



WWF

ANNUAL
REPORT

ID

2012



Seeding a Sustainable Society

INTO THE BLUE

A scientist closes in on the world's largest fish, the whale shark, in Papua's Cenderawasih Bay. This is not the time to be intimidated; the diver will need patience and skill to attach a satellite-linked data recorder and transmitter onto this gentle giant.

Armed with this data, WWF and other organizations can learn more about shark behaviour (for example, where they migrate and how deep they dive) and from there, advocate to protect this amazing species.

Across the Indonesian archipelago, original research such as this continues to be the foundation on which we build our conservation work—both under and above water.





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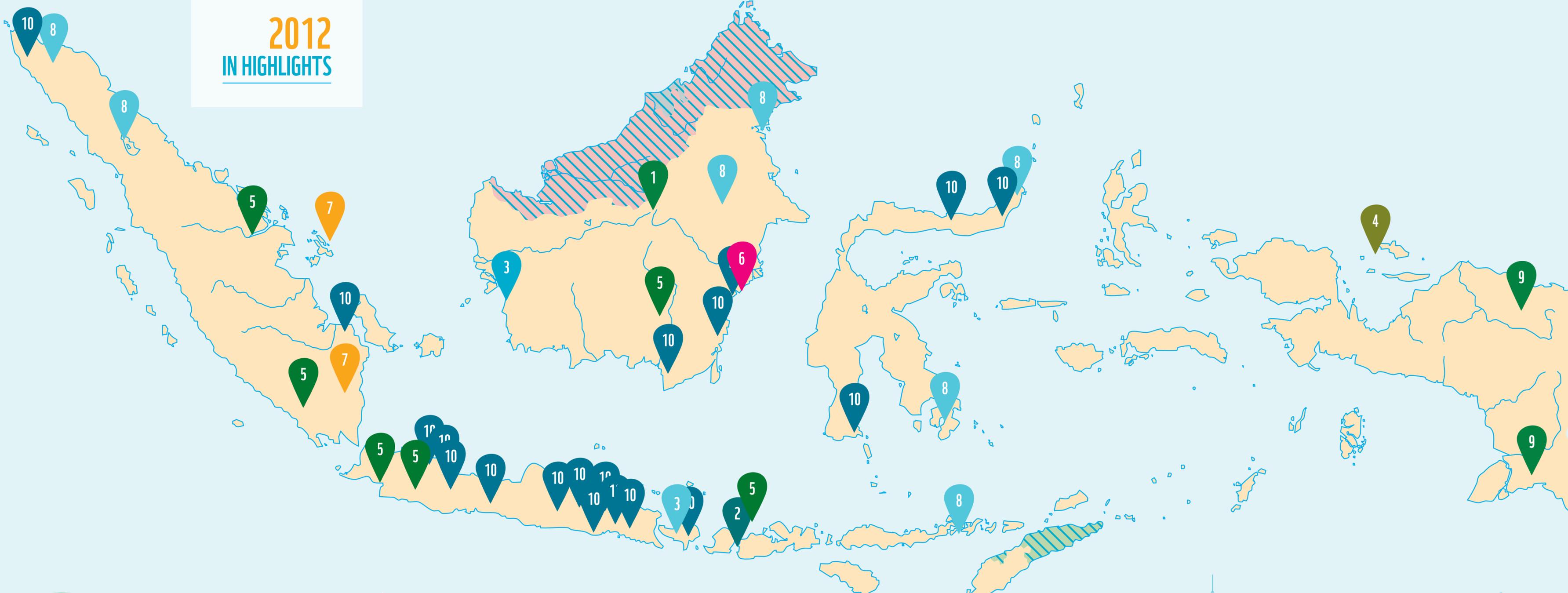
WWF is one of the world's largest and most experienced independent conservation organizations, with over 5 million supporters and a global network active in more than 100 countries. WWF's mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature, by: conserving the world's biological diversity, ensuring that the use of renewable natural resources is sustainable, and promoting the reduction of pollution and wasteful consumption.





© WWF-INDONESIA / TIGERS SURVEY TEAM

2012 IN HIGHLIGHTS



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IN BORNEO



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MESSAGE FROM THE BOARD

The double challenge of economic growth and environmental sustainability is a complex one.



© KEMAL AZIS STAMBOEL

The recent establishment of priority economic corridors to accelerate sustainable growth in Indonesia's six key areas responds to the urgency to create growth and jobs. However, financial investment must be balanced with investments to maintain the nation's natural capital.

For this reason, we are heartened that more and more Indonesian people are recognising the huge problems caused by degradation of our natural environment and climate change. These are issues that WWF-Indonesia has been bringing to the fore for several decades. This year, more than ever, our efforts to raise awareness were widely acknowledged.

A record-breaking 26 cities, from Banda Aceh to Makassar, switched off their lights for 2012 Earth Hour. This is a marked increase compared to 2011, when 11 cities took part. Over 1 million people signed up for information on our Earth Hour Indonesia website.

Taking WWF's presence in Indonesia to new levels, we moved to new premises in Graha Simatupang in south Jakarta in September 2011. We bought Tower 2C in the complex with a loan from Rabobank, reflecting the trust the financial sector has in us.

Also in 2011, we established a modest business unit, called PT. Panda Lestari. This unit aims to bring sustainable financing for our conservation work in the years ahead.

We wish to express our heartfelt thanks to our partners in Indonesia and across the world for their valuable support. These include the WWF global network, local communities, donors, governments, companies, civil society partners and individual supporters. Our conservation successes are only possible with your help. We know that we can only protect our natural resources, livelihoods and quality of life by working together at every level.

Together, we are creating a more sustainable world.

A handwritten signature in black ink, appearing to read 'Kemal A. Stamboel', with a stylized flourish at the end.

Kemal A. Stamboel
Chairperson of the Executive Board

REMARKS FROM THE CEO

This year, WWF-Indonesia was entrusted to be the partner in a debt-for-nature swap, a mechanism to finance tropical forest conservation.



© WWF-INDONESIA / DES SYAFRIZAL

Thanks to this agreement, US\$28.5 million will be used to fund tropical forest conservation, climate change mitigation and sustainable development under the US Tropical Forest Conservation Act in three districts of Kalimantan.

In June 2012, WWF-Indonesia's work to protect the Heart of Borneo was recognized at an Indonesian government event at the Rio+20 Summit. WWF International Director General Jim Leape presented Indonesian President Susilo Bambang Yudhoyono with a copy of *The Heart of Borneo: Investing in Nature for a Green Economy*. This report by WWF and a consortium of partners highlights unsustainable practices in the Bornean forestry, palm oil and mining sectors and provides recommendations for a green economy. The event also highlighted WWF's contribution to Indonesia's efforts to combat global climate change.

In a concrete example of progress toward sustainable business practices in Indonesia, in July 2011 an environment-friendly cooking oil product was introduced on Carrefour's hypermarket shelves—the EcoPlanet cooking oil, sourced primarily from palm oils certified by the Roundtable on Sustainable Palm Oil (RSPO). This is an unprecedented initiative for Indonesia as it promotes sustainable consumption in the domestic market. WWF was instrumental in providing input to incorporate more robust environmental and social elements in the internal due diligence applied by Carrefour to source the palm oil.

WWF's conservation work continues to break new ground by improving our understanding of endangered species – so we can better protect them. In Borneo, for the first time ever, joint research efforts confirmed the presence of the critically endangered Irrawaddy dolphin in West Kalimantan waters. In Sumatra, camera traps set up by the WWF Tiger Survey Team showed five majestic wild cat species living in the corridor of the Bukit Tigapuluh and Rimbang Baling Landscape. In Papua's Cenderawasih Bay, WWF collaborated with the Sea World Research Institute and local partners to track the movement of whale sharks.

WWF-Indonesia's Supporter Programme also made substantial gains this year. In Indonesia, 54,000 people have been supporting us since 2006. It is truly an honour to have such huge support for our efforts. It strengthens our commitment to work even harder.

A handwritten signature in black ink, appearing to be 'Efransjah'.

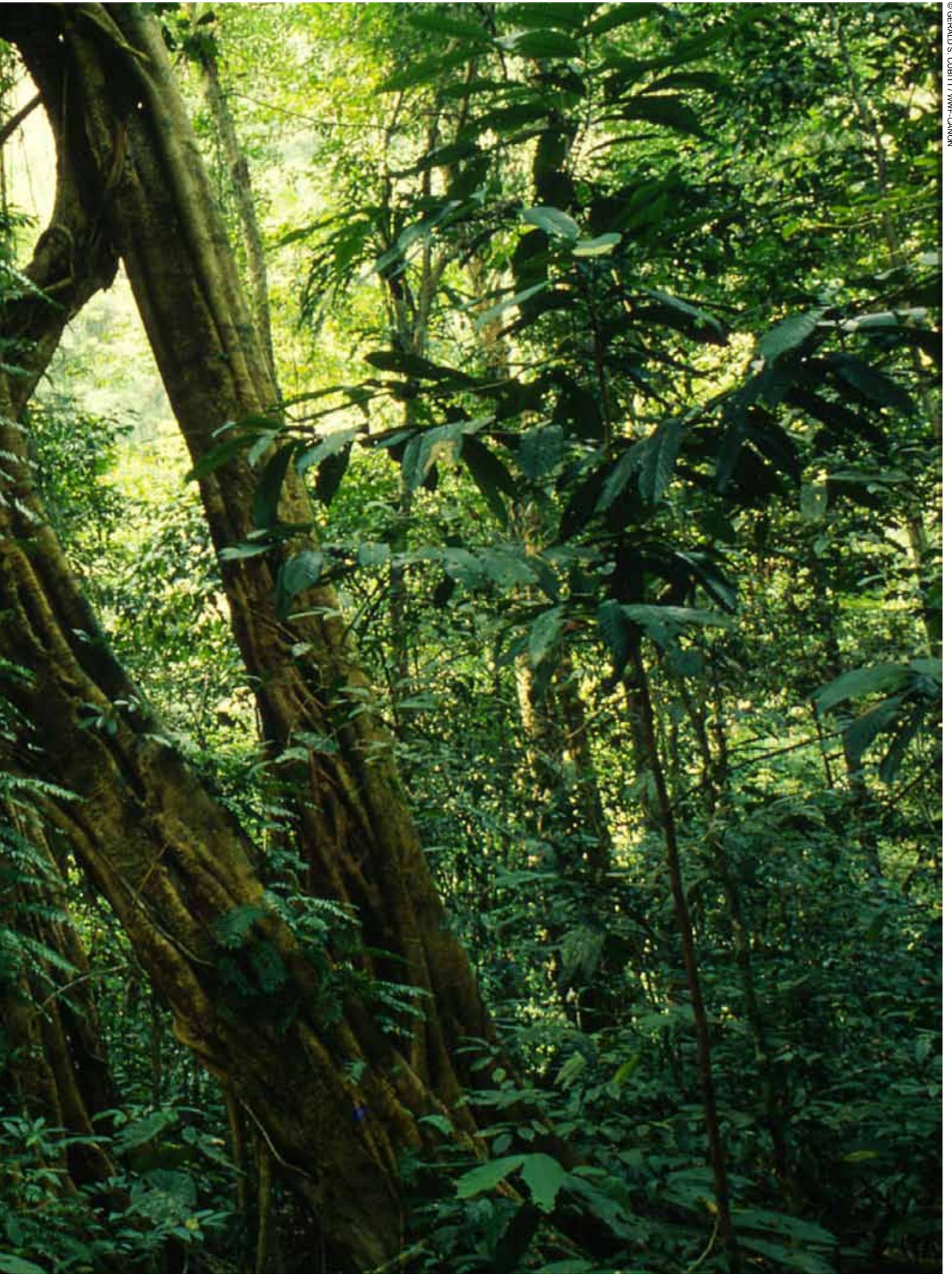
Dr Efransjah
CEO, WWF-Indonesia

POLICIES FOR SUSTAINABILITY

To grow this majestic complex of buttress roots, a ficus tree may take a decade of persistent work. A chainsaw would annihilate these efforts in less than an hour.

Decisions taken away from the jungle can spell death (or herald hope) for many of Indonesia's most fragile natural areas, calling for sound policies that recognize the value of natural capital – today and tomorrow. WWF is there. In 2011 and 2012, we presented the President of Indonesia with a report on the green economy in the Heart of Borneo during a high-level event at the Rio+20 Summit in Brazil. We also promoted the use of geothermal power as a potential source of renewable energy in the country, and brought together governments from 19 districts in Sumatra to collaboratively set aside the RIMBA landscape for the protection of critically endangered tigers.





