshwater resources together. Although the COVID-19 situation has caused delays in some operations, measures taken by public health sectors had enabled the project to operate in accordance with the plans.

PROJECT OVERVIEW

The Freshwater Resource Conservation Project currently consists of three main projects as follows:

- 1 Southern Songkhram River Wetlands Management Project** focuses on the involvement of all parties in the management of natural resources and freshwater ecosystems in alignment with the government policy and the way of life of at least 50 communities living along the 92-kilometer Songkhram river in Tha Uthen and Si Songkhram districts of Nakhon Phanom province.
- 2 Nong Han Wetlands Ecosystem Recovery Project** in Sakon Nakhon province is the largest natural water source in the northeastern region, where WWF-Thailand focuses on the protection and restoration of the ecosystem and biodiversity, along with the sustainable use of freshwater resources through participatory management of all parties involved.
- 3 Lao-Thai Fishery Resources in Central Mekong River Co-management Project** covers 12 villages in three districts of Mukdahan province and 12 villages in Savannakhet province of Lao People's Democratic Republic. The project is implemented with a focus on building strong collaboration with the locals to improve and restore fishery resources along with improving the quality of life of the target communities.





KEY ACHIEVEMENTS IN 2020

- 1 In May 2020, wetlands in the southern Songkhram River, Nakhon Phanom province gained recognition as the world's 2,420th Ramsar site and the 15th in Thailand. This is considered a model in the conservation of wetlands through successful collaborations between the government, private sector, communities and NGOs.
- 2 WWF-Thailand supported the preparation of natural resource management plans at community level, covering 40 communities in the vicinity of Nong Han Wetland through a participatory process. The efforts aim at enhancing and boosting the potential of community organizations while restoring natural resources in accordance with the community's way of life.
- 3 WWF-Thailand empowered community organizations by supporting the establishment of two local associations, namely the Association for Southern Songkhram River Protection which consists of leaders from 50 communities, and the Association for Nong Han Wetlands Protection consisting of leaders from 40 communities. The groups act as a mechanism for locals to manage conservation and utilization of natural resources in the future.

FUTURE OPPORTUNITIES

Experiences in implementing the project can be applied for participatory management of freshwater and natural resources, which is in line with the country's policy that focuses on the conservation and restoration of natural resources through collaboration with communities and related agencies.



Core Values of WWF-Thailand



Courage

to create a deeper understanding of freshwater resource management among all parties by focusing on a variety of dimensions which includes collaboration with all sectors.

Respect


partners from state agencies and communities in terms of knowledge, local wisdom, culture and values that each party adheres to.

Integrity

in achieving our commitments through transparent operations to build trust with those involved.

Collaboration

is possible only when full adherence to the organizational core values are ensured.



6

SUSTAINABLE RUBBER PLANTATION PROJECT



About 1.7 million rubber smallholders throughout Thailand rely on income from rubber plantations. Balancing farmers' income and livelihood with environmental sustainability is, therefore, another mission that various parties realize to be extremely relevant.

WWF-Thailand began the Sustainable Rubber for Smallholders Project (SR4SH) in 2017 to strengthen and enable smallholders to compete internationally by building local sustainability, reducing impact on ecosystems and conserving forests, and providing services to serve the lifestyle of rubber farmers as well as the local culture.

KEY ACHIEVEMENTS IN 2020

1 Bottom-up Approach – Strengthening the capacity of smallholders to meet international sustainability standards The capacity of smallholders have been strengthened through this project, enabling them to negotiate with large buyers on equal grounds through knowledge sharing and adjustment of rubber plantation management models. This will also facilitate the process of FSC™ Standard certification and support the establishment of a network in pilot areas of Songkhla, Rayong and Beung Kan provinces which involve the participation of 250 farmers, covering the area of over 4,000 rai (640 hectares). Naprang Pattana Farmers Group (NPFG) is a successful pilot group in Thailand and the first group of smallholders to be certified with the FSC™ Standard in October 2020 (certified area: 1,571.19 rai or 251.39 hectares). The group's rubber plantation has expanded and become a learning center for other small-scale farmers who are interested in sustainable management for rubber plantation in accordance with international standards. The learning center aims to drive the rubber business responsibly while preserving the environment. Recently, the pilot area has been expanded to Nong Khai, Chanthaburi, Trat and Surat Thani provinces.

2 Stepwise Approach Criteria and requirements for sustainable management of rubber plantation for smallholders via the Sustainable Rubber for Smallholders Project (SR4SH C&I) was developed and used as a guideline by Thai farmers. The guideline highlights three main areas of rubber plantation management, which are society, environment and economics. This approach aims to enable the certification of international sustainable forest management standards which will add value to the products through appropriate field management. The process involves development of farmers to have access to the guidelines for smallholders and enable them to further apply for future improvements.

