



ANNUAL
REPORT

SINGAPORE

2014





This report covers the financial year 2014
July 1, 2013 to June 30, 2014
Prepared by WWF Singapore
Designed by Oneplusone

WWF volunteers at Earth Hour 2014
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01

PEOPLE

MESSAGE FROM CHAIRMAN

The latest UN climate impact report released in March 2014 reinforced that climate change is unequivocal - happening right now and impacting the lives and livelihoods of people and ecosystems. It also highlighted, for the first time, the benefit to the planet if we act now as opposed to the devastating effects if we continue business as usual. 2015 will see important global meetings to strike an agreement to start acting now, we have encouraging signs from both USA and China to limit carbon emissions, but we must encourage all nations to work together.

Bringing this closer to home, Singapore is a fast moving city state, that is densely populated and with a large per capita ecological footprint. Our daily actions on this small island can still have big impacts on oceans, forests and the climate of the planet. We all need to be aware.

Thanks to your support, WWF-Singapore has made great progress this year in pushing the sustainability agenda to government, businesses and people. We continue to work and drive visibility and enforcement to curb the region's haze crisis that is fuelled by unsustainable forestry and agriculture. We have also achieved milestone environmental outcomes through Earth Hour, from the planting of 17 million trees in Kazakhstan to the protection of millions of hectares of marine parks and forests in Russia and Argentina, to securing the commitment of over 30,000 people in Singapore to adopt a green lifestyle habit.

As we forge ahead into this new financial year, we will pursue partnerships and collaborations to drive greater actions to reduce our footprint on the planet, and look forward to successful negotiations for our shared climate.

*The Planet needs you now more than ever!
Thank you for your support*



Dr Chris Hails
Chairman, WWF Singapore

MESSAGE FROM CEO

At the start of the financial year, we chartered a new three-year strategic plan so that WWF Singapore would continue to deliver and support high-impact conservation outcomes in Singapore while securing strong support for critical goals in the region. I am pleased to share that we are on-track towards meeting our objectives and targets.

We had several milestones this year. In Singapore, WWF's public awareness and community engagement reached out to over 250,000 people and 20,000 students on a wide range of topics covering climate change, forest conservation and responsible consumption. We achieved the largest-ever Earth Hour campaign in the history of WWF, putting Singapore in the limelight as a sustainable city when we welcomed the campaign's first-ever superhero ambassador, Spider-Man, onto the island to spread the message of "using your power" to make a difference. Our Sustainable Seafood Campaign's increased momentum brought together consumers, suppliers, restaurants and retailers for Singapore's inaugural Sustainable Seafood Festival in June.

For all of these successes, we have to thank our donors, volunteers and corporate partners for taking this journey towards sustainability with WWF Singapore. They have enabled us to achieve key outcomes in priority places such as the Coral Triangle and the Heart of Borneo, as well as provide timely assistance towards tiger conservation, and providing equipment and supplies to our wildlife rangers on the ground who are defending these key species and habitats.

However, let us not forget that with each passing day, more and more pressure is put on the planet with our growing population and growing standard of living. In a millennium where we face multifaceted environmental challenges, it is more important than ever to stand together to address policy, business practices and people action. This is why in the coming financial year, WWF Singapore will focus on growing our conservation impact and engaging stakeholders through the digital sphere, where we can break down the borders to connect Singapore with the region in addressing transboundary conservation priorities.

Together, we can drive the change needed to create a future for both humans and nature.



Ms Elaine Tan
Chief Executive Officer, WWF Singapore



LOVE
OUR FORESTS



FIGHT
CLIMATE CHANGE



SAVE
OUR SEAS



ENGAGING
PEOPLE



MISSION

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

WWF (World Wide Fund for Nature) is the world's leading conservation organisation operating in over 100 countries with more than 50 years of conservation experience. With close to 5 million supporters globally, WWF connects communities, businesses and governments to drive sustainability through science-based innovative solutions that benefit people, economies and the environment.



SINGAPORE

WWF Singapore works closely with businesses, individuals and the local government to raise awareness, provide solutions and advocate for positive change in critical local and global conservation and footprint issues.

WWF incorporated its Singapore office on February 20, 2006, and became a registered charity on March 10, 2006. WWF Singapore also manages the Conservation Fund, an Institution of a Public Character, which supports the Singapore-based activities within each key initiative. The office is part of the WWF network which is headquartered in Gland, Switzerland.

GOVERNANCE

The Board of Directors (“BOD”) of WWF Singapore, comprising six members, is responsible for the management and strategic direction of the Charity. This includes putting in place the principles and practices of good governance in the organisation.

The management of the Conservation Fund is regulated by a separate Board of Trustees (“BOT”), comprising three members.

The board also has three oversight committees providing the relevant advice and expertise - the Audit Committee, Remuneration Committee and Nominating Committee.

Organisational Structure

WWF Singapore reports directly into WWF International in Gland, Switzerland. The Chief Executive Officer (CEO) reports to the BOD and BOT and is responsible for the day-to-day operations of the organisation and is supported by the team in Singapore.