THE SUSTAINABLE FUTURE WE WANT

A milestone for the Heart of Borneo

To showcase the multi-faceted efforts under way to conserve Borneo's biodiversity, the government of Indonesia hosted a high-level event at the Rio+20 Summit in Brazil to share the country's efforts in combating climate change. Held on 20 June 2012, the event honed in on the challenge of shifting the patterns of forest use toward a green economy that can lead

to a truly "sustainable future". The highlight for WWF was having the Director General of WWF International, Jim Leape, present Indonesian President Susilo Bambang Yudhoyono with the report *The Heart of Borneo: Investing in Nature for a Green Economy*.

This report outlines the fundamental changes we need to achieve economic growth while protecting the Heart of Borneo's ecosystems and biodiversity. Produced by WWF and a consortium of partners, it highlights the current unsustainable practices in the Bornean forestry, palm oil and mining sectors, and shows that the erosion of natural capital damages long-term economic viability and social welfare.

We also highlighted the support WWF's Heart of Borneo Initiative gives the Indonesian government at another Rio+20 Summit event called *Investing in Natural Capital in Asia, Africa and Latin America: Partnerships, Policies and Investments*. Attendees included Executive Director of the UN Environment Programme, Achim Steiner, Prime Minister Stoltenberg of Norway, President Ramotar of Guyana and other high-level officials.

The event was also attended by the Chair of the REDD+ Task Force and Head of the Presidential Delivery Unit for Development Oversight (UKP4), Kuntoro Mangkusubroto, Presidential Adviser on Environmental Affairs, Prof Dr Emil Salim, Dr Iman Soedradjat of the Ministry of Public Works, Coordinating Minister of Economic Affairs, Hatta Rajasa, Minister of Foreign Affairs, Marty Natalegawa, Coordinating Minister for Social Welfare, Agung Laksono and Minister of Forestry, Zulkifli Hasan.



© WWF / CHRIS CHAPLIN

Under a Business-as-Usual scenario, the environmental costs of economic growth could outweigh revenues from the use of natural resources as soon as 2020.

A HAVEN FOR TIGERS

Corridor conservation in Sumatra's RIMBA Landscape

With support from WWF-Indonesia, the Indonesian government designated the RIMBA Landscape, an area of Central Sumatra, as an ecological corridor. This will help protect endangered species and resources for people alike.

This development could not be more timely. The corridor, which spans 19 districts in the provinces of Riau, Jambi and West Sumatra, is an important habitat for Sumatran tigers, encompassing three Tiger Conservation Landscapes. It's also home to three crucial watersheds – the Indragiri, Kampar and Batanghari rivers – which give people the water they need.

WWF-Indonesia was heavily involved in the consultation process which led to the RIMBA Landscape's protection, influencing stakeholders to support the area's designation as an ecological corridor. We also worked with the National Development Planning Agency (BAPPENAS) at different stages in the process.



© WWF-INDONESIA / SAIPUL SIAGIAN

IN CONTEXT

The Indonesian government first suggested making the RIMBA Landscape an ecological corridor in its May 2010 report *The Road Map for Saving the Sumatra Ecosystem: Sumatra's Vision for 2020*. The new Presidential Decree No. 13 / 2012 on the Spatial Plan for Sumatra Island signed by President Yudhoyono further strengthens this commitment.

This is the first ecological corridor agreement of its kind in Indonesia. Never before have ministries, governors and district-level government worked together in this way.

THE FIRE WITHIN

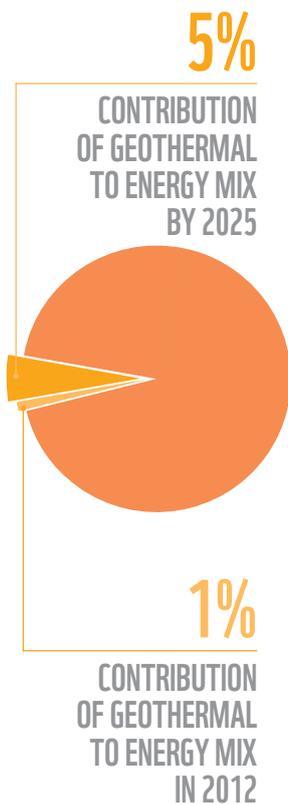
Kindling the potential for geothermal power in Indonesia

Below Indonesia's mountains is the world's largest potential source of geothermal power. At least 29 gigawatts could be tapped to meet the country's surging energy needs, but only 1.2 gigawatts are being used at the moment. Meanwhile, Indonesia continues to depend heavily on oil, contributing to global warming.

This year, WWF-Indonesia advocated the use of more geothermal power with our report *Igniting the Ring of Fire: A Vision for Developing Indonesia's Geothermal Potential*.

The report has helped to set the agenda by bringing together the Ministry of Energy and Mineral Resources and the Ministry of Forestry, with support from other stakeholders, in finding solutions for the sustainable exploration and production of geothermal power in forest areas—particularly those with high conservation value. It also looks at the obstacles that stand in the way of geothermal development, from policies and regulations, organization of institutions and regional autonomous policies to human resources, governance issues and technical difficulties.

WWF-Indonesia is engaged in the *Geothermal Ring of Fire* programme, a joint initiative between WWF-Indonesia, WWF-Philippines and the WWF Climate and Energy Global Initiative to fast-track the use of renewable energy sources, especially geothermal energy in Indonesia and the Philippines.



HOPE THROUGH FAITH

Encouraging climate change adaptation and disaster risk reduction

More frequent heat waves and precipitation. Rising global temperatures. Disruptive changes to oceans and climate brought on by increased atmospheric CO₂ concentrations. These are just a few ominous predictions from the Intergovernmental Panel on Climate Change about what our planet might suffer in the future.

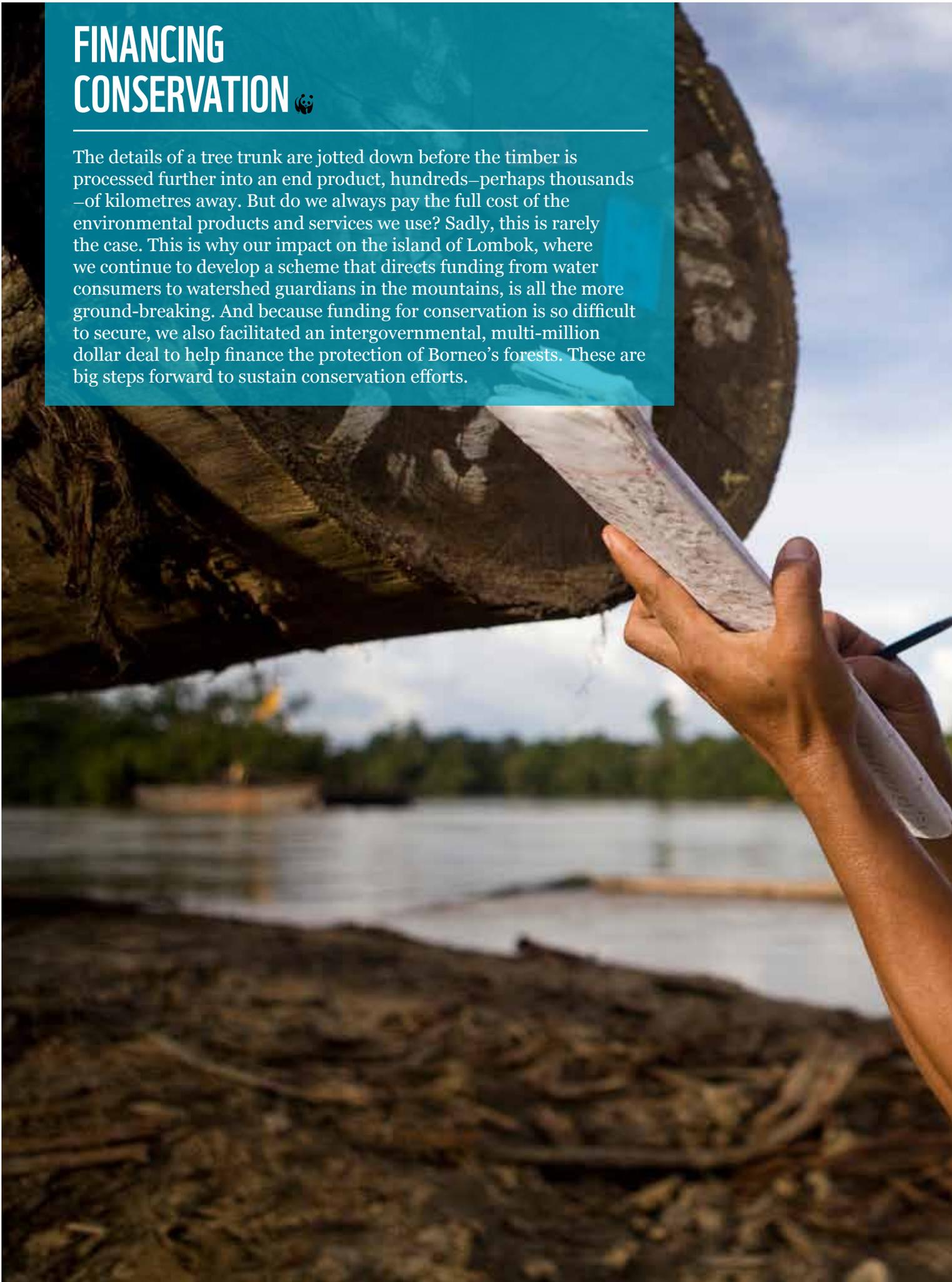
As such, adapting to climate change and putting in place measures to reduce the risk of it causing disasters couldn't be more important.

WWF-Indonesia promoted this by publishing a guide book about the importance of climate change adaptation and disaster risk reduction in April 2012 for members of *Nahdlatul Ulama*, one of the largest independent Islamic organizations in Indonesia. Experts from the UN Educational, Scientific and Cultural Organization, the UN Economic and Social Commission for Asia and *Nahdlatul Ulama* itself contributed to the book, called *Jalan Terbaik Masyarakat Dalam Menghadapi Perubahan Iklim. Perpektif Islam Dalam Adaptasi Perubahan Iklim*. Indonesia's National Climate Change Council supported the publication.

The book is distributed and used by the *Nahdlatul Ulama* network to build capacity across their community on climate adaptation.

FINANCING CONSERVATION

The details of a tree trunk are jotted down before the timber is processed further into an end product, hundreds—perhaps thousands—of kilometres away. But do we always pay the full cost of the environmental products and services we use? Sadly, this is rarely the case. This is why our impact on the island of Lombok, where we continue to develop a scheme that directs funding from water consumers to watershed guardians in the mountains, is all the more ground-breaking. And because funding for conservation is so difficult to secure, we also facilitated an intergovernmental, multi-million dollar deal to help finance the protection of Borneo's forests. These are big steps forward to sustain conservation efforts.





A GOOD DEAL FOR FORESTS

Indonesia and US announce debt swap for forest conservation in Borneo

Long-term funding is key to sustaining conservation activities in Indonesia. This year, WWF-Indonesia was instrumental in facilitating major financial commitments to protect tropical forests.

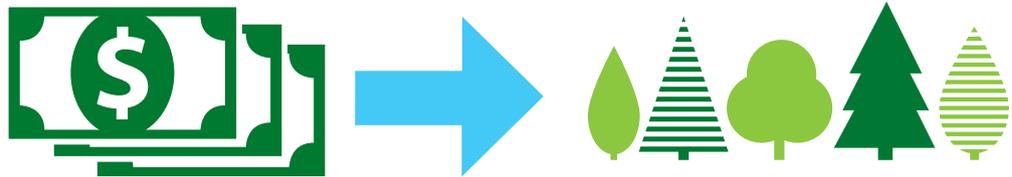
We were strongly involved in the development of two debt-for-nature swaps, a scheme where part of Indonesia's national debt is forgiven in exchange for the government investing in local environmental, biodiversity and tropical conservation projects. One of these, signed in September 2011, was worth US\$28.5 million under the US Tropical Forest Conservation Act (TFCA).

This agreement will fund tropical forest conservation, climate change mitigation and sustainable development in three districts in Kalimantan:

- The Berau Forest Carbon Programme in Berau district, East Kalimantan province
- The Heart of Borneo Programme in the Kapuas Hulu district in West Kalimantan province and Kutai Barat in East Kalimantan province

The programme will provide much-needed funds for local NGOs, technical assistance providers, communities and public/private universities which are hard at work protecting Borneo's globally significant biodiversity, while securing forest carbon and improving community livelihoods through forest protection.

WWF-Indonesia and The Nature Conservancy are working with the Indonesian and US governments to implement this unique support programme. Through WWF-Indonesia's facilitation, the TFCA Kalimantan programme is reflected well in the *National Plan of Action of the Heart of Borneo*, published by the Indonesian government.



© WWF-INDONESIA / SAIPUL SIAGIAN

REWARDING FOREST CARETAKERS

Conservation financing through watershed management in Lombok

One of WWF-Indonesia's successful initiatives on Payments for Ecosystem Services (PES) continues to develop on Lombok Island in Nusa Tenggara province, with 65,000 households in the municipality of Mataram now paying monthly water retribution fees to the PES Programme managed by the West Lombok district.