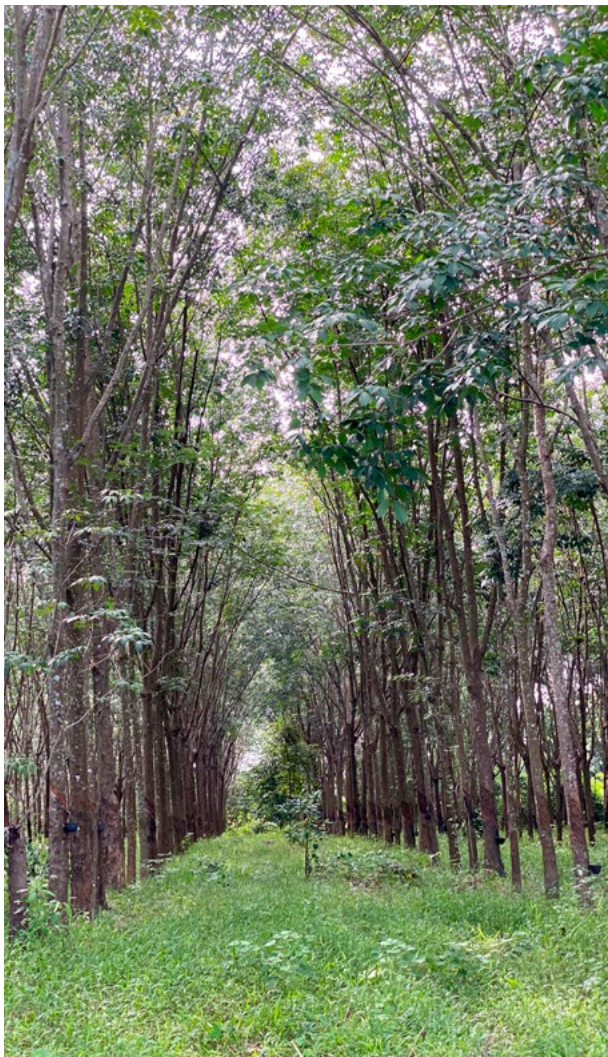
3 MAP: Multi-Actors Partnership A learning process was established to bring about equal participation in the entire chain of rubber production among all stakeholders, consisting of smallholder groups, independent organizations in social and environmental sectors, business sectors, academic institutions and state agencies, as well as expanding the collaboration to Cambodia and Myanmar.

4 Forest for Life Project The application process was developed and underwent testing to help in systematic data management for small-scale farmers to enable their capacity for the certification process effectively.



FUTURE OPPORTUNITIES

The implementation of guidelines and criteria for the Sustainable Rubber for Smallholders Project (SR4SH C&I) in the pilot areas along with valued experiences will be shared and expanded to other areas. The efforts involves the collaboration with important government agencies at the policy level like the Rubber Authority of Thailand (RAOT), academic institutes, private sector and relevant companies that produce technologies in tracking the production chain, along with the use of unmanned aerial vehicle (drone) technology to develop area management in order to develop a suitable application system in the future.



Core Values of WWF-Thailand

Courage

to create change in the way of life of farmers towards sustainability while protecting the environment, along with building collaboration among various sectors who have different needs and perspectives.

Respect

in local wisdom of the community while listening to the needs of those involved for equal rights for all.

Integrity

in transparent and verifiable operations based on the principles of the organization to work honestly with no conflict of interest.

Collaboration

in engagements that drive local operations at the community level towards policymaking agencies and international collaborations.



7

FOSTERING LOW CARBON SOCIETY THROUGH SUSTAINABLE CONSUMPTION AND PRODUCTION



The COVID-19 crisis has had a broad impact worldwide, especially among farmer communities. Due to the unprecedented situation, WWF-Thailand has prioritized the creation and implementation of environmental conservation works as well as the support to strengthen local communities throughout the entire supply chain from upstream to downstream processes. Simultaneously, another equally important

challenge is the environmental crisis which include climate change, smog issues, waste problems and resource depletion.

Meanwhile, several sectors in the society have adapted to the pandemic situation by turning crisis into 'opportunities', for example, the collaboration between WWF-Thailand, civil society partners and business sectors in the formation of the 'Sharing Society'.

KEY ACHIEVEMENTS IN 2020

WW-Thailand has made a difference in sustainable food systems through the following important activities:

1 FLR349 Reforestation, Sustainable Livelihoods and Safe Foods based on the late King's Philosophy of "Three Forests, Four Benefits" is used as a guideline for farmers in watershed areas to turn mono-agriculture to native restoration while growing edible crops through organic farming, enabling the production of safe food in forest areas. Covering a total area of 658 rai (105 hectare) in Chiang Mai and Nan provinces, more than 95,703 trees have been grown and ceased the mono-agricultural cycle that affected soil quality, water sources and forests in 3,979 rai (637 hectare) of land space, improving the livelihood of 730 households in terms of higher income from the sale of organic produces.