Fraud and corruption policy

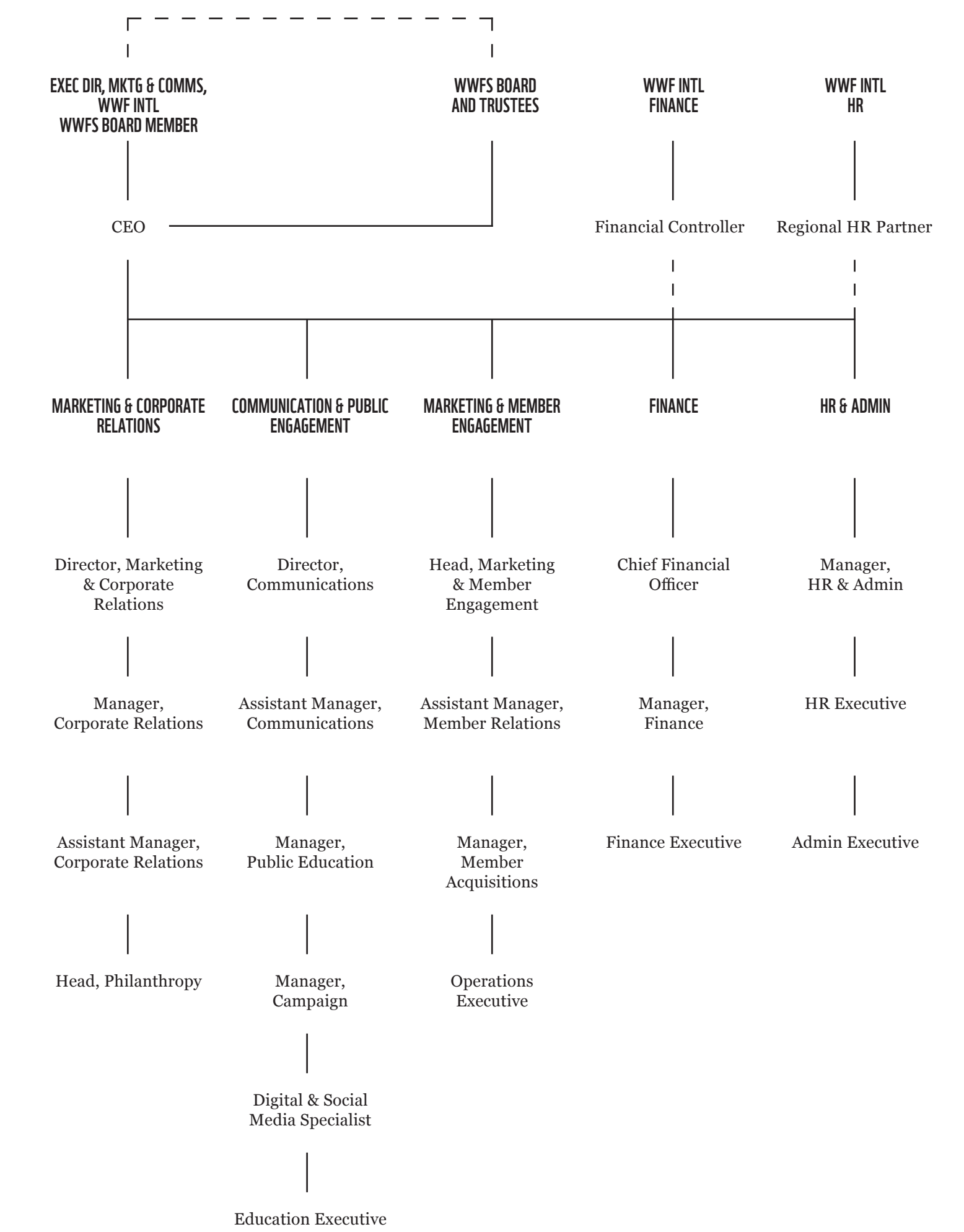
WWF Singapore has a fraud and corruption policy which reflects WWF’s zero tolerance principle to fraud and corruption. This policy is designed to prevent, deter, detect and communicate potential fraud and corruption.

All employees and board members of WWF Singapore are required to submit an annual conflict of interest declaration to ensure potential conflicts of interest are identified and managed.

Audits

The financial statements of WWF Singapore are audited by Deloitte and Touche LLP. The audited accounts of the organisation for the year ended June 30, 2014 are prepared in accordance to the provisions of the Singapore Companies Act, the Singapore Charities Act, Chapter 37 and Singapore Financial Reporting Standards.

In addition to the annual statutory audit, WWF Singapore also engaged shared services for charities to conduct independent internal audits which aim to improve the organisation’s corporate governance and its internal controls and processes.



BOARD OF DIRECTORS

Dr Christopher John Hails



Dr. Chris Hails is a British biologist trained at the University of Stirling in Scotland. He worked as a lecturer in Zoology and Ecology at the University of Malaya in Kuala Lumpur from 1976 to 1983. From 1983 to 1988, he was an environmental advisor to the Ministry of National Development in Singapore.

He joined the WWF International headquarters in Switzerland in 1988 as Director of the Asia-Pacific Region, and was global Programme Director from 1995 until 2007. He now works in the Director-General's office where he is responsible for International Relations.

Mr Soh Gim Teik



Mr Soh Gim Teik advises corporations through his firm, Finix Corporate Advisory LLP, and has more than 35 years of experience in finance, corporate governance and strategic management. He was previously an Executive Director and CFO in a listed company and is currently serving as an independent director on the boards of several listed companies as well as non-profit organizations.

Mr Soh is a CA (Singapore) with the Institute of Singapore Chartered Accountants (ISCA) and a Fellow of the Singapore Institute of Directors (SID) where he is a Board member and Treasurer in its Governing Council. He had also served as a committee member in the Professional Accountants in Business Committee of the International Federation of Accountants (IFAC). He has a degree in Accountancy from the University of Singapore.