"People living around the downstream rivers often complain to us, villagers that live in the upstream area, when fresh water is difficult to access. They blame us for not taking care of the forests so it affects water supplies. Before, there was no incentive for us to take care of the protected forest in our areas. Since 2009, things have changed and community members in our village started to be involved in rehabilitating critical forest areas through the PES programme."

Rahman, Head of Sedau village (one of three pilot project villages that benefit from the PES programme)

In 2011/12, IDR400 million (approximately US\$44,000) was collected through the PES programme. These funds were used to restore forests across 35 hectares of the island's only water catchment area around the Rinjani volcano. The funds also supported sustainable livelihood projects, including a cooperative, a project to plant seedlings and a micro hydro initiative to help people produce electricity using water. The PES scheme shows that it is possible to make conservation economically viable.

Next year will see even more success. With an estimated additional 10,000 households registered as new water users in Mataram, the amount of money collected through the PES programme is predicted to increase significantly.

In addition, through WWF's strong lobbying and advocacy, the mayor of Mataram has allocated an extra IDR1 billion (approximately US\$105,000) from the municipality's budget in 2012 to promote the PES scheme in four villages in the upstream areas in Rinjani, namely Sesaot, Sedau, Lembah Sempaga and Batu Mekar village.

IN CONTEXT

The Lombok PES scheme has made possible a deal for downriver communities (urban dwellers and farmers) in West Lombok district and the municipality of Mataram to pay upland communities (in Rinjani) for the water they provide. This is the first deal of its kind in Indonesia.

The agreement was finalized in 2007, with a joint decree by the West Lombok District Head and the Mayor of Mataram. Now, downstream households pay IDR1,000 a month to the PES programme, which goes to upland communities.



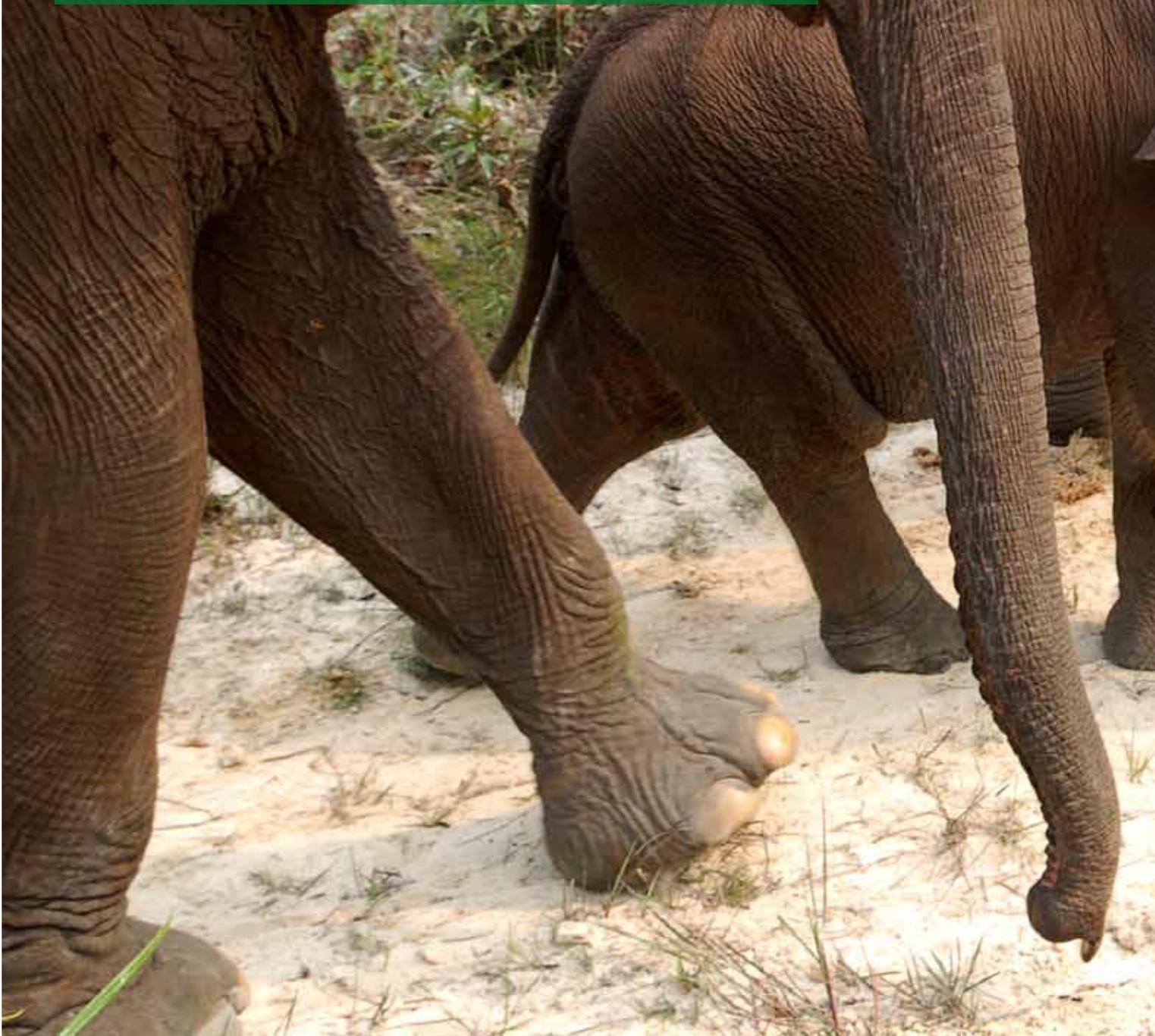
PROPORTION OF SPRINGS THAT HAVE DISAPPEARED OR EXPERIENCED A SIGNIFICANT REDUCTION IN WATER SUPPLY IN THE LAST TWO DECADES IN LOMBOK



© WWF-INDONESIA / DESMA MURNI

CONSERVING INDONESIA'S BIODIVERSITY

Across Indonesia, WWF works with partners to conserve ecosystems and habitats—places that are particularly rich in biodiversity, places with unique animals and plants, places unlike anywhere else. One generation of elephants rubs shoulders with another as a “flying squad” sets out for another patrol in Sumatra’s Tesso Nilo National Park. Their objective: prevent clashes between villagers and wildlife that leave casualties on both sides. We are working to double the population of critically endangered Javan rhinos in Ujung Kulon National Park; studying the population of Irrawaddy dolphins in the Heart of Borneo waters; tracking whale sharks’ migratory route in Papua and setting up more camera traps in the jungle of Sumatra. All this will lead to better protection of this magnificent biodiversity.





MORE THAN A RALLYING CRY

Securing the future of the Indonesian rhino

In many places, rhinos are clinging to survival and three species are already critically endangered. WWF-Indonesia is working hard to protect our country's rhinos. Thanks in part to our initiation, Indonesian President Yudhoyono declared the start of the International Year of the Rhino in June 2012.

90%
DECREASE IN GLOBAL
POPULATION OF
RHINOS SINCE 1970

The declaration means 11 countries will work urgently to conserve their rhino populations. In Indonesia, a reinvigorated Rhino Task Force will oversee and evaluate the implementation of rhino conservation activities.

The announcement was the result of collaboration between WWF-Indonesia, the International Union for the Conservation of Nature (IUCN), the Wildlife Conservation Society (WCS), the Rhino Foundation of Indonesia (YABI) and the Indonesian Ministry of Forestry.

WWF's work on Javan rhino conservation is focused on decreasing pressure on their habitat. We do this by reducing the spread of invasive plant species in Ujung Kulon National Park, and by forging ahead with plans to establish a second Javan rhino population in a safe, suitable location.

Number of rhinos
in 2012



greater one-horned



Sumatran



Javan

SHOOTING FOR SURVIVAL

Video camera traps for protecting the Javan rhinoceros

Ujung Kulon in West Java is the last place on Earth where the Javan rhino exists, after the Vietnamese population was hunted to extinction in 2012.



© WWF-INDONESIA / OSMANTRI

WWF-Indonesia is making sure the Javan rhino doesn't die out. This year, WWF-Indonesia and the International Rhino Foundation donated 120 video camera traps to Ujung Kulon National Park, to photograph Javan rhinos so experts can study their behaviour, size, age, distribution, sex and health. The more information we have about the rhinos, the better we can identify and prepare a second habitat for their survival and protection.

The cameras will also help stop poachers. Demand for rhino horn is growing in the Asian traditional medicine market, so the stakes for safeguarding this "pocket" population of rhinos have never been higher.

IN CONTEXT

WWF-Indonesia's successful involvement in rhino conservation in Indonesia goes back to the early 1960s.

From then to the 1980s, the rhino population grew, before levelling off, thanks to collaboration between WWF-Indonesia and the Ministry of Forestry.

Since the 1990s, we have been working with Ujung Kulon National Park to observe the Javan rhino population using camera traps. We were the first organization in Indonesia to use camera traps. In 2011, the cameras identified 35 rhinos (22 males and 13 females).

AN UNEXPECTED DISCOVERY

Threatened Irrawaddy dolphins make an appearance in West Kalimantan waters

What began as a routine biodiversity study this year turned into a scientific breakthrough when WWF-Indonesia spotted critically endangered Irrawaddy dolphins for the first time ever along the narrow straits and coastal waters of West Kalimantan.



© WWF-INDONESIA / SUGENG

“Until now the presence of the Irrawaddy dolphin population in West Kalimantan waters was unknown, so we are excited with the results of this preliminary study and hope this will help to reveal more information on the population and distribution of this unique species.”

Albertus Tjiu,
WWF-Indonesia's
Conservation Biologist,
one of the lead scientists
in the study

Working with the Regional Office for Marine, Coastal and Resources Management of Pontianak (BPSPL), the team also chanced upon a group of endangered Indo-Pacific humpback dolphins in the area.

These discoveries underline the rich biodiversity of Kalimantan's rivers, which originate in the Heart of Borneo's highlands. They also strengthen the case for protecting the rivers, from their headwaters in the Heart of Borneo down to the lowland waterways.

We were pleased that, as a result of our sightings, a workshop in March 2012, involving the Ministry of Marine Affairs and Fisheries, the Ministry of Forestry, the RASI Foundation, and companies and government representatives, put forward a wide range of recommendations. These include further studying the species' habitat, population and behaviour of Irrawaddy dolphins, to set up a communication forum among stakeholders, and to identify potential incentives for people living in the surrounding habitat. These recommendations were also endorsed by representatives of the local governments of East Kalimantan and West Kalimantan, serving as an initial step to protect the species.



© WWF / ALAIN COMPOST

WILD SHOTS

Five rare wild cat species are caught on camera in Sumatra. The trouble is, they're not alone...



Sumatra's stunning diversity of wild cat species was again demonstrated in 2012, when our camera traps caught five of the seven wild cat species found on the island in a tract of forest known as Bukit Tigapuluh or Thirty Hills. Photos of the Sumatran tiger, clouded leopard, marbled cat, golden cat and leopard cat were taken in an unprotected forest corridor between the Bukit Tigapuluh forest landscape and the Rimbang Baling Wildlife Sanctuary in Riau province. With farmers and industrial plantations fragmenting the remaining forests, time is running out to protect these wild cats.



© WWF-INDONESIA / PHKA

WWF-Indonesia also used 48 camera traps in Tesso Nilo and 40 camera traps in Rimbang Baling between July 2011 and June 2012 to take photos of the elusive Sumatran tiger. We ended up with much more than that. The photos revealed wild cats, but also tiger prey species such as deer, wild pig and macaque. The camera traps also captured many images of people, prompting the regional Natural Resources Conservation Agency (*BKSDA*) to take security measures, with plans to put more rangers in the field, especially in Rimbang Baling.

Since January 2012, WWF has been using camera traps to monitor the Sumatran rhinoceros in Bukit Barisan Selatan National Park, and to assess the impact on local habitat of a road built across the park. In April 2012, we collected the first images of Sumatran rhinos—the first wild rhino images taken with camera traps in this park.



© WWF-INDONESIA / PHKA

A rare, first photo of the Sumatran serow was captured by camera trap in Rimbang Baling Hills Wildlife Reserve in Riau province, Sumatra. The presence of the Sumatran serow confirms the need for improved management and protection in the area.

RUMBLE IN THE JUNGLE

Combating illegal wildlife trade

Thousands of voices from the public lent us their support to convict a major tiger dealer in Payakumbuh, Sumatra, to three years and four months' imprisonment, plus a fine of IDR3,000,000. This milestone sends a strong message to other poachers: the desecration of this endangered species will not go unpunished.



© WWF-INDONESIA / OSMANTRI

WWF-Indonesia was instrumental in helping with the preparation of court documents and mobilizing support from stakeholders. The arrest was made possible thanks to close cooperation among law enforcement agencies in both Riau and West Sumatra provinces, as well as with prosecutors.