2 Supported and developed the Participatory Guarantee Systems (PGS) by certifying organic farming in Nan province to create the participatory guarantee system for farmers as producers, plantation appraisers and consumers. Roughly 2,151 rai (344 hectare) of lands belonging to 1,210 farmers were certified as organic farming areas. This recognition built trust and acceptance among large retail businesses, including markets, restaurants, schools and local hotels that have taken part in promoting sustainable agriculture, access to safe food as well as simultaneously strengthening the local food system.

3 Expanded collaboration with the private sector such as Central Group, Agoda and HSBC in community conservation and development in Mae Chaem district of Chiang Mai province

under the FLR349 Project to restore watershed forests and fertility of the ecosystem in creating a sustainable food system and improving the quality of life of local farmers.

4 Research in Social Return on Investment (SROI) in collaboration with Thailand Development Research Institute (TDRI) found that the SROI from the FLR349 Project model amounts to 8,367 Thai Baht, meaning that every 1 Thai Baht invested in the project will cause a social return of 8,367 Thai Baht for the beneficiaries, who are farmers, local state agencies, consumers, stores, restaurants, network partners and the central government.

5 Supported and promoted the organization of organic produce market "JaiTalad Farm & Folk Market" was introduced by combining the "Eat Better" campaign with Farmers Market to expand the consumer circle and raise awareness and understanding of sustainable consumption (visit <https://www.facebook.com/kindeekwa> for more information).



CHALLENGES AND FUTURE OPPORTUNITIES

In our current world, we are faced with increasingly complex, variable and severe environmental problems, especially in driving the principles of responsible consumption and production. As the Sustainable Development Goals (SDG) 12 mentions, work in this area is a way to enhance the quality of life for people in an environmentally-friendly way, leading to better livelihoods and a healthy society for all.

WWF-Thailand is committed to restoring watershed forests to its maximum fertility along with promoting and enabling farmers to 'adapt, adjust and grow'. Locals are also encouraged to transform mono-agriculture into sustainable farming as the FLR349 Project was expanding. In 2021, we aim to expand another 1,000 rai (160 hectare) and apply the Farm Management and Traceability Platform to increase efficiency in safe food production, monitor tree growth in forest plantation, and enable consumers to access a variety of seasonal foods which are safe and environmentally-friendly.





Core Values of WWF-Thailand

Courage

to always find solutions and create innovations

Respect

in the opinions of stakeholders who are involved in the projects for work improvement along with maintaining a long-term relationship.

Integrity

by working with transparency, openness and sincerity while communicating directly to smallholder farmers and local partners.

Collaboration

by adhering to the principle of synergy between partners and networks to drive towards the goal of creating a sustainable food system that benefits the wider society.





8

EYES ON THE FOREST IN DTL (THAI SIDE)

WWF-Thailand collaborates with the Department of National Parks, Wildlife and Plant Conservation (DNP) to implement Eyes on the Forest in DTL (Thai side) in conservation areas of the Khlong Saeng – Khao Sok forests, including Khao Sok National Park, Kaeng Krung National Park, Khlong Phanom National Park, Khlong Saeng Wildlife Sanctuary, Khuan Mae Yai Mon Wildlife Sanctuary and Khlong Yan Wildlife Sanctuary of the Protected Areas Regional Office 4 (Surat Thani). This was done by utilizing modern technology to support

the operations in surveys, tracking and collection of data on forest conditions and changes, along with the preparation of a database system to facilitate the operation for higher efficiency as well as to obtain complete and up-to-date information.

Although field operations have been limited for a certain period during the COVID-19 outbreak, the project continues to coordinate with relevant agencies and maintain data collection and analysis on primary and secondary information to increase efficiency and to plan for future activities.





PROJECT OVERVIEW

The Eyes on the Forest in DTL (Thai side) has applied the Unmanned Aerial System (UAS), Geographic Information System and Remote Sensing to support the DNP's operations under three main areas as follows:

- 1 Monitoring of forest changes and land utilization in areas under conservation by using the UAS in Kaeng Krung National Park as a pilot area of approximately 50,000 rai (8,000 hectare).
- 2 Capacity building for DNP's personnel in the application of technology systems for natural resource management, where over 40 trainees have been trained in three conservation areas.
- 3 Database system development and management guidelines to promote the efficiency of work which include the conservation of natural resources and the environment in the coming future.

FUTURE OPPORTUNITIES

Since the technology used in the pilot area can reduce manpower and increase data clarity, state agencies, both at the executive and operational levels, are interested in using such technology to enhance work efficiency. Therefore, WWF-Thailand has supported knowledge and skills by providing training to these officers.

Furthermore, it was found that the Unmanned Aerial Vehicle (UAV) could be used for survey tracking on conditions of the area and also for research purposes. The project is in the process of designing a camera-equipped UAV to survey and classify plant species, which is an opportunity to develop mechanisms beneficial to the conservation of natural resources and the environment in near future.