Mr Chew Hai Chwee



Mr Chew Hai Chwee is the founder and co-owner of Silveray Pte Ltd - a company that provides a safe, dependable and dignified wheelchair transport service for wheelchair-bound and mobility-impaired customers. He has also spent the last 27 years working for Asian and US Multinationals with listings on the SGX, NYSE and NASDAQ. He is an accountant by training, moving up the ranks to be CFO, COO and CEO as well as being a Board member of Singapore listed, US private entities and charities.

Mr Chew is a Council and audit member of Singapore Red Cross as well as Chairman of the Committee for Humanitarian Aids and International Relief (CHAIR). He sits on the Board of Directors of UNLV-S (University of Nevada Las Vegas), Stratech Systems Ltd, Pacific Andes Resources Development Ltd. He is on the Board of Advisors of Kemin Asia Pte Ltd and a member of the audit committee of Thye Hua Kwan. He is also a member of Singapore Institute of Directors.

BOARD OF DIRECTORS

Mr Sudhanshu Sarronwala



Mr Sudhanshu Sarronwala was a founder and Chief Executive Officer of Soundbuzz, Asia's leading digital music company. Currently, his role at the WWF International Secretariat in Gland, Switzerland includes brand, media and digital communications efforts to build a fair, sustainable and green economy globally.

Ms Chan Ee Lin



Ms Chan Ee Lin has over 23 years experience in the financial industry, and is an experienced trust and estate planner with wide Asia-Pacific expertise. She specialises in providing highly tailored multi-jurisdictional succession and estate planning solutions for high net worth individuals and their families, typically using structures such as trusts, charitable foundations, companies, partnerships, private trust companies and various bespoke insurance policies and wrappers.

Ms Chan is a full member of the Society for Trust and Estate Practitioners (STEP) and previously served on several sub-committees of STEP Singapore. She is the immediate Past President of the Financial Women's Association and still serves on the Board as Assistant Secretary.

Mr Tan Chong Huat



Mr Tan Chong Huat is the Managing Partner and one of the founding members of RHTLaw Taylor Wessing. He has extensive experience in corporate, banking and project finance law in Singapore and the region, and acted in numerous significant corporate transactions. Mr Tan is also active in public service and charity work. He is currently a council member of the Football Association of Singapore and the Singapore Road Safety Council.

He also sits as a Lay Person on the Institute of Singapore Chartered Accountants' Investigation and Disciplinary Panel. He was until recently a council member of the Corporate Governance Council set up by the Monetary Authority of Singapore. Mr Tan has also set up an endowment in his late father's name as a bursary for law students in the law faculty, National University of Singapore.

BOARD OF DIRECTORS

Ms Yvonne Choo



Ms Yvonne Choo has more than 30 years' experience in corporate secretarial practice including corporate governance. She has acted as Company Secretary and Advisor to the Boards of more than 50 companies listed on the Singapore Exchange Limited ("SGX"). Ms Choo is currently the Managing Director of KCS Singapore, one of Asia's leading independent corporate services companies.

Prior to joining KCS, she was the Managing Director of Boardroom Limited. Her career spans 24 years in Arthur Young, Ernst & Young and finally Boardroom Limited, leading the various business services practices of these organisations. Ms Choo is also a Fellow of the Singapore Institute of Directors and serves on its Governing Council as 2nd Vice Chairman.

Ms Choo completed her term with WWF Singapore on June 5, 2014.

BOARD OF TRUSTEES

Mdm Goh Hwee Cheng



Mdm Goh Hwee Cheng has over 30 years' experience as a chartered accountant and chartered secretary and is the principal of a chartered and public accounting firm providing audit, tax and other accounting services.

Mdm Goh is a board member of several not-for-profit organisations including the Convent of the Holy Infant Jesus Schools' Board of Management and Singapore Gymnastics. She has been a Trustee for the WWF Conservation Fund since 2009.

Ms Eileen Lee



Ms Eileen Lee is a Fellow member of The Chartered Association of Certified Accountants (UK) and a CA (Singapore) with the Institute of Singapore Chartered Accountants (ISCA).

She has almost 30 years of working experience in multinational companies, which specialises in electronic industries, manufacturing line and Network Data Centre Services industries with regional exposure.

Beside being a Trustee of WWF Conservation Fund, Ms Lee is currently also a Grassroots Leader of Pasir Ris Elias Community Club.