But what tipped the scale for justice to be served was the unprecedented public support that WWF-Indonesia mobilized to make sure that the tiger dealer received a proper sentence as per the law. Almost 3,000 signatures calling for a fair trial were sent via WWF's Thumbs for Tiger action, and this surge of public support was successfully conveyed to the Payakumbuh Court.

THIRTY AND COUNTING

Tracking the whale shark population in Cenderawasih Bay

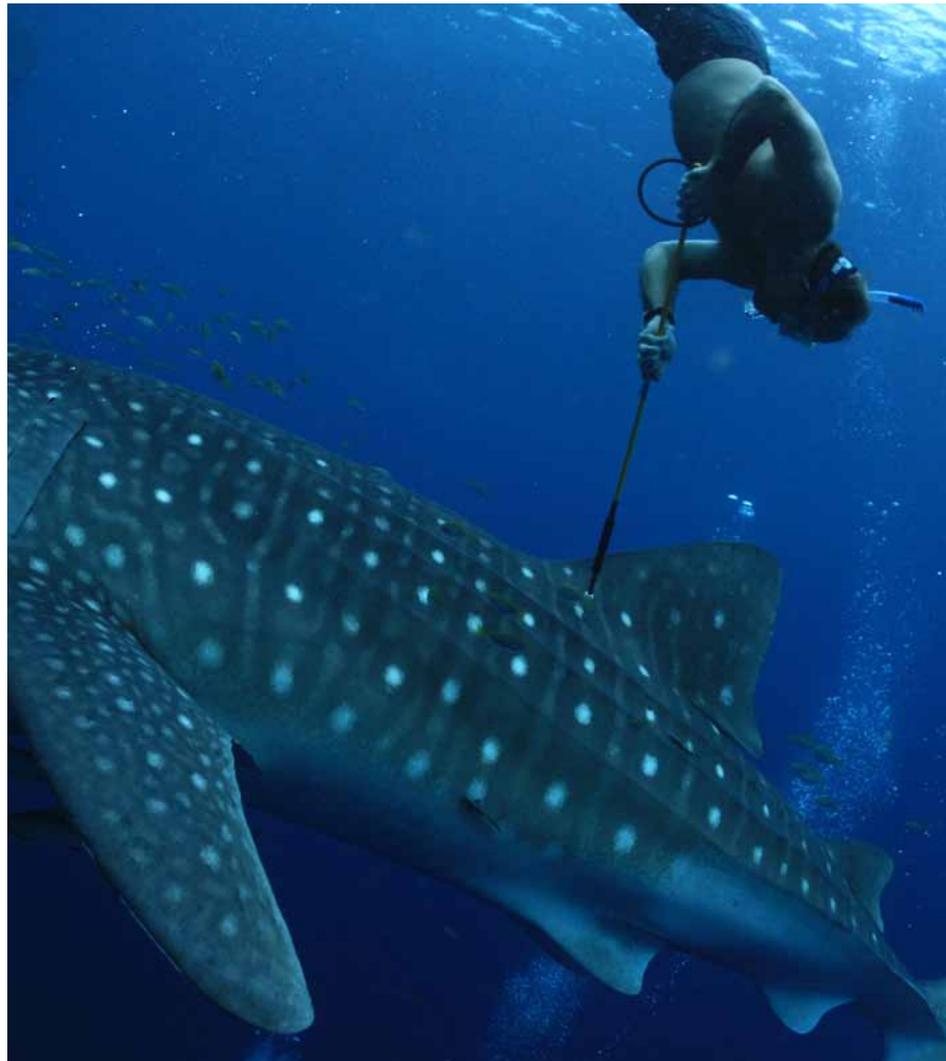
Reaching up to 12 metres in length and 21 tonnes in weight, the whale shark is a harmless giant of the tropical seas. The species is also classified as vulnerable by the IUCN.

12M
MAXIMUM SIZE OF
THE WHALE SHARK,
THE LARGEST FISH IN
THE WORLD

To better understand and protect whale sharks, this year WWF-Indonesia carried out two projects to track their movements. We recorded valuable information about whale sharks' migratory route, which we can use to protect them.

The first project attached satellite tags to whale sharks in Cenderawasih Bay, Papua. We worked with Cenderawasih Bay National Park, Papua University (UNIPA) and Dr Brent Stewart of the Hubbs Sea World Research Institute on this project.

In June 2012, we carried out a second tracking project using barcode-like Radio Frequency Identifications (RFIDs). In just four days, our research team attached RFIDs on 30 whale sharks (29 males and one female) in the waters around Kwatisore village. Understanding the whale shark's migration pattern helps us in better protecting their population and habitat.



© WWF / MARK ERDMANN

SUPPORTING SUSTAINABLE BUSINESS PRACTICES

A fragment of natural forest subsists in a sea of acacia monoculture in Riau, Sumatra—a shadow of its former grandeur when such forests covered most of the island.

With industrial plantations of palm oil and timber converting vast swathes of Indonesia’s forests, the question is how can businesses reduce their impact on wildlife and forest-dependent communities? From supporting the sustainable production of agricultural commodities to exposing examples of flagrant “greenwashing”, this has been another solid year for WWF in terms of getting the private sector to tread more lightly on Indonesia’s ecosystems.

A new plantation cuts into natural peatland forests in Riau, Sumatra, another example of unsustainable forestry practices.





GREEN CHOICES

Facilitating Indonesia's premier certified-sustainable cooking oil

Starting in 2012, for the first time in Indonesia consumers were able to choose an environment-friendly cooking oil from the shelves of the hypermarket Carrefour—EcoPlanet palm oil, a product made primarily of Indonesian palm oils certified by the Roundtable on Sustainable

Palm Oil (RSPO). WWF-Indonesia's role was to suggest more robust environmental and social elements in the Carrefour Quality Line criteria¹.

WWF-Indonesia also facilitated a partnership between Carrefour and Musim Mas, an Indonesian supplier of certified sustainable palm oil, and provided input on the establishment of the company's internal due diligence to source palm oil.

At a time when palm oil producers face mounting pressure to prove they are not harming forests and wildlife, EcoPlanet shows what the industry needs to do to reduce its environmental impact and promote sustainable consumption in the domestic market.



© MARC-ANTOINE DUNAIS

TREADING MORE LIGHTLY

Task Force to tackle sustainability in agri-business

Agriculture is increasingly encroaching into Indonesia's remaining forests and other threatened ecosystems. This year, WWF-Indonesia and other parties concerned about this trend formed a new Sustainable Agri-business Task Force under the umbrella of Indonesia's Ministry of Agriculture.

48%
GLOBAL SHARE
OF RSPO-
CERTIFIED PALM
OIL PRODUCED
BY INDONESIA

The Task Force's aim is to craft policies (particularly financial ones) creating incentives for the agriculture industry, especially the palm oil industry, to grow sustainably.

The Task Force will include members from WWF-Indonesia, the private sector, business chambers, the Ministry of Agriculture, the Ministry of Trade, the Ministry of Finance, financial institutions, international donors and civil society.

The idea for the Task Force emerged at the Incentives for *Sustainability in the Agri-business Sector* conference in February 2012. This event looked at the problems of the continued expansion of the palm oil industry in Indonesia and was co-organized by:

- WWF-Indonesia
- The Indonesian Ministry of Agriculture
- The European Union Delegation to Indonesia
- The United Kingdom Department for International Development

One hundred and fifty-four people attended from palm oil companies, retailers, banks, international organizations and NGOs.

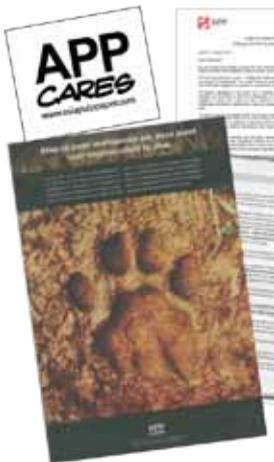


¹ CQL is an internal due diligence for Carrefour product sourcing.

PULP FICTION

Uncovering corporate greenwash in a “tiger sanctuary”

The Truth behind APP’s Greenwash, an investigative report by the NGO coalition Eyes on the Forest (which includes WWF-Indonesia), revealed that the “timber rogue” company Asia Pulp & Paper (APP) was converting the natural forest habitat of tigers, despite the company’s claims that they were “protecting” it.



After trying to halt the government-proposed Senepis National Park that would have protected tiger habitat targeted by APP for pulping, the company switched to advertising its leading role in creating the “Senepis Tiger Sanctuary” in 2006. It turns out that after close examination, APP was actually pulping the forest in its own “sanctuary”.

On 15 May, APP announced that it would stop clearing natural forests on its own concessions. In response, WWF published an analysis which suggests that this limited moratorium will have little impact, since APP has already cleared 713,383 hectares or almost all of the natural forest in its own and affiliated concessions in Riau. WWF called on APP to immediately extend the moratorium to cover the full wood supply of all its mills and demonstrate a real commitment to changing its forestry practices.

THE RIGHT STUFF

Engaging hotels to source sustainable tissue products

Two WWF-Indonesia Global Forest and Trade Network (GFTN) members committed to work toward the certification of their pulp as sustainable this year.

PT. Graha Kerindo Utama and PT. Kimberly-Clark have pledged to improve the environmental sustainability of their tissue and toilet paper products supply chain. Their commitments have created positive momentum for WWF-Indonesia to reach out to consumers and encourage them to choose tissue and toilet paper that do not devastate Indonesia’s natural forests.

WWF also started to engage with international hotel chains in Jakarta this year to switch to responsible tissue and toilet paper products, and to stop using products linked to environmentally destructive practices.

We sent 13 tissue samples taken from hotels, malls and restaurants in Jakarta to a US laboratory to test whether their fibres contained mixed tropical hardwood (MTH), indicating they’re made with natural forest wood. Nine hotels’ tissue had MTH. Four international hotel chains in Jakarta have now pledged to switch to responsible tissue products.

800
GFTN MEMBERS
GLOBALLY

36
FTN MEMBERS
IN INDONESIA

2,000,000 ha
AREA COVERED BY
GFTN INDONESIA
MEMBER PLANTATIONS

IN CONTEXT

The Global Forest and Trade Network (GFTN) is a WWF initiative that certifies companies practising sustainable forest management. The GFTN has 18 local Forest and Trade Networks in 36 countries, with around 800 members.

Launched in October 2003, GFTN Indonesia has 36 members with over 2 million hectares of forest.

A LEAP FORWARD IN SUSTAINABLE FORESTRY

Three million hectares of forest on their way to FSC certification

A major development quietly unfolded in Kalimantan's forestry sector in January 2011. With WWF-Indonesia's support, 10 forest concessions – totalling more than half a million hectares – committed to work toward Forest Stewardship Council (FSC) certification when they joined The Borneo Initiative. The vast majority (85 per cent) of these concessions are in the vitally important Heart of Borneo.



© WWF-INDONESIA / RIZAL BUKHARI

This takes membership of The Borneo Initiative to 27 companies since it was established in 2010. It now has 3 million hectares of forests making progress toward FSC certification.

WWF-Indonesia provided field assistance so that new Borneo Initiative members could implement their action plans for FSC certification. We helped them do surveys on high conservation value forests, and provided training on reduced impact logging and monitoring and evaluation, for example.

This is a significant milestone for sustainable forest management in Indonesia and illustrates the role that the business sector plays in driving a green economy in one of the world's richest biodiversity areas.

This initiative will also help achieve Presidential Regulation No. 3/2012 on Kalimantan Spatial Planning, which says 45 per cent of Kalimantan should be protected for biodiversity conservation and sustainable natural resource use.

ABOUT THE BORNEO INITIATIVE

The Borneo Initiative is a non-profit foundation based in the Netherlands, dedicated to slowing down forest loss and degradation in the tropics, with special focus on Borneo. The foundation mainly focuses on supporting concessions which manage natural forest and on promoting sustainable management according to the principles and criteria of the FSC.

► www.theborneoinitiative.org



32,500

NUMBER OF
TWITTER ACCOUNTS
REACHED THROUGH
THE #HUTANKITA
HASHTAG

#HUTAN KITA*

WWF's Global Forest and Trade Network celebrated 20 years of efforts to make the forestry industry more sustainable in November 2011. Indonesia marked this milestone with a talk show about the future of forests in the country.

On the panel were the President's Environment Adviser, Emil Salim, the Head of the Indonesian Stock Exchange, Poltak Hotradero, environmental lawyer Mas Ahmad Santosa, former Director General of Forestry Enterprise Management at the Ministry of Forestry, Iman Santoso, and a representative from the Indonesian Association for Forest Concession Holders, Nana Suparna. Journalists covered the talk show widely and it was well acknowledged on social media.

* Our forest

BORNEO'S WILDLIFE ICONS

Safeguarding the habitat of the Bornean orang-utan and elephant

More than 70 per cent of Borneo's endangered orang-utans live in logging concessions – and it's a challenge for them to survive. WWF-Indonesia has been working closely with three logging concessions in 2011/12 to help them protect the orang-utans on their land.