Core Values of WWF-Thailand

Courage

to create innovations and operational systems that will be recognized by the users.

Respect

in the mission and practices of organizations in order to work together effectively.

Integrity

towards the facts found, including the disclosure and sharing of information to all parties completely and transparently.

Collaboration

by continuously coordinating with and reporting to all agencies involved, both at management and operational levels, to gain recognition and cooperation in accomplishing the mission with mutual satisfaction.



9

PLASTIC SMART CITIES PROJECT

The Plastic Smart Cities Project was initiated in 2018 with the mission to build a network of cities, both at national and international levels to create good practice guidelines and exchange knowledge. The project is committed to effectively reducing plastic waste discharged from cities into rivers and oceans by 30% within 2021.



PROJECT OVERVIEW

Five pilot municipalities signed MoUs under the Plastic Smart Cities Project--namely Surat Thani Municipality, Hat Yai Municipality, Songkhla Municipality, Patong Municipality and Hua Hin Municipality--under which each of these large cities is in urgent need for a good waste management system. Even during the COVID-19 pan-

demie when there were fewer tourists traveling into the area, a lot of plastic waste was still found. Subsequently, actions must be taken to prevent them from eventually ending up in the sea by promoting the reduction of plastic usage, modifying consumption behavior and creating an efficient plastic disposal system.

KEY ACHIEVEMENTS IN 2020

WWF-Thailand collaborates with various sectors in the operation including the following:

Government Agencies in signing MoUs with the five municipalities, as well as building collaboration with the Department of Marine and Coastal Resources and the Pollution Control Department who govern the landfill site.

Private Agencies in training organizations like Nestle and Agoda on sustainable waste management for a circular economy.

Education Institutions in organizing the talk on “No Plastic in Nature Innovation Project” with Chulalongkorn University, along with the collaboration in establishing a database of plastic waste in each city in terms of quantity, classification and proportion, leading to the preparation of action plans for each city to allocate their budget for operation.

In addition, the project has collaborated with the Surat Thani Municipality and the ‘WON’ Project by providing a plastic waste compressor which created a model that can be implemented in other cities. It is currently being used in two cities, Surat Thani and Hua Hin.

FUTURE OPPORTUNITIES

WWF-Thailand will continue to work with local communities to sort waste, send recyclable plastics as raw materials to various routes such as the plastic recycling factory under WON Project, landfill sites or recycling plants. Our efforts also focus on building collaborations with business operators to create a model for waste management under the circular economy concept and hotel operators to reduce the use of plastic waste. Furthermore, we plan to organize campaigns for waste sourcing, leading players in the private sector into the circular economy pathway and jointly contribute to the goal of creating an ecosystem free of plastic pollution by 2030.



Core Values of WWF-Thailand

Courage

to be the leader in creating change through the principles of circular economy and plastic waste management.

Respect

without dominating the organizational ideology of local communities, but by collaborating, accentuating and applying the strengths of the communities.

Integrity

to work in accordance with action plans along with adaptability for change with new perspectives that have been well studied.

Collaboration

with all sectors including the public and private sectors, educational institutions as well as international organizations to drive for successful achievements.

10

ONE PLANET CITY CHALLENGE PROJECT

More than half of the world's population live in cities, accounting for over 70% of the world's greenhouse gas emissions. Simultaneously, the rapidly growing economy leads to excessive use of resources. Human beings are now unavoidably facing extreme effects of climate change.



PROJECT OVERVIEW

WWF runs a campaign for cities around the world to transform their energy efficiency, initiate renewable energy resources, as well as support state and private agencies to recognize the importance of energy conservation to maintain global

temperature increase below 1.5°C. Correspondingly, WWF-Thailand has implemented two projects to transform each city into more sustainable environments, one of which is the 'One Planet City Challenge (OPCC)'.

ACHIEVEMENTS IN 2020

The implementation of the OPCC in Thailand during 2019 – 2020 began by inviting interested local administration organizations that meet the criteria to propose their action plans and participate in the 'We Love Cities' challenge. The activity allows people from all over the world to express their support for sustainable urban development by voting for cities that have passed into the final round of the OPCC.

The three finalist cities from Thailand were Khon Kaen Municipality of Khon Kaen province, Hat Siew Municipality of Sukhothai province and Patong Municipality of Phuket province. The national award was given to Khon Kaen Municipality.

FUTURE OPPORTUNITY

Khon Kaen Municipality aims to reduce greenhouse gas emissions by 17%, by focusing on increasing urban green spaces by at least 15% per year, conserving at least 95% of existing urban trees, and installing rain sensors and flood early warning systems to prepare for disasters resulting from climate change.