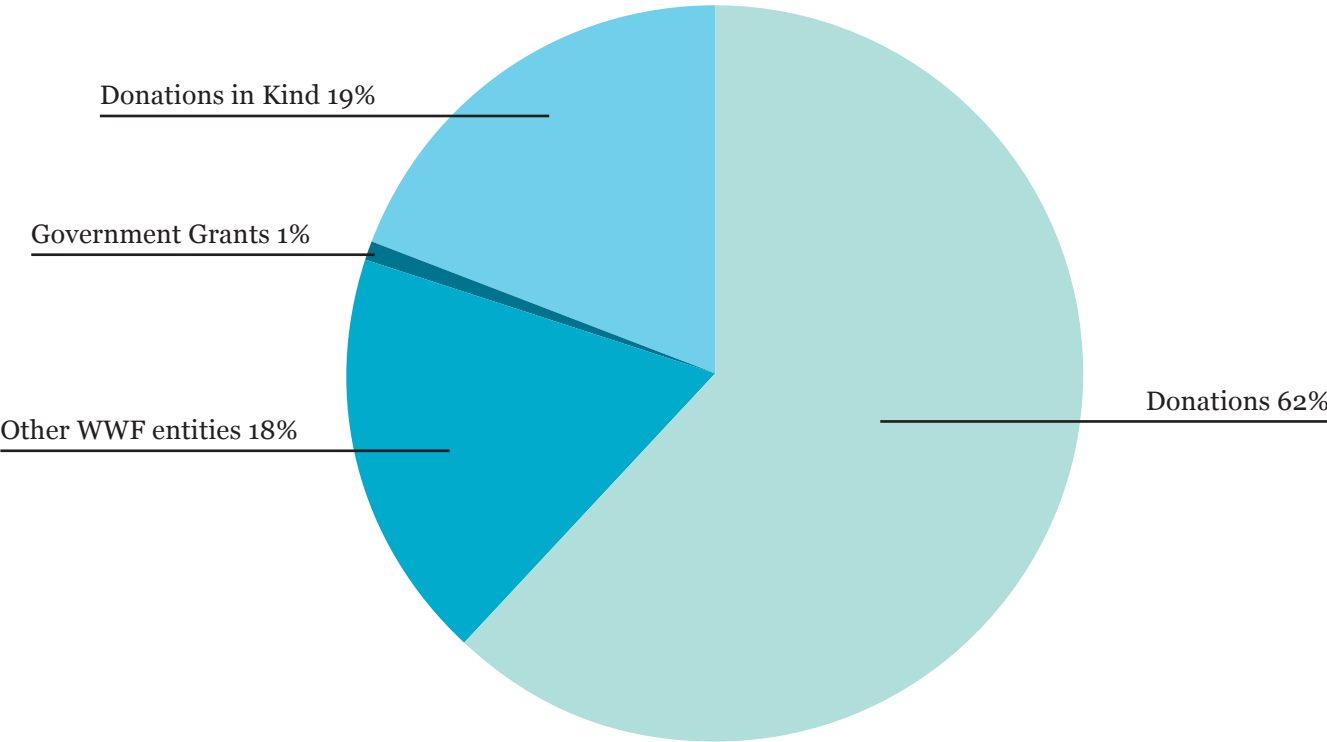
Elaine Tan, CEO of WWF Singapore

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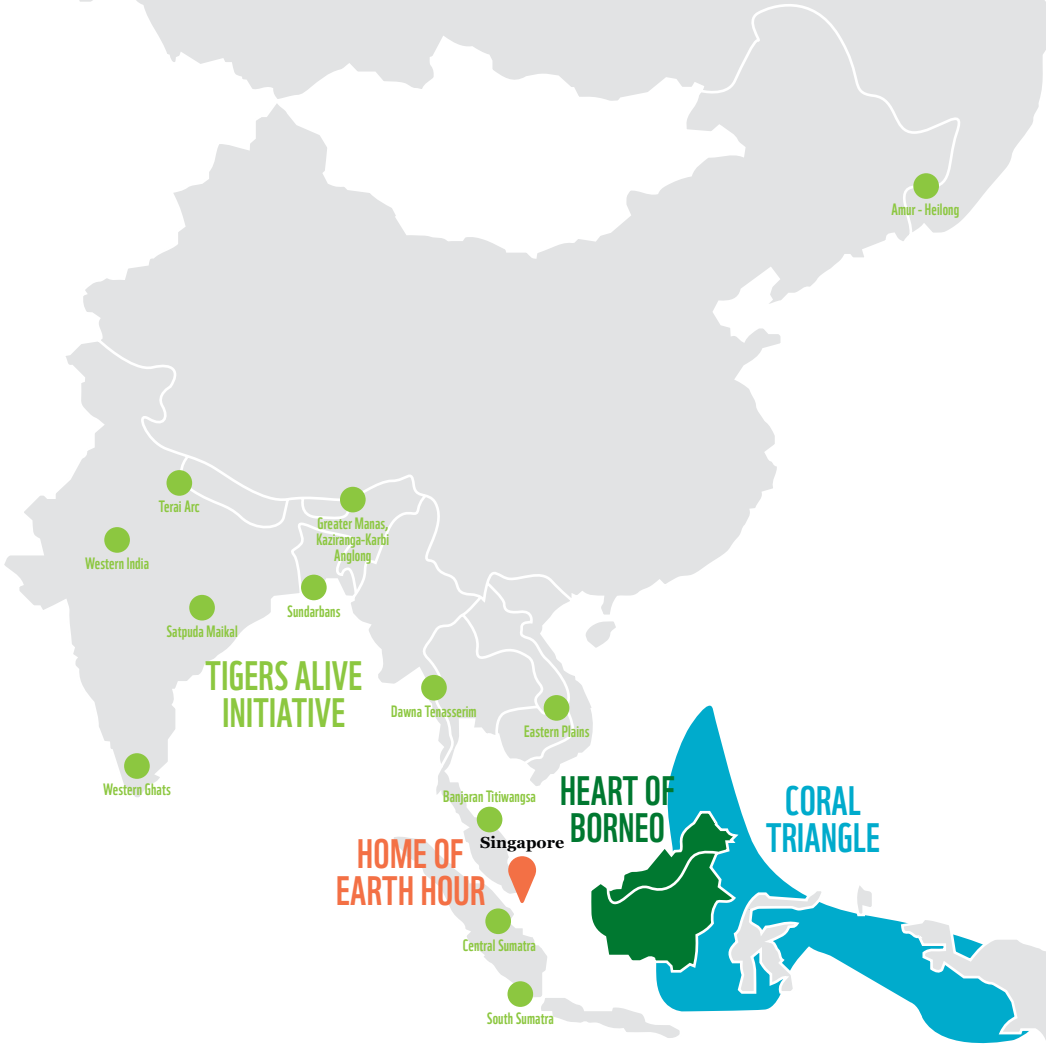
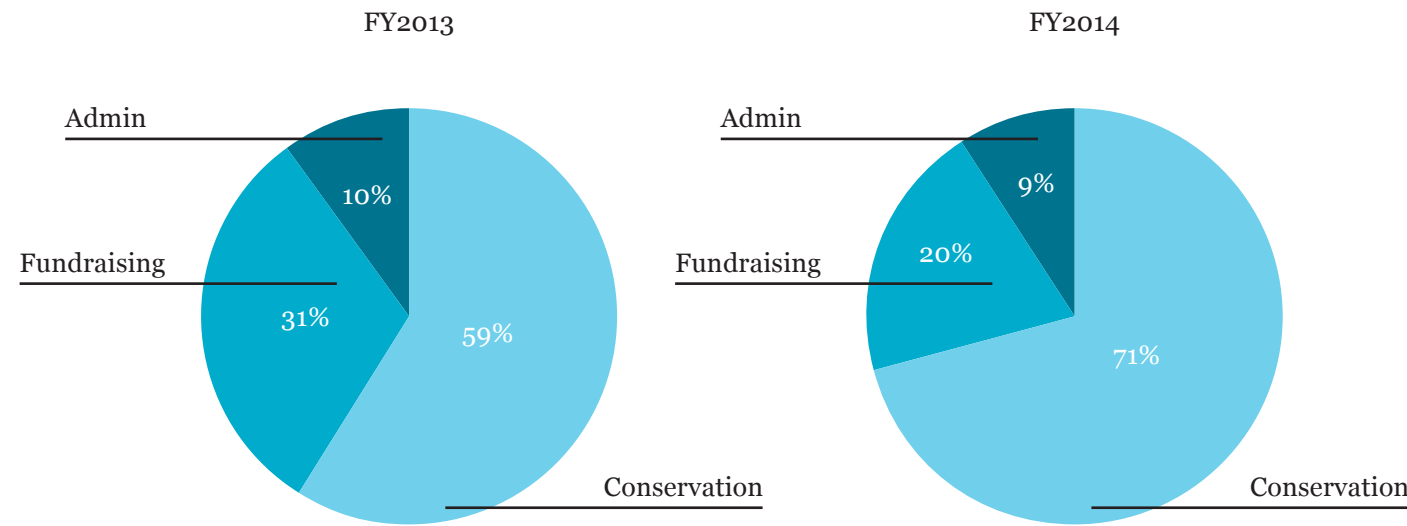
2014 FINANCIAL HIGHLIGHTS