© WWF INDONESIA / BAMBANG BIDER

“The participation of the private sector in the management of protected wildlife habitat, especially in concession areas, is vital for us to ensure the Borneo elephant’s protection. This initiative showcases real implementation of green economy thinking, in which business operates without harming endangered species.”

Anwar Purwoto,
Forest, Freshwater
and Terrestrial Species
Director,
WWF-Indonesia

50%
DECLINE OF THE BORNEO
PYGMY ELEPHANT
POPULATION IN THE
PAST 60-75 YEARS

We've supported PT. Suka Jaya Makmur, PT. Wanasokan Hasilindo and PT. Sari Bumi Kusuma Delang to put orang-utan management plans in place. These three concessions cover 300,000 hectares. That's over a third of the orang-utan priority area in the Arut-Belantikan (Arabela) orangutan landscape.



© JAN VERTEFUILLE

WWF-Indonesia has also worked with concession owners to develop and implement conservation management plans for elephants, including PT. Adimitra Lestari, in Nunukan, East Kalimantan.

Elephants can live in logged forest areas as long as they have enough space to explore and search for food – so compromise between the concessions and the species is possible.

The Borneo elephant is a separate subspecies of the Sumatran elephant and other Asia mainland species. Its relatively smaller size compared to other elephants has earned it the name “Borneo pygmy elephant”.

In 2011, WWF-Indonesia did surveys to monitor elephants, and to get information about their habitat, population and movements in the PT. Adimitra Lestari.

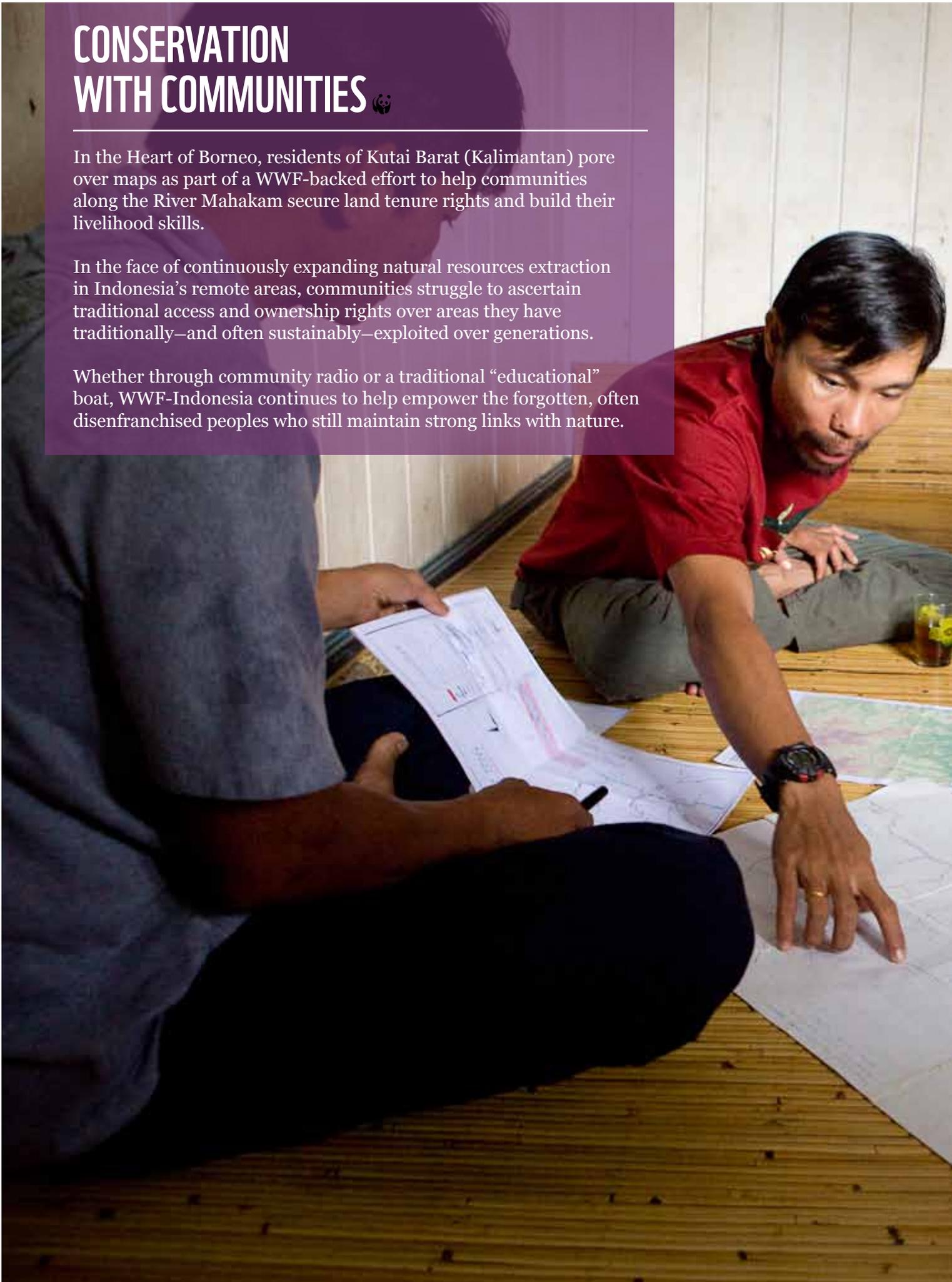
Tragically, this area is the last frontier of the species' habitat in Indonesia. The IUCN categorize Borneo pygmy elephants as endangered because the population has declined by at least half in the past 60 to 75 years.

CONSERVATION WITH COMMUNITIES

In the Heart of Borneo, residents of Kutai Barat (Kalimantan) pore over maps as part of a WWF-backed effort to help communities along the River Mahakam secure land tenure rights and build their livelihood skills.

In the face of continuously expanding natural resources extraction in Indonesia's remote areas, communities struggle to ascertain traditional access and ownership rights over areas they have traditionally—and often sustainably—exploited over generations.

Whether through community radio or a traditional “educational” boat, WWF-Indonesia continues to help empower the forgotten, often disenfranchised peoples who still maintain strong links with nature.





WAVES OF CHANGE

Gurano Bintang: A boat that serves and empowers people

Since March 2012, a colourful boat has graced the waters of Cenderawasih Bay National Park in Papua. Launched by WWF-Indonesia, the Gurano Bintang transports resources and people who run community empowerment initiatives, including health and education schemes, to where they need to be. It also serves as a patrol boat, carrying ranger teams watching for poachers and illegal activity throughout the park.

The boat is the fruit of collaboration between WWF-Indonesia, the park authority and the district government of Teluk Wondama.

“The biggest challenge for the park office is the monitoring and safeguarding of the area. The support from Teluk Wondama district and the community is very important in improving the effectiveness of the park management. The cooperation with WWF-Indonesia has been conducted since the establishment of the national park [...] and this new collaboration will strengthen existing activities.”

Djati Witjaksono Hadi,
Head of Cenderawasih
Bay National Park Office



© WWF-INDONESIA / DEWI SATRIANI

CALLING ALL STATIONS

Community radio in Muller-Schwaner

Borneo's Muller mountains are home to rare, endemic and endangered species such as gibbons, orang-utans, clouded leopards and honey bears. But what makes the area especially worthy of protection is that it serves as a catchment area for Kalimantan's five major rivers: the Kapuas, Katingan, Kahayan, Barito and Mahakam.

Getting this message across to local people is vital. That's why WWF-Indonesia helped develop community radio in villages in the mountains in February 2012. We helped set up Sandukui 102 FM to get across the importance of conserving the environment – and to entertain local people, who generally have limited means of communication.

We trained locals as presenters and developed some of the broadcasting content. The radio initially broadcast to three villages—Masukih, Rangan Hiran and Harowu in the sub district of Miri Minasa, Gunung Mas district. But in May 2012 we provided another antenna and power supply, allowing the station to reach a wider area.

CLICK! Empowering people through photography in the Heart of Borneo

Armed with cameras, villagers in Kalimantan's Kapuas Hulu district are capturing in stills the scenes and experiences of their daily life. In doing so, WWF-Indonesia is helping them to bring their lives and aspirations to a wider audience.

Panda CLICK! (Communication Learning toward Innovative Change and Knowledge) was initiated by WWF-Indonesia's West Kalimantan Programme to empower local communities through photography. Learning from a similar initiative called Photo Voices, Panda CLICK! has reached out to communities in four villages in Kapuas Hulu district. At least 30 people have taken part, learning not only photography skills but also how to frame their perspectives and hopes about the natural resource management problems in the Heart of Borneo. We plan to publish selected photos and stories in a coffee table book in April 2013.



© SYARIFUDIN BUNUT HULU; GAMA JAUNG; BAKAT JAUNG; GAMA JAUNG; GAMA JAUNG; DAYAT

PEOPLE POWER Strengthening community forestry in Papua

WWF-Indonesia has been supporting communities in Papua to manage their own forests sustainably by helping to legalize two business cooperatives.

Cooperatives allow all people in the community to have a fair say in forest management, and to draw equal benefits from the forest.

In September 2011, thanks to WWF-Indonesia's support and in collaboration with Papua's provincial Forestry and Conservation Agency (BKSDA), two cooperative were legally established. KSU Jibogol Jayapura now manages 5,000 hectares of land and KSU Mo Make Unaf Merauke manages 4,500 hectares.

WWF-Indonesia's GFTN programme helped develop management plans for these two community forests. This is a requirement for community forests to receive their harvesting licence from Papua's provincial forestry agency. We also continue to facilitate capacity-building for members of the two cooperatives.

LEAVING ONLY FOOTPRINTS

Building community-based ecotourism as conservation businesses

Over the years, WWF has promoted ecotourism in the Heart of Borneo as a viable source of income for communities. With magnificent forests and traditional ways of life that persist in parts of the island, the area has tremendous potential to grow into a beacon of responsible tourism. But this hinges on the industry's ability to grow on sound business and social principles.



80
RANGERS
TRAINED

The Pelalawan district Government has decided to develop Tesso Nilo National Park as a centre for tourism, with investments in infrastructure for tourism as well. With WWF's elephant patrol (Flying Squad), tourists can also learn about the role of trained elephants in mitigating growing conflicts between humans and wildlife.



© DES SYAFRIZAL

GOVERNMENT BUY-IN IN SUMATRA

In Sumatra, WWF and the Bukit Barisan National Park authority worked together to train 80 rangers and people from the local community in February 2012. Meanwhile, in Riau, the local government allocated funds to train local tourism operators previously established by WWF.



© RUSDYAH

INTO THE WILD

IN KAYAN MENTARANG

In East Kalimantan, community pilot projects in Kayan Mentarang National Park are bringing in travellers through local trekking loops. In October 2011, WWF facilitated an agreement between the community ecotourism committees and a nearby tour operator.

► www.borneo-ecotourism.com

In Kutai Barat, WWF partnered with INDECON (the Indonesian Ecotourism Centre) and other ecotourism players to survey new destinations. In January 2012, these partners—along with communities and the local government in Kutai Barat—got together to share their findings for the development of ecotourism in the area.



DREAMING UP

THE DANAU SENTARUM FESTIVAL

Our ecotourism work spans across a wide spectrum of sectors. In 2012, WWF sat with no less than 15 local governments in Kapuas Hulu to socialize collaborative management approaches and ecotourism development.

From these socialization activities, the idea emerged for a Danau Sentarum Festival that is set to become a major annual ecotourism and cultural event in West Kalimantan.

TAKING HUNDREDS OF TOURISTS

INTO THE HEART OF BORNEO

In Kapuas Hulu, WWF has nurtured a local community organization called KOMPAKH that now professionally manages ecotourism activities. We built the skills of 24 local guides, and six of them have been certified by the Tourism Agency of Kapuas Hulu and the Indonesian Guide Association (HPI). Now, KOMPAKH takes hundreds of tourists on extensive treks into the Heart of Borneo each year.



CAPACITY-BUILDING

IN SEBANGAU AND KAPUAS HULU

In Sebangau National Park, WWF has trained local guides so that they can track the position of orangutans in the wild. These people can also supplement their income by providing boat transportation while women can sell their handicrafts, or work as cooks. We are now working with a local tour operator to improve community services and local skills to host visitors.