The OPCC campaign between 2019 - 2020 featured over 53 cities from 250 cities globally, accounting for more than 66% of the world's population. WWF is committed to building transformational leadership and supporting cities to develop the skills and strategies required to achieve this goal.

Every city is expected to receive more support from the project in order to gain attention at the policy level, along with gaining support from people who are concerned about environmental issues.



Core Values of WWF-Thailand

Courage

to understand and accept increasingly challenging environmental problems and climate situations along with the determination to achieve better results.

Respect

for the opinions and needs of state agencies and stakeholders while listening to all parties for holistic benefits for sustainable operations.

Integrity

in managing the project with transparency, accountability and efficiency.

Collaboration

where WWF acts as the central agency between a network of partners at national and international levels to integrate the work for environmental solutions.

11

SUSTAINABLE FINANCE PROJECT

The financial sector plays an important role in driving conservation efforts. WWF-Thailand aims to speed up collaborative efforts and drive green and sustainable financial systems by supporting financial institutions and stakeholders in the preparation of financial policies as well as financial products and services so that the economic growth and stability are concurrent with our work in the conservation of natural resources and the environment.

Unfortunately, the continued COVID-19 pandemic has caused disruptions in the global economy, reflecting the fact that the world's stocks of natural assets, or shortly known as Natural Capital, must be taken into account in carrying out monetary and fiscal policies in order to stimulate economic recovery. This will continue to foster our efforts in creating positive changes for climate and the environment which would also lead to sustainable economic development in the future.

PROJECT OVERVIEW

In the recent year, the Sustainable Finance Project has collaborated with the Bank of Thailand, the Thai Bankers Association, and the Association of International Banks in preparing the sustainable banking guidelines by integrating environmental, social and governance (ESG) principles into the operations of commercial banks, especially in terms of responsible lending to business and industries of which their impacts on society and the environment must be assessed.

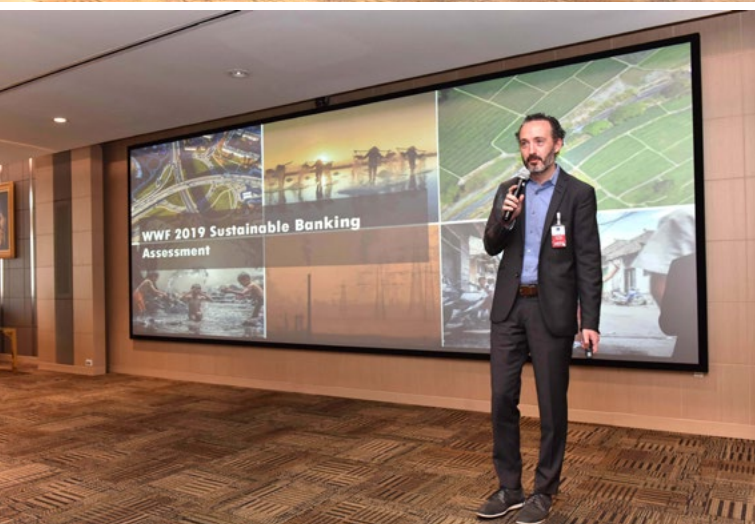
Our work aims to provide funds to address vulnerabilities of climate change, deterioration of ecosystems both on land and underwater, along with labor rights, human rights and the risk of water scarcity. This is carried out through information sharing, a series of meetings and development training courses by inviting experts from international organizations as speakers.



Future Opportunities

Climate change and biodiversity loss affect all parties at every level. The world, including Thailand, has been alert in solving problems under mutual cooperation, where business sectors are required to accommodate necessary measures for this cause.

Consequently, it is beneficial for the Thai banking sector to prepare in advance, not only for the conservation of natural resources and the environment, but also in creating resilience and managing risks in the business, which will efficiently facilitate adjustment in a direction that is appropriately in line with future needs.



Core Values of WWF-Thailand

Courage

to drive change in the private sector which will lead to efficiency in the conservation of natural resources and environment.

Respect

for thoughts, beliefs and concerns of relevant sectors which require understanding and compromise, along with focus on individual responsibilities to achieve the same goal.

Integrity

in cautiously maintaining our reputation as well as the trust of our partners, especially in securing and disclosing information appropriately.

Collaboration

is created and maintained both internally and externally, since our works require specialized knowledge from various sectors.



12

LEADING THE CHANGE PROJECT

One of WWF-Thailand's key strategies is in strengthening the capacity of civil society and community organizations to promote their participation in the conservation and sustainable management of natural resources and the environment.

Although there have been limitations in field operations due to COVID-19, WWF-Thailand has adjusted the project's operating guidelines to enable contributions in reducing the pandemic's impact on the economy, which may lead to unsustainable use of natural resources.