Income

In 2014, the financial support from our individual donors and corporate partners represents 62% of our total funding. Together with the strong support from the government bodies and other stakeholders, WWF Singapore was able to continue to raise awareness and advocate positive change in conservation and footprint issues in Singapore and in the region.



Expenditure



This year, 71% of our total operating expenditure was channelled towards key conservation initiatives. This represented a 12% increase in conservation spend from 2013, as well as our commitment to stepping up our conservation efforts. These include our education and awareness programmes, public campaigns such as Earth Hour and Sustainable Seafood, as well as global projects such as Heart of Borneo, Tigers Alive Initiative and Climate change.

By maintaining administrative spend ratio and enhancing fundraising efficiency, WWF Singapore was able to deploy more of every dollar donated towards making a direct impact on our planet.



WWF Singapore’s financial liquidity and reserves policy is to maintain unrestricted operating funds of approximately six months to ensure that the organisation’s operational activities can continue even during a period of unforeseen economic downturn.

JUNE 2013



COMBATING HAZE

Singapore's air pollution levels soared to a new high due to the smog from forest fires in Sumatra. WWF Singapore stepped up dialogues to engage civic society, businesses and governmental organisations to renew calls for the enactment and enforcement of zero-burn policies.



TIGER.PEOPLE.FOREST

In celebration of World Tiger Day, we showed how protecting tigers play an essential role in ensuring healthy forests that can continue to provide livelihoods for people and sustain the needs of the world.



GREEN CHRISTMAS

In line with the festive season, WWF Singapore hit the streets with our Green Christmas roadshows to encourage meaningful gifts for the planet such as planting trees or radio collars for elephants. We also provided free gift wrapping services through our ReWrap Project to encourage the use of recycled materials and reduce our impact on the planet.



SAY NO TO SHARK FIN

Leading up to the Lunar New Year, WWF Singapore gave out beautifully designed red packets, made of FSC-certified sustainably sourced paper, that carried the meaningful and timely message to protect sharks.



EARTH HOUR

As the home of Earth Hour, WWF Singapore had the unique opportunity to host the campaign's largest flagship lights-off event alongside WWF International's Director General, Marco Lambertini, Earth Hour superhero ambassador Spider-Man, and the Hollywood cast of The Amazing Spider-Man 2 – lending star power to the campaign's four simple lifestyle changes: Turn air-conditioning 1-degree up, say no to plastic bags, use LED lights and take shorter showers.



SUSTAINABLE SEAFOOD FESTIVAL

WWF Singapore organised the country's first-ever Sustainable Seafood Festival (8 – 15 June) which brought together over 35 suppliers, retailers, restaurants and hotels to run simultaneous "Pick The Right Catch" promotions and outreach activities.