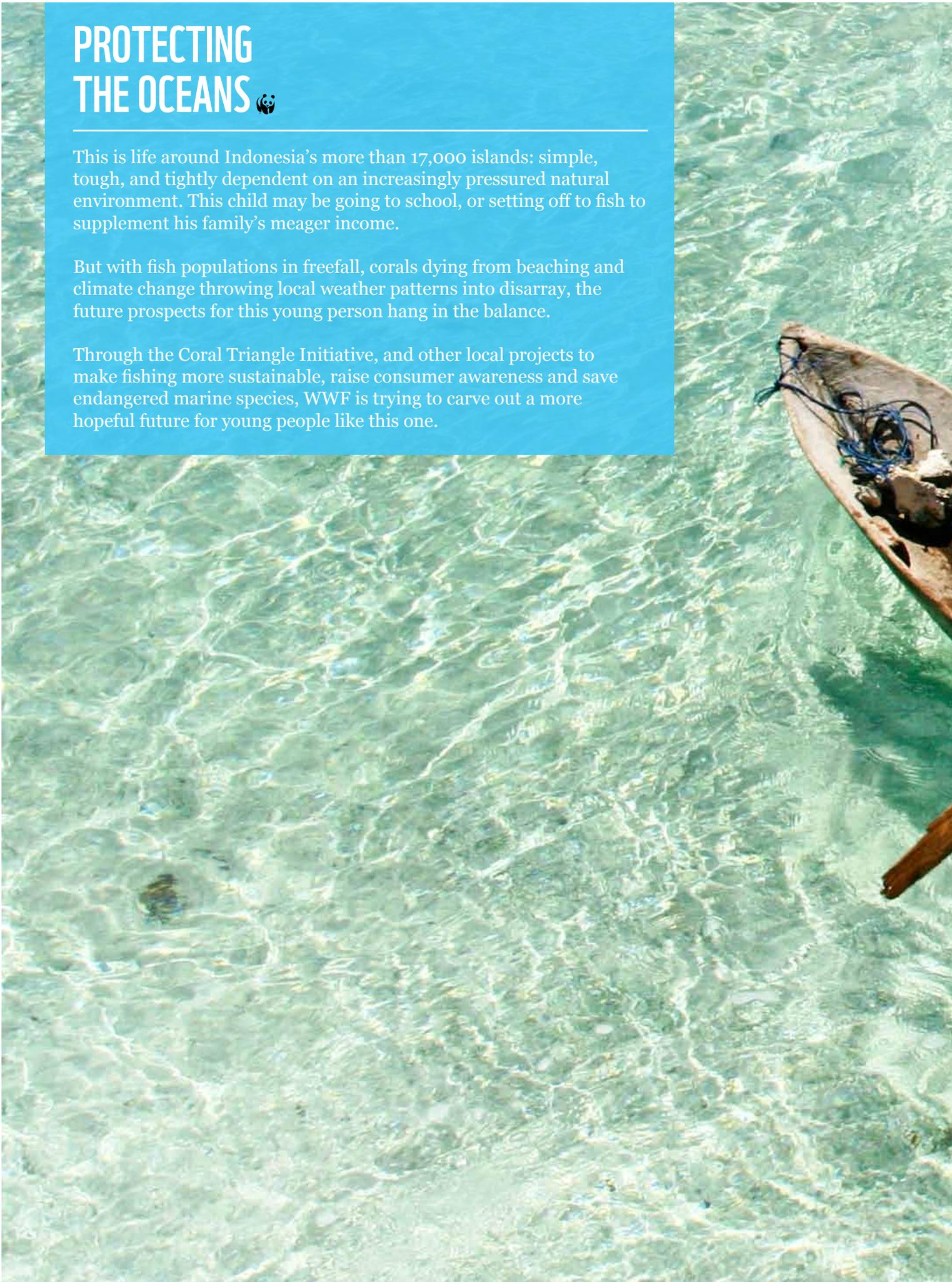
© WWF-INDONESIA / TIRA MAYA MAISESA

PROTECTING THE OCEANS

This is life around Indonesia's more than 17,000 islands: simple, tough, and tightly dependent on an increasingly pressured natural environment. This child may be going to school, or setting off to fish to supplement his family's meager income.

But with fish populations in freefall, corals dying from beaching and climate change throwing local weather patterns into disarray, the future prospects for this young person hang in the balance.

Through the Coral Triangle Initiative, and other local projects to make fishing more sustainable, raise consumer awareness and save endangered marine species, WWF is trying to carve out a more hopeful future for young people like this one.

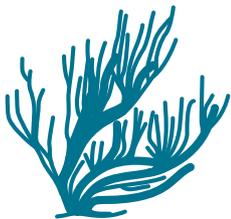




BLUE ECONOMY

Growing a blue economy in the Lesser Sunda-Banda Seascape

Within the Coral Triangle – the epicentre of the world’s marine biodiversity – lies the 130 million hectare sea of the Sunda-Banda region. This area has 76 per cent of the Earth’s known coral species, more than 3,000 fish species, endangered turtles, whales and dolphins, sharks and other fish species with high economic value, such as the humphead wrasse.



76%
KNOWN CORAL SPECIES FOUND IN THE CORAL TRIANGLE

But in the face of climate change, overfishing and pollution, among other threats, the Sunda-Banda Seascape is under growing pressure.

In early 2012, WWF-Indonesia spearheaded a new programme to ensure effective management and sustainable use of marine resources in the seascape. We plan to put in place a “Blue Economies” framework to guide local, regional and national efforts to protect the area. We want governments, the fishery and tourism sectors, communities and other NGOs to use this to help protect the environment, economy and people’s well-being.

Aligning WWF-Indonesia’s work with that of other NGOs and partners working in the seascape will help to achieve the overall goal of this project – sustainable economies and protecting biodiversity.

SMARTER FISHING

Devising solutions for sustainable seafood consumption

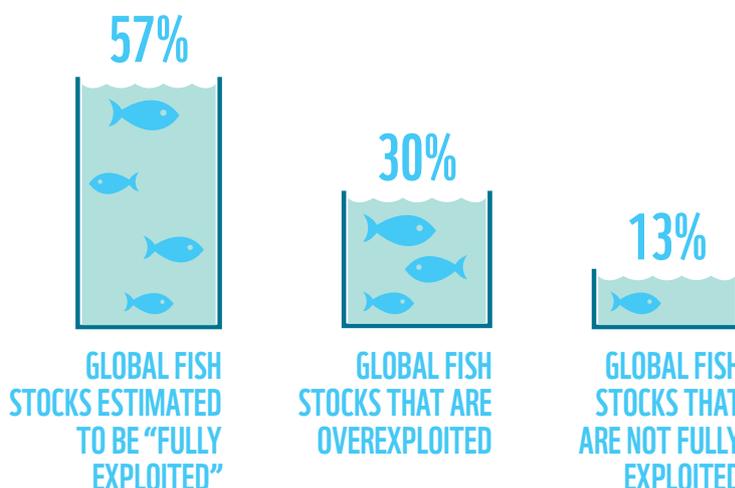
As fishing boats venture further and further away to chase ever decreasing fish stocks, the reality is sinking in that generations of overexploitation have brought many Indonesian fisheries to crisis point. To curb this dangerous trend, WWF-Indonesia has turned to the fisheries supply chain for help – and companies are responding.

WWF-Indonesia’s Seafood Savers is a business-to-business platform for producers, retailers and financial institutions to come together in the drive toward sustainable fisheries. In June 2012, Seafood Savers welcomed its first official member, Sea Delight, a company exporting frozen seafood to Florida.

Sea Delight – and their supply chain in Indonesia – will look at ways to make their activities less damaging, such as by using friendly-fishing gear and a minimum size of fishing capture, with the help and monitoring of WWF-Indonesia’s Fisheries Programme.



© WWF-INDONESIA / AULIA RAHMAN



BIG OCEAN PARTY

Celebrating the marine world across the Coral Triangle

WWF's Coral Triangle Day, an extravaganza of live music, cooking shows and parades, took place in seven countries in the region on 9 June 2012. The event encourages people to do one special thing, no matter how small, that will contribute to saving marine life and ecosystems in the Coral Triangle – and to let the world know about it.

In Kedonganan, Bali, we worked with the youth group Eka Canthi, the Turtle Guard of the University of Udayana, TV Pantai and the Ministry of Marine Affairs and Fisheries to organize a full day of activities. These included a sustainable seafood cooking show involving the chefs from all 22 restaurants along the beach, a billboard painting competition, which 22 groups of artists took part in, and an appearance by celebrity chef Bobby Chinn.

The afternoon parade brought together 2,500 people, including 1,200 dancers, a marching band and ogoh-ogoh traditional Balinese statues (with a marine twist!). Dinner was served on the beach for VIPs, with live performances by Nugie and Mr Mohatsing, Ray D'Sky and many others. All events were streamed live on the internet.



© WWF-INDONESIA / KADEK SUKADANA PREHARTA



BETTER FISHING, HEALTHIER SEAS

In April 2012, WWF-Indonesia launched a series of publications called *Guidelines on Fisheries: Better Management Practices* to help the fisheries industry sustainably manage grouper, snapper, shrimp, tuna and tilapia fisheries. Our practical guidance is the first of its kind available in Indonesia, packed with easy-to-use recommendations for fishers, aquaculture farmers and fisheries businesses. The guidelines come from fishers, farmers and partners of WWF with years of experience in Tarakan and Berau (East Kalimantan), Danau Toba (North Sumatra) and Bitung (North Sulawesi), among other places.

► www.wwf.or.id/bmp_fisheries



© WWF-INDONESIA / AULIA RAHMANN

WONDERS OF THE CORAL TRIANGLE

Bringing the best of the Coral Triangle to coffee tables around the world

In October 2011, WWF-Indonesia and the Asian Development Bank released *The Coral Triangle*, a book showing the stunning results of an unprecedented photojournalistic expedition across the area. It's a 272-page masterwork of images and essays showcasing the incredible diversity of people, places and species living in the world's richest marine environment.

Wildlife photographers Jürgen Freund and Stella Chiu-Freund spent 15 months in Indonesia capturing images for the book, which was launched at the Coral Triangle Initiative Senior Officials Meeting welcome dinner in Jakarta.





© WWF-INDONESIA / I.E. TANKEPAYUNG

Freshly tagged by WWF scientists in Jamursba Medi, Papua, a marine turtle is escorted to be released to the wild.

CORPORATE SUPPORT FOR CONSERVATION 🐼

When dozens of bank employees roll up their sleeves, the last thing you expect them to do is dig their hands in the soil. But this is precisely what HSBC staff are doing in this photo, taken in Lombok during a tree planting project facilitated by WWF.

Our work is made possible not only thanks to the support of thousands of supporters across Indonesia and beyond, but also because of the commitment of companies that share our vision of a future in which humans live in harmony with nature.





HIGH-LEVEL SUPPORT

Celebrating WWF's conservation work with corporate friends

Every year, WWF-Indonesia brings together our corporate partners to thank them and to celebrate our conservation work. On 23 November 2011, more than 100 CEOs and other leaders gathered in Jakarta's Pacific Place mall for this event. They were entertained with high-tech sand painting, video mapping and music that conveyed conservation messages. Around 74 corporate partners attended the event, as well as the embassies of the US, China, Norway, Singapore, Finland and Denmark.

PLANTING NEW TREES

Forest rehabilitation through the web

What if you could track a tree's growth from the comfort of your office, thousands of kilometres away from where it was planted? NEWTrees lets you do just that. The programme encourages corporations to donate money to reforest damaged areas in national parks or other places of high conservation value. Each tree is labelled with a "geotag" so its growth can be tracked online. Twenty companies were supporting NEWTrees and had paid for the planting of more than 1,000 hectares of forest as of June 2012.



Location of NEWtrees planting sites



SPOTTING TROUBLE

Google mapping tool shows impact of deforestation on Sumatra Island

Information is power. It's the first thing we need when we're pushing for change. WWF-Indonesia, with NGO coalition Eyes on the Forest, developed a new tool this year to allow WWF, other organizations and the public to get instant information about the destruction of Sumatra's forests and wildlife.

Thanks to a grant from the Google Earth Outreach team, the project will make publicly available a huge and ever growing map of the land cover, land use, land users and biodiversity in Sumatra, compiled by many experts over several decades.

WWF-Indonesia believes that if we empower people with the information, the forests of Sumatra cannot only be saved, but we can restore them.



© WWF-INDONESIA / SUNARTO

SPREADING THE CONSERVATION WORD 🐘

The sheer elation of winning for a good cause. Here, athletes from the group Indo Runners cross the finishing line in a fundraising race for rhino conservation in west Java.

From dirt tracks to malls, and from sidewalks to Twitter, we are relentlessly spreading environmental messages and organizing related educational activities. Our goal is simple: to inspire people—from high school students to housewives—to be better stewards of our Earth. This year we co-organized film festivals, took our supporters on a fun-filled outing, and as usual smashed records with Earth Hour, our flagship campaign on climate change.





REEL CONSERVATION

Environmental education on the big screen

In November 2011, WWF-Indonesia hosted film screenings in Jakarta, Jayapura and Pontianak as part of the Indonesian Science Film Festival, run by the Goethe Institute.

Our films were about forests and biodiversity, and aimed to raise young people's awareness and encourage them to take action at an early age.