PROJECT OVERVIEW

Leading the Change Project works in five main areas as follows:

- 1 Support sustainable water management and community forest conservation in Mae Wong district, Nakhon Sawan province in collaboration with Seub Nakhasathien Foundation.
- 2 Create platforms for participation in the conservation of natural resources between communities and state agencies in Si Sawat district, Kanchanaburi province in collaboration with Seub Nakhasathien Foundation.
- 3 Support cultural and local wisdom regeneration for sustainable development in Sangkhlaburi district, Kanchanaburi province in collaboration with Satthapat Institute, Kanchanaburi Rajabhat University.

- 4 Support community ecotourism in Kui Buri National Park to reduce conflicts between local residents and wild elephants in collaboration with Kui Buri Wildlife Ecotourism Club.
- 5 Support sustainable wetland management at Nong Han Lake, Phon Na Kaeo district, Sakon Nakhon province.

Our work focuses on enhancing the capacity of civil society and community organizations, in terms of knowledge and understanding on sustainable management and utilization of natural resources, project and organization management skills, effective communication development, as well as building collaboration with related sectors for productive cooperation in the future.

FUTURE OPPORTUNITIES

The COVID-19 outbreak has affected the lives of people in several communities. This has been clearly demonstrated by the lowered income of local residents surrounding the Kui Buri National Park due to new travel restrictions. Leading the Change Project aims to curtail the adversity from economic impact to prevent expansion of arable land that may result in forest encroachment along with hunting wild animals by encouraging locals to take up additional occupations under the concept of food security, for example, organic farming to reduce costs and promote environmentally friendly agriculture.

Moreover, WWF-Thailand continues to explore and take action to reduce the economic impact of COVID-19 in the household as well as the adversity on natural resource utilization and to promote sustainable use and management of natural resources.

Core Values of WWF-Thailand

Courage

in setting challenging goals which requires collaboration amongst all levels in every sector.

Respect

in the communities' culture as well as believing in the potential of the people in the community to participate in conserving natural resources and the environment.

Integrity

by encouraging community organizations to work with transparency and accountability.

Collaboration

amongst all sectors, including state agencies, NGOs and local communities.



13

ECO-SCHOOLS PROJECT

Since 2016, WWF-Thailand has been a member with granted rights to manage the Eco-Schools Project, in which participating schools will be enhanced with skills in planning, coordination, public relations and social responsibility, as well as being evaluated in accordance with international standards and the 'International Green Flag', which is the highest award upon completion. In the academic year of 2019, four schools received the 'International Green Flag' award and the project expanded extensively with great attention from schools across the country.

PROJECT OVERVIEW

Due to the COVID-19 outbreak, activities that involve large gatherings were restricted, hence, most activities were conducted through online channels. In 2019, representatives of Thai students had attended the International Eco-Schools Conference in Malaysia, but the event was refrained this year. Consequently, the conference may adopt online channels next year if the pandemic situation continues.



ACHIEVEMENTS IN 2020

Currently, there are 45 schools participating in the Eco-Schools Project and the outstanding achievements include implementations of waste management systems, organic farms, recycling kits and various walk rally campaigns. In addition, training sessions were organized for newly participating schools, in which schools and the students created activities together. However, the plan has been put on hold due to the pandemic situation and hopefully we can organize the activities again in the following academic year.

In 2020, students presented several interesting projects. For example, hydroponics gardening, which is new to Eco-Schools due to its high-tech methods of housing and running water system, development of mobile applications to monitor and control the lights and the fan system in the classroom. This provides the possibility to develop the system to cover the operations of the entire school.

CHALLENGES FACED AND FUTURE PLAN

The COVID-19 situation revealed an opportunity for us to focus more on online channels in order to expand the project in the near future. Therefore, our work in the following phase will emphasize on the development of online media in creating learning clubs or online courses that the youth can visit and learn at any time.

Our goal for the next phase is to expand the Eco-Schools Project to reach out to more international schools which will facilitate activities at an international level. In the recent academic year, 10 more international schools have participated in the project.

Moreover, WWF-Thailand will accelerate the creation of model schools that have received the Green Flag award in every region to become the examples for other schools. We aim to create members in all provinces across the country within the academic year of 2023.





Core Values of WWF-Thailand

Courage

to empower the youth to express their opinions and design activities independently.

Respect

of the authorities towards the students' opinions, which can lead to meaningful changes in the school.

Integrity

in awarding the schools, where the committee must be honest and impartial in assessing the quality standards with transparency and credibility.

Collaboration

where students are significantly encouraged to involve local communities in their activities, while Eco-Schools itself continues in collaboration with other projects of WWF-Thailand.



14

INDIVIDUAL FUNDRAISING PROJECT

Restoring and nurturing the environment is the main mission of WWF-Thailand. With extensive years of experience, the organization recognizes the need for support from the Thai general public as a key factor for success in our operations.