JUNE 2014

02

SAVE OUR SEAS



WWF SINGAPORE

The Coral Triangle is home to a staggering number of corals, the region nurtures six of the world's seven marine turtle species and more than 2,000 species of reef fish. Also known as the “Amazon of the seas”, it is an important nursery of the seas supporting the world's fishing industry and providing livelihoods to over 120 million people.



Coral Triangle

Overfishing, destructive fishing methods, a growing world population and the effects of climate change are harming fragile reefs and devastating the Coral Triangle. WWF works to increase protection of Marine Protected Areas, and drive key projects on sustainable fishing, marine turtle conservation and comprehensive eco-tourism schemes to protect local communities and their habitats.



Sustainable Seafood Campaign

Singapore consumes over 140 million kilogrammes of seafood annually, putting immense pressure on the world's oceans. Our Sustainable Seafood Campaign engages consumers on the importance of choosing responsibly harvested seafood by referring to the WWF Singapore Seafood Guide or choosing seafood that carry the Marine Stewardship Council (MSC) or Aquaculture Stewardship Council (ASC) eco-labels.

Our business initiative, Sustainable Seafood Group, works closely with seafood suppliers, retailers and restaurants to provide guidance in responsible seafood sourcing.

Our successful “Say No to Shark Fin” movement advocates for individuals, hotels, restaurants and businesses to take the pledge to “Say No to Shark Fin”. WWF has also been campaign partners with Shark Savers’ “FINished with FINs”.

2 NEW
SUSTAINABLE
SEAFOOD GROUP
MEMBERS IN
SINGAPORE

5x  
BUSINESSES OBTAINED CHAIN-OF-
CUSTODY CERTIFICATION, GIVING
FULL TRACEABILITY TO THEIR MSC
& ASC CERTIFIED SUSTAINABLE
PRODUCTS.

Sustainable Seafood Festival

WWF organised Singapore's inaugural Sustainable Seafood Festival with a multi-pronged approach to raise awareness on the urgency to protect the oceans, show consumers how to identify responsibly harvested seafood and empower businesses with the knowledge and technical support to source and promote sustainable seafood.

The Festival brought together suppliers, retailers, restaurants and hotels to run simultaneous sustainable seafood promotions and included a month-long campaign urging people to "Pick The Right Catch" through social media engagement, school outreach and workshops, cooking classes and even a flash mob spearheaded by our youth volunteers.



LOCATIONS RAN "PICK THE RIGHT CATCH" PROMOTIONS

Panda Ball

Panda Ball Singapore 2014 was held on 30 May, at The Ritz-Carlton, Millennia Singapore with Professor Tommy Koh, Ambassador-at-Large, Ministry of Foreign Affairs as our Guest-of-Honour. The evening was filled with marine themed performances and a coral inspired fashion show by local designer, Frederick Lee.

Thank you to our valued sponsors, The Silent Foundation, Aaron Wong, Amanresorts International, Asiawide Print Holdings Pte Ltd, Bobbi Brown, Frederick Lee, Gelyn Ong, La Mer, PengWine, Rémy Cointreau Global Travel Retail, Spicers Paper (Singapore) Pte Ltd for making this possible.

SGD 270,000 RAISED TO
STRENGTHEN OUR SUSTAINABLE SEAFOOD CAMPAIGN



"Pick the Right Catch" cooking class for WWF supporters

©WWF SINGAPORE



Georgina Chang, Tim Oh and Lavinia Tan from MediaCorp Radio, the Official Radio Partner for the Sustainable Seafood Festival.

©WWF SINGAPORE



Professor Tommy Koh and WWF Singapore's Young Ambassador, Gelyn Ong

©WWF SINGAPORE

03

LOVE OUR FORESTS



©JAMES MORGAN / WWF-CANON

The forests of Borneo and Sumatra are home to thousands of unique species and the world's last remaining Sumatran tigers and rhinos, orangutans and pygmy elephants. The forests are also home to over 60 million people and hold a vast wealth of natural resources, providing the world with precious hardwoods, minerals, paper, palm oil, rubber, and coal.



Heart of Borneo

Unsustainable forest clearing and the illegal wildlife trade threatens key forest landscapes in the region, decimates valuable resources and millions of livelihoods, and contributes to global warming. WWF works at every level to promote responsible financing, sustainable forest management, and alleviate human-wildlife conflict by improving enforcement. With your support this year, WWF equipped local communities with basic infrastructure such as access to clean water and solar panels to facilitate these communities' alternative income in eco-tourism; safeguarding their culture and natural resources.

Tigers Alive Initiative

The Tigers Alive Initiative aims to double wild tiger populations by 2022 by building political momentum, stopping the threat from poaching and creating space for tigers and people. This year, we mobilised leaders from tiger range countries to work together, increased protection for key tiger landscapes and increased vigilance against poaching and illegal trade in tiger parts.



Tackling the Transboundary Haze

As the haze crisis hit Singapore in July 2013 due to forest fires in Sumatra, WWF strengthened its dialogues with the Singaporean and Indonesian governments to push for better enforcement and to hold culpable companies responsible for violating zero-burn policies. We also launched a public awareness campaign to build consumer demand for the use of certified sustainable palm oil in our every day products.

Wildlife Rangers

A special effort was made this year to support the wildlife rangers and their families in the region. Often considered the unsung heroes of conservation, rangers work tirelessly under harsh conditions on the frontlines to protect some of the world's most threatened species like tigers, elephants and rhinos, which are also among the most widely targeted by poachers for illegal wildlife trade.