Around 2,700 children from 24 primary schools, 16 junior high schools and six high schools saw our films in Jayapura and Pontianak alone.

A DAY AT THE PARK

Our annual gathering to support conservation

Around 1,500 supporters, including journalists, public figures and WWF staff, attended our annual Supporter Gathering at the Ancol EcoPark in Jakarta in November 2011. This year's theme was "My Forest, Your Forest, Our Forest", in line with the UN's 2011 Year of the Forest.



© WWF-INDONESIA / MASAYU Y. VINANDA

Visitors could walk or cycle to the EcoPark's four zones to learn about the world of forests and the connection between the natural world and their urban daily lives.

All proceeds from ticket sales went to the WWF-Indonesia reforestation programme in Lake Sentarum in Kalimantan. Two supporters won an exclusive visit to Lake Sentarum too.

JOURNEY OF GRATITUDE

Supporter trip to the Heart of Borneo

Our work is only possible thanks to the generous contributions of our supporters. As a token of appreciation for their commitment, we invited 10 of them to take a closer look at WWF-Indonesia's work in the field in Lake Sentarum National Park in the Heart of Borneo.

Our supporters took in the majestic sights around the park, met with people from the local community at their organic honey farm and experienced the pleasure of sleeping in the wooden longhouses of the Dayak Iban people.



© WWF-INDONESIA / JOHANES KARUNDENG

LIGHTS OUT FOR THE PLANET

Earth Hour expands across Indonesia

Now in its fourth year in Indonesia, WWF's Earth Hour campaign has evolved into a colossal public movement for taking action on energy issues. In 2012, the Earth Hour message was "I will if you will" (*"Ini aksiku, mana aksimu?"* in Indonesian), challenging individuals, community groups, corporations and public figures to save energy and reduce their carbon emissions.

124

CORPORATE
SUPPORTERS

44

UNIVERSITIES

255+

COMMUNITY
GROUPS

143

MASS MEDIA

1,000+

ARTICLES

At least 26 cities, from Banda Aceh to Makassar, switched off their lights, a marked increase compared to 11 cities taking part in 2011.

Globally, Earth Hour Indonesia's Twitter account @EHIndonesia is recognized as one of the leading social media accounts for online public support, not only for getting the public involved in Earth Hour but also for mobilizing groups and individuals toward a greener lifestyle. In 2011, the global Earth Hour campaign touched 91 million people online. A year later, the campaign reached over 200 million people, including from Indonesia.



© WWF-INDONESIA / VIKTOR

JUNGLE BEATS DOWNTOWN

Bringing the Heart of Borneo's message to the city

In April 2012, WWF-Indonesia rolled out a week-long awareness campaign promoting conservation of the Heart of Borneo and targeted at the public and decision-makers in Jakarta.

Borneo Week centred on a discussion forum called *A Green Economy for People, Planet and Prosperity*, involving experts from the economic, policy, business and financial sectors. The forum showed that a multi-stakeholder approach toward conservation and natural resource governance could help save Borneo's most fragile and biodiverse areas. The forum served as a platform for the Heart of Borneo green economy concept launched at the Rio+20 Summit in Brazil.



© WWF-INDONESIA / SANDY RIZALDI

The forum also held a youth summit, where young people could debate issues related to the green economy and the Heart of Borneo. Several ambassadors and Asian Development Bank and World Bank representatives also came together for a breakfast dialogue co-hosted by WWF-Indonesia and the UN Development Programme.



© WWF-INDONESIA / SAFPUL SIAGIAN

As part of the Borneo Week festivities, WWF-Indonesia and partners held events including music, dancing, photo exhibitions and talk shows in the Gandaria City mall to raise awareness and ask for donations from families and students. People donated 5,000 text books for underprivileged children in conservation areas in Kalimantan. For this initiative, WWF-Indonesia and Gandaria City received a MURI Record from the Museum of Records Indonesia.



© WWF-INDONESIA / SAFPUL SIAGIAN

WWF-Indonesia, FORCLIME and the Goethe Institute organized an event with traditional music and dance to share lessons learned, challenges and partnerships in the Heart of Borneo as part of Borneo Week. Traditional Dayak leaders of Hulu Bahau and Krayan in Kalimantan attended.

RUN RHINO RUN

Sprinting for the rhinos

Putting on their running shoes for a good cause, members of the Indo Runners club worked with WWF to organize a 10km run called “Run Rhino Run” to promote public awareness of the Javan rhino in Ujung Kulon National Park. The event also celebrated WWF-Indonesia’s 50-year anniversary. Fifty runners were selected through an online competition and another 50 runners (local rangers and local people in Ujung Kulon) also took part, along with government, NGO and business partners.



© WWF-INDONESIA / DESMA MURNI



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A NEW HOME FOR WWF

In September 2011, thanks to an affordable bridging loan from Rabobank, WWF-Indonesia bought a new tower block of offices in Graha Simatupang in south Jakarta. Rabobank’s support is a testament to the trust the financial sector has in WWF-Indonesia.

WWF-Indonesia occupies five floors of the tower, while our business unit PT. Panda Lestari rents out the remaining six.

LENDING STAR POWER TO OUR WORK

Honourary supporters and public figures helping to extend WWF's reach

Nugie, a musician, singer and environmental activist who is a long-time WWF-Indonesia's honorary supporter, performed during the Borneo Festival in Jakarta in April 2012.



© WWF-INDONESIA / SAPUL SIAGIAN



© WWF / ANNISA RUZUAR

A model and actress, Davina Veronica has been actively supporting WWF's campaigns, from tigers to the Coral Triangle Day and Earth Hour, while still finding time to visit WWF's field sites.



© WWF-INDONESIA / SAPUL SIAGIAN

Wearing a beautiful traditional kebayang, Nadine Chandrawinata reads a poem during WWF-Indonesia's Corporate Gathering event in November 2011. Nadine, a former Miss Indonesia, has been supporting several of WWF-Indonesia's activities.



© WWF / LIE TANGKAPUNING

Marcel Chandrawinata wearing a traditional hat, plays with children of Teluk Cenderawasih, Papua. The photo was taken during his field trip to launch WWF's boat Gurano Bintang in Teluk Cenderawasih National Park, West Papua.



© WWF / ANNISA RUZUAR

Film star Nicholas Saputra has been supporting WWF-Indonesia and partners in promoting the importance of forest conservation through films for school children. For three days, the actor joined WWF staff in Papua for movie screenings, reaching over 1,600 school children in Jayapura.



© WWF-INDONESIA / DICKY

Anda Wardhana (male, facing camera) on the set of a Public Service Advertisement TV shoot to promote the conservation of the Javan rhino. Anda has been active as a honorary supporter of WWF-Indonesia since 2011.



© WWF / DESMA MURNI

Jamaica Cafe—a group of six acapella musicians—supported WWF-Indonesia through various activities, from saving energy via the Earth Hour campaign to Run Rhino Run, promoting Javan rhino conservation among the public and runners.



© EARTH HOUR SOLO / HARVO SETYO

FINANCIAL STATEMENTS FOR THE YEARS ENDING 30 JUNE 2012 AND 2011 AND INDEPENDENT AUDITOR'S REPORT

	2012 / Rp (Unaudited)	2011 / Rp
ASSETS		
CURRENT ASSETS		
Cash and equivalents	27,503,171,100	24,677,410,783
Project funds	10,416,307,791	10,868,587,059
Accounts receivable from donors	18,281,208,992	2,279,129,113
Prepaid expenses	35,647,999	-
Other current assets	2,949,962,396	1,856,106,405
Total current assets	59,186,298,278	39,681,233,360
NONCURRENT ASSETS		
Restricted cash in bank	10,000,000,000	10,000,000,000
Property and equipment—net of accumulated depreciation of Rp 18,724,707,101 in 2011 and Rp 12,126,834,211 in 2010	52,078,084,740	54,528,812,643
Total noncurrent assets	62,078,084,740	64,528,812,643
TOTAL ASSETS	121,264,383,017	104,210,046,003
LIABILITIES AND NET ASSETS		
CURRENT LIABILITIES		
Accounts payable	1,252,201,374	1,252,201,375
Taxes payable	1,486,862,513	1,345,932,503
Accrued expenses	25,003,304,342	26,198,879,337
Short-term loans	9,000,000,000	9,000,000,000
Current maturity of long-term loans	-	1,682,340,300
Total current liabilities	36,742,368,228	39,479,353,515
LONG-TERM LIABILITIES		
Bank loan	21,431,672,822	22,627,031,971
Total long-term liabilities	21,431,672,822	22,627,031,971
NET ASSETS		
Unrestricted	18,274,148,680	8,361,514,601
Restricted	44,816,193,287	33,742,145,916
Total net assets	63,090,341,967	42,103,660,517
TOTAL LIABILITIES AND NET ASSETS	121,264,383,017.16	104,210,046,003.16

STATEMENTS OF ACTIVITIES FOR THE YEARS ENDING 30 JUNE 2012 AND 2011

	2012 (Unaudited)		2011	
	Restricted/Rp	Unrestricted/Rp	Restricted/Rp	Total/Rp
REVENUES, GAINS AND OTHER SUPPORT				
Donations	182,705,673,533	2,797,100,142	173,749,717,615	175,122,532,144
Interest income	-	1,122,947,196	-	583,320,695
Foreign exchange gain—net	-	731,532,651	-	646,826,225
Others	195,393,505	22,669,787,866	28,499,300	21,136,297,847
Total revenues	182,901,067,038	27,321,367,855	173,778,216,914	197,488,976,910
EXPENSES				
Project staff costs	60,124,077,687	-	58,038,069,635	58,038,069,635
Grants to non-WWF entities	20,260,448,714	43,890,000	22,436,737,141	22,485,351,269
Office operating costs	13,772,695,513	9,343,518,471	10,691,601,663	18,055,125,790
Meetings and conferences	9,323,545,648	872,433,158	14,206,577,889	15,232,198,947
Professional fees	17,806,129,403	5,783,043,219	20,173,071,263	31,469,705,139
Education and training	12,754,926,011	200,534,924	9,702,111,162	10,116,031,197
Travel and subsistence	14,665,388,527	788,815,233	13,335,555,935	14,473,633,758
Field costs	9,269,500,513	128,767,390	10,149,942,383	10,290,337,581
Printing and publication	2,357,312,566	247,108,882	3,109,124,678	4,365,666,000
Depreciation	8,355,175,341	-	6,609,367,682	6,609,367,682
Vehicle and equipment	2,271,797,687	425,000	1,803,542,086	1,841,103,419
Non-project staff costs	758,232,838	-	778,036,657	778,036,657
Audio/video production	107,789,219	197,500	138,568,956	701,764,956
Foreign exchange loss—net	-	-	-	0
Total expenses	171,827,019,666	17,408,733,776	171,172,307,130	194,456,392,031
NET INCREASE (DECREASE) IN NET ASSETS	11,074,047,371	9,912,634,079	2,605,909,785	3,032,584,880
NET ASSETS AT BEGINNING OF YEAR	33,742,145,915	8,361,514,601	31,136,236,131	39,071,075,637
NET ASSETS AT END OF YEAR	44,816,193,287	18,274,148,680	33,742,145,915	42,103,660,516

PARTNERS IN CONSERVATION

We would like to extend our gratitude to all our partners in conservation:

Funding partners

- ACIAR
- Aage V. Jensen Charity Foundation
- AVON
- Bank Central Asia Tbk
- Bank Negara Indonesia, Tbk
- Bantex (PT. Batara Indah)
- BMU
- BMZ
- Carrefour Foundation
- CIDA
- CILAG
- Citibank
- Coca-Cola Indonesia
- Conservation International
- Copenhagen University
- Credit Suisse
- Crown's Foundation
- Danareksa
- Danida
- DEG & Market Partners
- Dentsu Indonesia
- Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH
- DGIS—Dutch government
- EDEKA
- European Union
- Finnish Ministry of Foreign Affairs
- Ford Foundation
- FSC International Center GmbH
- Garuda Indonesia
- H&M
- Hino Motors Manufacturing Indonesia
- Hino Motors Sales Indonesia
- IFC
- IKANO
- IKEA
- INDF—Indonesia Facility
- ITTO
- KfW
- Kimberly-Clark Corporation
- Krombacher Brewery
- MA Cargill Foundation
- Mr and Mrs Mohammed Al Naki
- Nestlé
- Nokia
- NORAD
- Oak Philanthropy
- Oxfam Novib
- Packard Foundation
- Sall Foundation
- Samsung