The WWF Foundation organizes various fundraising events to create channels for public participation. However, the COVID-19 outbreak has resulted in restrictions on fundraising in places such as department stores, office buildings, and business areas. Meanwhile digital media has been expanding rapidly over the past few years. Consequently, the WWF Foundation has adapted its operations by exploring more opportunities on online channels.





Project Overview

The approach alteration from field activities in the community to online campaigns, both fund-raising through donations and WWF-Thailand's product sales, has revealed to be more target-oriented as we can reach those who are interested in supporting conservation works more efficiently.

Furthermore, the WWF Foundation also collaborates with agencies and organizations to create important fundraising campaigns, which are:

- 1 Collaborated with Big C Supercenter to establish a donation channel via counter services.
- 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 through online channels. This sticker series has been voluntarily co-designed by five artists: Preeyasri Promjinda, Pichet Rujeewararat, Samanya Sae Jun, Jakkrit Anantakul, and Napasya Nawalong.
- 4 Collaborated with Thailand Post to produce four series of preserved wild animal postage stamps with the panda logo printed on them for sale and received courtesy of Thailand Post on special sets of stamps for fundraising purposes to support our conservation work. This included the collaboration with Srinakharinwirot University Prasarnmit Demonstration School in organizing a drawing competition and bestowing the award-winning paintings to produce folders for the postage stamps of National Reserved Wildlife 2019 collection.



Core Values of WWF-Thailand

Courage

to create unconventional strategies and operational guidelines to match the context and interests of the target audience

Respect

privacy of the target audience while being able to communicate our work for recognition

Integrity

by communicating that our operations align with the objectives of our supporters

Collaboration

within internal teams responsible for the projects, along with external agencies and organizations



WWF-Thailand has been collaborating with the business sector by focusing on communicating current challenges to make them realize the importance of the environment, leading to corporate adjustments to reduce the impact on natural resources from their activities and cooperate in initiating sustainable operations.

KEY ACHIEVEMENTS IN 2020

HSBC

The Recovery of the Nong Han Wetlands Project

HSBC supports funding for the Freshwater Conservation Project and collaborates with the Department of Freshwater Resources Conservation of WWF-Thailand, the local community and a team of researchers to rehabilitate natural freshwater resources in Ayutthaya province and Nong Han district of Sakon Nakhon province. HSBC has also provided occupational support to the housewives' group and farmers in the area.

B.GRIMM

Tiger Recovery Project

Over the past five years, B. Grimm Group has continuously supported the Tiger Recovery Project in Mae Wong and Khlong Lan National Parks by funding these projects to heighten the operational potential of park rangers and organize activities to enhance knowledge and understanding of the people in the communities surrounding the forest, as well as improving food sources for wildlife to facilitate research and tiger conservation works.

Nestle

Youth Water Guardians Programme

Entering the fifth year, Nestle Pure Life supports the Youth Water Guardians Programme to drive water conservation with the community networks, youth and educational institutes by jointly managing the environment in communities and establishing the Youth Water Guardians Learning Center as a learning resource for schools and communities in the area.

True Corporation

Center for Elephant Smart Early Warning System

True Corporation Group supports funding and the Smart Early Warning System for officers to monitor wild elephants leaving the forest area which effectively facilitates in making the elephants return into the forest and reduce conflicts between local residents and wildlife.

The Mall Group

Competition on Plastic Waste Management Innovation

WWF-Thailand, in collaboration with The Mall Group and the National Innovation Agency, has organized a 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 to promote innovative management of plastic pollution towards environmental sustainability.

FUTURE OPPORTUNITIES

Due to the economic challenges of the COVID-19 situation which have affected various business performance, social and environmental contributions have reduced. It is compulsory for WWF-Thailand to create different forms of collaboration, especially in increasing the utilization of online channels.



Core Values of WWF-Thailand

Courage

to step out of the comfort zone and do things differently while building collaboration with the private sector.

Respect

opinions and needs of business partners equally with public partners and local communities.

Integrity

in transparent and efficient governance.

Collaboration

with all sectors while recognizing their needs as well as finding ways to work together in creating the power of change towards the intended direction.



CORPORATE COMMUNICATIONS FOR CONSERVATION



The Corporate Communications Department has a mission to promote and support the activities of the World Wide Fund for Nature (WWF) International through the designing and planning of communication activities, along with creative campaigns that are consistent as a science-based organization who works on conserving natural resources and the environment. The Department aims to pass on stories of different conservation projects to our target groups as well as the general public to create awareness and cultivate responsibility for natural conservation.

Amidst the global volatility of the pandemic situation in 2020, communication on WWF-Thailand's various conservation projects were carried out through several challenges and sudden changes, especially in building understanding and awareness of the disasters caused by the pandemic in terms of nature's imbalance which have resulted from human actions.

WWF's publicity of conservation work and dissemination of scientific research has been intense this year. Some of this includes the presentation on 'Public Perceptions on COVID-19 Pandemic' as part of the collaboration between WWF and GlobeScan,

providing the media with facts to disseminate about the possibility of linkage between the pandemic situation and consumption of wildlife goods.