OVER SGD26,000
RAISED BY 153 DONORS

“Stop the Killing” Crowdfunding Project

Using the Earth Hour Blue crowdfunding platform, we launched a “Stop the Killing” campaign to kick-start a 360° effort to tackle wildlife crime and the illegal wildlife trade in Asia and provide assistance to wildlife rangers - the true heroes at the frontline of conservation in countries such as Thailand, Cambodia, Laos, and Vietnam. Thanks to the incredible support from the Singaporean community, Stop the Killing was the first project on Earth Hour Blue that was completely funded by civic society, receiving an overwhelming response on social media.

>1,700 
PRODUCTS PURCHASED TO SUPPORT RANGERS

WWF Gift Catalogue

This year, we launched our first-ever gift catalogue showcasing meaningful items that could be purchased to make a difference for the planet. Gifts purchased ranged from camera traps to track critically endangered species, to patrol boats to stop illegal fishing and food, healthcare and personal protection for wildlife rangers.



Wildlife Rangers

©WWF-Canon / James Morgan



Camera traps

©WWF INDONESIA



04

FIGHT CLIMATE CHANGE



©WWF SINGAPORE / Ida Chaw

Climate change is the most urgent threat facing all of nature – people, habitats, animals. More frequent and intense droughts, storms, heat waves, rising sea levels, melting glaciers and warming oceans can directly harm animals, destroy the places they live, and wreak havoc on communities.



Earth Hour Global

Through Earth Hour, WWF globally has activated hundreds of millions of people, businesses and governments to make a united stand against climate change.

The power of the crowd is undeniable and continues to bring about high impact conservation successes beyond the hour. This year saw the launch of Earth Hour Blue which aims to go beyond the hour with crowdsourcing and crowdfunding initiatives, harnessing the power of the crowd to support conservation projects across the world.



15,000 SCHOOLS IN INDIA TOOK PART IN AN EARTH HOUR EDUCATION PROGRAMME TO REDUCE ENERGY USE AND CARBON FOOTPRINT



17 MILLION TREES
WILL BE PLANTED ACROSS KAZAKHSTAN IN 2014



OVER SGD 130,000
RAISED TO PROTECT 5 CRITICALLY
ENDANGERED SPECIES IN RUSSIA



Earth Hour Singapore

WWF Singapore has been running Earth Hour in Singapore since 2009, experiencing exponential growth in the number of individuals, companies and government agencies coming together to make a difference for the environment in Singapore. In 2012, Singapore became the home of Earth Hour.

This year, using the tagline of ‘Use Your Power’ and the help from Spider-Man and the cast from *The Amazing Spider-Man 2*, we engaged over 30,000 people and 526 organisations to commit to one of four simple key environmental actions: Turn air-conditioning up by one degree, use fewer plastic bags, switch to LED lights, and take shorter showers.

We increased our engagement with schools through four Earth Hour Climate Change workshops to engage teachers and student leaders, empowering them to become Earth Hour champions within their community. The cast from *The Amazing Spider-Man 2* also visited Commonwealth Secondary School, one of our Eco-Schools programme members, to spread the Earth Hour message. Beyond school engagement, an Instagram competition and film competition was organised to encourage youths to embrace the sustainability message and champion the cause.

Thank you to the following organisations for making Earth Hour 2014 in Singapore possible: Urban Redevelopment Agency, National Environment Agency, National Climate Change Secretariat, Marina Bay Sands, Singapore Post, IKEA Singapore, NTUC FairPrice, Hot FM91.3, Kiss 92FM, UFM 100.3, Clear Channel, StarHub, SMRT, SMRT Media, Energy Floors, Lumenere, The Singapore Scouts Association, The Hoffman Agency, Yahoo! Singapore and all our incredible volunteers.



Sudhanshu Sarronwala, Board Member of WWF Singapore, Ambassador Burhan Gafoor, Elaine Tan, CEO of WWF Singapore, Emma Stone, Marco Lambertini, Director General of WWF International, Andrew Garfield and Andy Ridley, CEO of Earth Hour Global.

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©ROBERT CHAI / WWF SINGAPORE



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6 MILLION
PEOPLE REACHED VIA





 SPIDER-MAN BECAME
EARTH HOUR'S FIRST
SUPERHERO AMBASSADOR

162
COUNTRIES PARTICIPATED IN
EARTH HOUR THIS YEAR


 OVER 30,000 PEOPLE AND
526 ORGANISATIONS
TOOK PART IN EARTH HOUR
SINGAPORE THIS YEAR



©WWF SINGAPORE



05

ENGAGING PEOPLE



At the core of WWF Singapore's public awareness and community engagement efforts are our roadshows conducted across the island and robust education programme. Covering pertinent issues such as wildlife and habitat conservation, climate change, sustainable seafood, and deforestation, we hope to give Singaporeans opportunities to take action for the planet.

Public Roadshows

For this financial year, we ran 140 roadshows in malls, MRT sites, corporate offices and shopping centres like IKEA, Wisma, 313@Somerset, AMK Hub, JEM, NEX, Singapore Expo, Forum, Queensway Shopping Centre, Harbourfront Cruise Centre and many more covering topics from forest conservation to green Christmas, Earth Hour and marine conservation.

WE SPOKE TO
255,000
PEOPLE ON PROTECTING THE ENVIRONMENT

Conservation-on-the-Move

Children and youths have a key role to play in shaping tomorrow's world. Delivered through roving exhibitions and talks in schools and public libraries, Conservation-on-the-Move adopts the theme 'Be a Planet Defender' and uses augmented reality to empower students to take action to protect the planet by adopting sustainable lifestyle practices.