- Sarana Multi Infrastruktur (SMI)
- Sari Ayu (PT Titik Martina Berto Tbk)
- SGS Indonesia
- Siemens Indonesia
- Standard Chartered Bank
- The Borneo Initiative
- Sucorinvest
- Supra Boga Lestari
- Surya Palacejaya
- Svenska Postkodstiftelsen
- Swedish International Development Cooperation Agency (SIDA)
- Teh Kotak (PT. Ultrajaya Milk Industry Tbk)
- The Body Shop (PT. Monica Hijau Lestari)
- The Body Shop (Singapore) Pte Ltd
- The Nature Conservancy
- The Walton Foundation
- Unilever Indonesia
- United States Aid for International Development (USAID)
- US Fish and Wildlife Service (USFWS)
- Wetlands International Indonesia Programme (WI-IP)
- Winrock International Institute
- World Bank
- Yayasan Keanekaragaman Hayati (KEHATI)
- WWF-Austria
- WWF-AREAS/International
- WWF-Denmark
- WWF-Finland
- WWF-France
- WWF-Germany
- WWF-Hong Kong
- WWF International
- WWF-Italy
- WWF-Japan
- WWF-Malaysia
- WWF-Netherlands
- WWF-Singapore
- WWF-South Pacific Programme Office
- WWF-Sweden
- WWF-Switzerland
- WWF-United Kingdom
- WWF-United States

Programme partners

Government

- BAPPENAS
- Balai Taman Nasional Bunaken
- Balai Taman Nasional Bukit Barisan Selatan
- Balai Taman Nasional Bukit Tigapuluh

- Balai Taman Nasional Betung Kerihun
- Balai Taman Nasional Bukit Baka Bukit Raya
- Balai Taman Nasional Danau Sentarum
- Balai Taman Nasional Lorentz
- Balai Taman Nasional Teluk Cenderawasih
- Balai Taman Nasional Tesso Nilo
- Balai Taman Nasional Rinjani
- Balai Taman Nasional Wakatobi
- Balai Taman Nasional Wasur
- Balai Taman Nasional Kayan Mentarang
- Balai Taman Nasional Sebangau
- Balai Taman Nasional Ujung Kulon
- Balai Besar and Balai Konservasi Sumber Daya Alam (BKSDA) across Indonesia
- Coordinating Ministry of Economy
- Dewan Kehutanan Nasional (DKN)
- Dewan Nasional Perubahan Iklim (DNPI)
- Governor of DKI Jakarta & 5 Mayors of Jakarta
- Governor of West Java
- Governor of Daerah Istimewa Yogyakarta
- Governor of East Kalimantan
- Governor of South Sulawesi
- Kapolda (Head of provincial police) Nanggroe Aceh Darussalam
- Komnas Konservasi Laut (National Marine Conservation Commission)
- Komnas Pengkajian Sumberdaya Perikanan (National Commission on Fisheries Resource Research)
- Mayor of Tangerang
- Mayor of Bogor
- Mayor of Depok
- Mayor of Bekasi
- Mayor of Bandung
- Mayor of Semarang
- Mayor of Yogyakarta
- Mayor of Solo
- Mayor of Malang
- Mayor of Pontianak
- Mayor of Samarinda
- Ministry of Forestry
- Ministry of Marine Affairs and Fisheries
- Ministry of Public Works
- Ministry of Environment
- Ministry of Agriculture
- Ministry of Culture and Tourism
- Ministry of the Interior
- Ministry of Energy and Mineral Resources
- Pemda (provincial government) of West Java
- Pemda (provincial government) of Jambi
- Pemda (provincial government) of West Sumatra
- Pemda (provincial government) of East Kalimantan
- Pemda (provincial government) of West Kalimantan
- Pemda (provincial government) of North Sulawesi
- Pemda (provincial government) of Nanggroe Aceh Darussalam
- Pemda (provincial government) of Southeast Sulawesi
- Pemda (provincial government) of Maluku

- Pemda (provincial government) of West Nusa Tenggara
- Pemda (provincial government) of East Nusa Tenggara
- Pemda (provincial government) of Papua
- Pemda (provincial government) of West Papua
- Pemda (provincial government) of Riau
- Pemda (district government) of Teluk Wondama
- Pemda (district government) of Nabire
- Pemda (district government) of Tambrau
- Pemda (district government) of Maluku Tenggara
- Pemda (district government) of Wakatobi
- Pemda (district government) of Alor
- Pemda (district government) of Lembata
- Pemda (district government) of Flores Timur
- Pemda (district government) of Kota Tarakan
- Pemda (district government) of Berau
- Pemda (district government) of Sambas
- Pemda (district government) of Sukabumi
- Unit Kerja Presiden Bidang Pengawasan dan Pengendalian Pembangunan (UKP4) / President's Delivery Unit for Development Monitoring and Oversight

Associations, NGOs and civil society organizations

- Asosiasi Tuna Longline Indonesia (Indonesia Tuna Longline Association)
- Biotrop
- BOS Foundation (yayasan Penyelamatan Orangutan Borneo)
- CIFOR
- Conservation International
- Coral Triangle Initiative
- Dana Mitra Lingkungan
- eLPaM
- Eyes on the Forest
- Forum Komunikasi Penyelamatan Hukum Lampung (FKPHL)
- Forum Konservasi Gajah Indonesia (FKGI)
- Forum Masyarakat Tesso Nilo
- Global Climate & Energy Initiative (GCEI)
- ICRAFT
- IndoRunners
- Institut de Ciència i Tecnologia Ambientals (ICTA)-Universitat Autònoma de Barcelona (UAB)
- International Rhino Foundation (IRF)
- IWGFF (Indonesian Working Group on Forest Finance)
- Jakarta International Hotel Association (JIHA)
- Jikalahari
- KUALA (Koalisi untuk Advokasi Laut Aceh)
- LPBI NU
- LPPM (Lembaga Pendidikan dan Pemberdayaan Masyarakat), Pontianak
- Masyarakat Akuakultur Indonesia
- National Coordination Committee - Coral Triangle Initiative
- Oxfam Novib

- PUSPIC-Fakultas Geografi-UGM
 - Radio Komunitas Kecamatan Mendawai, Katingan
 - Radio Komunitas Kecamatan Sebangau permai, Kab. Pulang Pisau
 - RARE
 - SFI
 - The Borneo Initiative
 - The Nature Conservancy
 - Tropenbos, Bogor
 - Turtle Guard Universitas Udayana
 - Walhi
 - Wetlands International Indonesia Program
 - World Conservation Society
 - Yayasan Badak Indonesia (YABI)
 - Yayasan Dian Tama, Pontianak
 - Yayasan Hivlak
 - Yayasan Kehati
 - Yayasan Menkaisor
 - Yayasan Padhi, Banda Aceh
 - Yayasan Papua Pro
 - Yayasan Penyu Berau
 - Yayasan Penyu Indonesia
 - Yayasan RASI, Kaltim
 - Yayasan Telapak
 - Yayasan Tesso Nilo
 - Yayasan Titian, Pontianak
- ...And all our local partners and local communities that are working with WWF-Indonesia in all programme locations.

Universities and research institutions

- Akademi Perikanan Bitung
- Akademi Perikanan Sorong
- Hubbs Seaworld Research Institute-San Diego USA
- Institut Pertanian Bogor
- Lembaga Penelitian & Pengabdian Masyarakat (LPPM) UNAS
- LIPI
- Politeknik Perikanan Tual
- SECEM (School of Environmental Conservation and Ecotourism Management)
- Sekolah Tinggi Perikanan-Pasar Minggu Jakarta
- The Japan Aerospace Exploration Agency
- Universitas Gajah Mada
- Universitas Haluoleo-Kendari
- Universitas Hasanuddin-Makassar
- Universitas Kristen Artha Wacana-Kupang
- Universitas Lampung
- Universitas Mulawarman-Samarinda
- Universitas Papua-Manokwari
- Universitas Pattimura-Ambon
- Universitas Sam Ratulangi-Manado
- Universitas Udayana-Denpasar

Corporate (programme partners)

- Arta Mina Tama
- Arun Natural Gas Liquefaction

- Bangun Sarana Reksa
- Cilag-Johnson
- Danareksa
- Google
- IKEA
- Krombacher
- Nestlé
- Panca Mitra Multi Perdana
- Pulau Mas
- Ranch Market
- Ratah Timber
- Sea Delight USA
- Standard Chartered Bank
- Sucofindo
- Superindo
- Surya Palacejaya
- Toyota

Panda Mobile Goes to Schools

- ACS Tiara Bangsa
- Alam Patrick
- Al-Amien Bojong
- Al-Azhar
- Al-Azhar Kelapa Gading, Surabaya
- Al-Bayan Islamic School
- Al-Bayan (TK/KB)
- Al-Muslim
- Binus International School
- Bina Nusantara Universitas
- Cita Buana
- Dian Harapan Karawaci
- Gandhi Memorial International School
- Gema Indonesia
- Institut Pertanian Bogor
- Jakarta International Multicultural School
- Kinderland Bonavista
- Mentari International School
- MIMI (TK & SD)
- Montessori School Kindergarten
- Mutiara Bunda School
- Nasional Alamanda Depok
- Pelita Harapan Lippo Cikarang
- Politeknik Universitas Indonesia
- Raffles School
- Santa Theresia
- Santo Paulus
- SD Al-Fath
- SD Global Jaya International
- SD Indonesia Achievers
- SD Syafana Islamic School
- SD Tara Salvia
- SMAK 1 Penabur Tanjung Duren
- SMAN 3 Jakarta
- SMK YPK-Purwakarta
- SMP IT Harapan
- SMP Pembangunan Jaya
- SMPK 6 Penabur Muara Karang
- SMPN 1 Tasikmalaya

- SMPN 236 Jakarta Timur
- Tetum Bunaya
- TK Darul Abidin
- TK Islam Nurul Falah
- TK Islam Sabilia
- TK Patra
- Universitas Budi Luhur
- Universitas Indonesia
- Universitas MIPA Indonesia
- Universitas Pakuan Bogor

Fundraising and marketing partners

- Alto
- Bank Central Asia Tbk
- Bank Negara Indonesia Tbk
- Bantex (PT. Batara Indah)
- Carrefour
- Central Park
- Coca-Cola Indonesia
- Garuda Indonesia
- Hino Motors Manufacturing Indonesia
- Hino Motors Sales Indonesia
- Pacific Place
- Raden Sirait Kebaya for The World
- Samsung
- Sari Ayu (PT. Martina Berto Tbk)
- Sharp
- Sinde Budi Sentosa
- Teh Kotak (PT. Ultrajaya Milk Industry Tbk)
- The Body Shop (PT. Monica Hijau Lestari)
- Unilever Indonesia
- XL AXIATA Tbk

Venue partners

- Artha Gading Mall
- Bank Mandiri
- Bellagio
- Bintaro Jaya Sektor 3A
- Bintaro Plaza
- Cambridge City Square
- Carrefour Ahmad Yani
- Carrefour Bintaro
- Carrefour Citra Garden
- Carrefour Lebak Bulus
- Carrefour Puri Indah
- Central Park
- Cibubur Junction
- City of Tommorow
- Duta Mall
- Dyandra Expo
- EX Plaza
- Gajah Mada Plaza
- Gandaria City
- Grand City
- Grand Indonesia
- Grand Palladium
- IIMS - JiEXPO

- Indosat Building
- Intercontinental Hotel
- Istana Plaza
- Karebosi
- Kyoei Price
- Lembuswana
- Malang Town Square
- Medan Fair Plaza
- Menara Prima
- Mirota Batik
- Olympic Garden Malang Mall
- Pacific Place
- Palembang Indah
- Palembang Square
- Paris Van Java
- Pejaten Village
- Perumahan Janur Elok
- Pluit Junction
- Pluit Village
- Puri Indah Mall
- Ratu Indah Mall
- Semanggi Plaza
- SKA Mall
- Senayan City
- Soekarno-Hatta International Airport
- Solo Square
- Sriwijaya Intr-Expo
- Sun Plaza
- Surabaya Town Square
- Tangcity
- Teraskota
- Toko Buah Hokky
- Toko Buku TogaMas
- Wisma BNI 46

Media partners

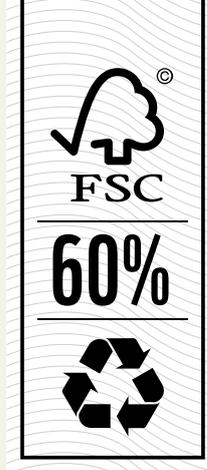
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- Mahaka Media Tbk
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- MetroTV
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- The Jakarta Post
- Wikimu.com
- Yahoo! Indonesia

Honourary supporters

- Davina Veronica
- Jamaica Café
- Marcel Chandrawinata
- Mischa Chandrawinata
- Nadine Chandrawinata
- Nugie

...And we would also like to extend our gratitude to all media networks that have supported WWF-Indonesia's work.

WWF-Indonesia in numbers



+400

WWF-Indonesia has more than 400 staff working all over the Indonesian archipelago

1962

WWF started working in Indonesia



+54,000

WWF-Indonesia is supported by more than 54,000 supporters since 2006

28

WWF-Indonesia delivers conservation from more than 28 field offices from Aceh to Papua



Why we are here.

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

wwf.or.id



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From responsible resources

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