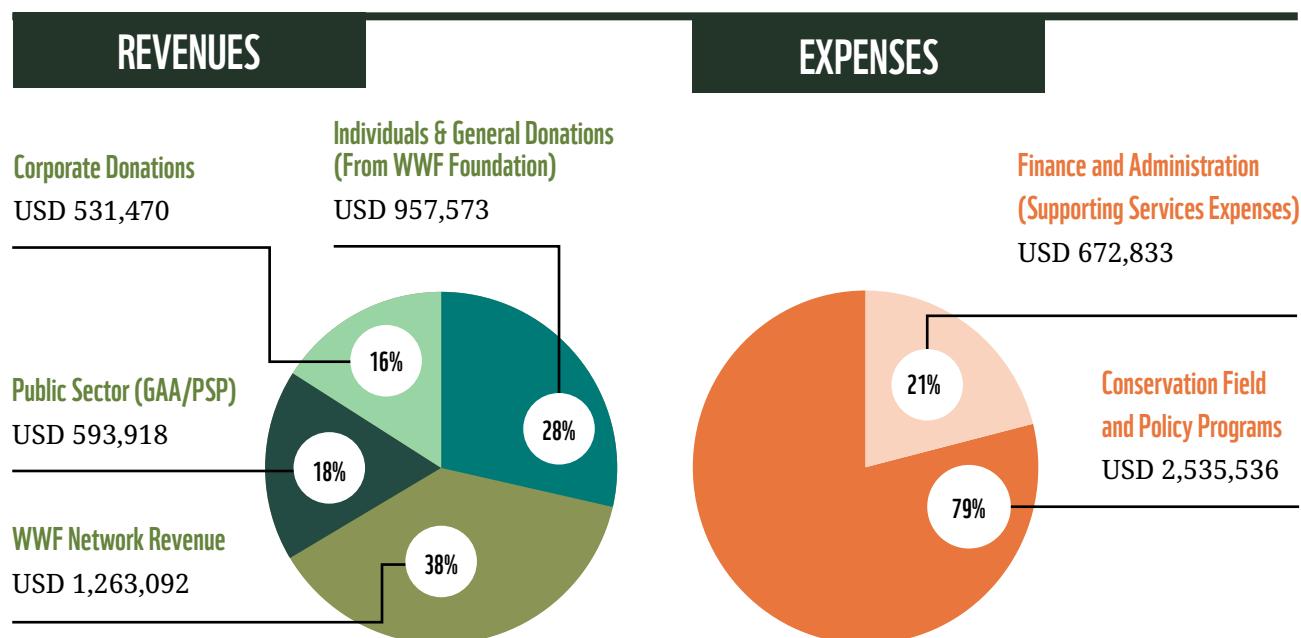
Furthermore, the Department has also worked with other conservation organizations to drive public relations and activities on global issues as supported by the Department of National Parks, Wildlife and Plant Conservation (DNP), for example, co-organizing the Global Tiger Day 2020 at the Bangkok Art and Culture Center (BACC).

The Corporate Communication Department has continued to serve as a liaison to promote different projects for WWF-Thailand both within and outside Thailand by playing major roles in coordinating information, organizing media events, including special interviews and press field trips to our work locations in various provinces to enhance understanding on conservation work.

In 2021, along with the whole world, Thailand is moving towards a new way of life after the pandemic. The challenge of communicating conservation work goes hand-in-hand with persuading the public and new audiences such as youth to realize the importance of balancing nature with the world's sustainable economic and social development.



FINANCIAL STATEMENT OF FISCAL YEAR 2020



Expenses spent on wildlife, natural resource and environment conservation through WWF-Thailand's research projects and activities stand at US\$2,535,536, accounting for 79% of the total budget. Meanwhile, management cost is US\$672,833 or 21% of the organization's total spending.

Financial Report (FY 2019, July 2019 - June 2020)

REVENUES	FY 2019 TOTAL (THB)	FY 2019 TOTAL (USD)
Individuals & General Donations	29,591,488	957,573
WWF Network Revenue	39,032,829	1,263,092
Public Sector (GAA/PSP)	18,353,620	593,918
Corporate Donations	16,423,793	531,470
INCOME TOTAL	103,401,730	3,346,053
EXPENSES		
Conservation Field and Policy Programs Expenses	78,354,659	2,535,536
Finance and Administration (Supporting Services Expenses)	34,236,242	1,107,876
Program and Core Cost recovery	(13,443,931)	(435,042)
EXPENSES TOTAL	99,146,971	3,208,370
CLOSING BALANCE	4,254,760	137,683

** The exchange rate of the Thai baht against the US dollar is based on reference exchange rate at 30.9025 Thai baht/USD.

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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.

panda.org