20,000
STUDENTS REACHED THROUGH
CONSERVATION-ON-THE-MOVE

Eco-Schools Programme

The Eco-Schools Programme is the largest sustainable schools programme in the world operated by the Foundation for Environmental Education and administered here by WWF Singapore. The programme welcomes schools with a firm commitment to make environmental sustainability an integral part of school life, builds student leaders and promotes community outreach through various capacity-building activities.

This year, six out of seven of the programme's pilot schools achieved silver and bronze awards for the school's progress towards attaining the internationally-recognised Green Flag.

The Eco-Schools Programme is sponsored by IKEA Singapore and The Silent Foundation.



ITE COLLEGE
WEST
THE FIRST
ECOCAMPUS
IN SINGAPORE

Overseas Learning Trip

Four student leaders from WWF Singapore's Eco-Schools Programme seized the golden opportunity to embark on a fun-filled and enriching trip to England with WWF Singapore in June. These students were hand-picked by their schools to learn from their counterparts in England and return to lead their own schools towards the Green Flag Award, an internationally-recognised mark of sustainably-run schools. Besides visiting Eco-Schools in England, the students also had a chance to visit WWF-UK's head office, the Living Planet Centre, to appreciate the conservation work being done in one of the greenest buildings in the UK.



Eco-Schools Programme Climate Change Workshop

©WWF SINGAPORE



Conservation-on-the-Move

©WWF SINGAPORE



Overseas learning trip to England

©WWF SINGAPORE



06

WORKING TOGETHER



Executive Chef Lucas Glanville from Grand Hyatt Singapore promoting WWF's sustainable seafood campaign by conducting a sustainable seafood cooking class for local bloggers. Together, we can make a difference.

Working Together

The strong commitment and trust from partners like you is what enables us to continue our work to protect our planet's natural environment, and build a future in which humans live in harmony with nature. We believe in open and accountable partnerships with business leaders, foundations, major donors and other philanthropists to implement conservation action in Singapore and across the world.

Working with Businesses

Together with our partners, WWF challenges conventional business thinking and helps to develop sustainable commercial approaches and opportunities. By building strategic partnerships with business leaders, we can reduce their impact on the environment and transform markets in key commodity areas such as pulp and paper, seafood and palm oil and address climate change issues.

CORPORATE TESTIMONIALS

Global Oceanlink



Global Oceanlink has come on board as our Sustainable Seafood Group Member, working with WWF to source and promote responsibly harvested seafood. They have received the Chain of Custody certification from Marine Stewardship Council (MSC), providing full traceability of their eco-labelled seafood products.

“Partnering with WWF increases our strength to reach out to more environmentally concerned end consumers & corporations. Although sustainable seafood is still very much at infant stage in Asia, I strongly believe the message ‘safeguard our food source for our future generation’ would be heard by all with our continuous efforts.” – Mr. Dennis Ng, Operations Director

IKEA Singapore



Sharing WWF’s vision of reducing Singapore’s ecological footprint, IKEA is the first retailer in Singapore to phase out disposable plastic bags. The cost savings from eliminating disposable plastic bags was then donated to WWF Singapore to support its Eco-Schools Programme.

“This programme is inspiring local school children to take direct actions to conserve resources and protect the environment in Singapore, and co-workers at IKEA Singapore really feel good about the fact that our business is contributing to WWF Singapore and this good cause.” - Dr Lee Hui Mien, Regional Sustainability Manager

StarHub



StarHub has been a strong supporter of WWF’s Earth Hour campaign, leveraging on it to launch various green initiatives. These include a nation-wide recycling programme, as well as the opportunity for their customers to make a \$5 donation through the StarHub Rewards Redemption for Charity Programme.

“StarHub believes that environmental sustainability is everyone’s responsibility. That is why we are happy to create opportunities for our customers and our community to join us in preserving our planet, the one which we borrowed from our children.” – Ms. Jeannie Ong, Chief Marketing Officer

OUR VALUED SUPPORTERS

Friends of WWF

Friends of WWF comprises of major supporters and foundations who work with us to deliver big conservation impacts and to foster a strong community of philanthropists with a shared vision to protect the planet. Their incredible support over the past 12 months has allowed us to make significant progress in our work in the Heart of Borneo, Coral Triangle and tiger conservation.

Donors

Close to 13,000 people now give to WWF in Singapore, standing in solidarity with us to advocate for a better, healthier planet. Because of their dedication, we have been able to achieve all that we’ve shared in this Annual Report. Thank you.

Young Ambassador

Gelyn Ong, WWF Singapore’s Young Ambassador, is just 10 years old but she has already illustrated a beautiful book called “Forest Fables” on protecting the forests. Aside from donating all proceeds from the sale of her book to support WWF’s work, Gelyn has raised \$18,000 through auctioning her paintings for WWF. Gelyn also does regular talks and book readings in schools and public libraries to help spread the message of protecting the planet far and wide.

Volunteers

We could not achieve all of this without the effort, time and dedication put in by our regular volunteers. A big thank you to all who have contributed tirelessly in making our campaigns a success.

Donor Visit to Sabah

In June 2014, a group of donors visited a WWF conservation site in the gentle low lying forest of Kinabatangan, Borneo, where forest fragmentation due to oil palm plantations is a big threat to the survival of the area's wildlife populations. They had the chance to see how their financial support had contributed to reforestation projects and a series of wildlife bridges, all to connect fragments of forest to allow animals such as elephants and rhinos access to more food sources.



Donor Visit to Sabah

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Donor Visit to Sabah

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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 humans live in harmony with nature.

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