WWF

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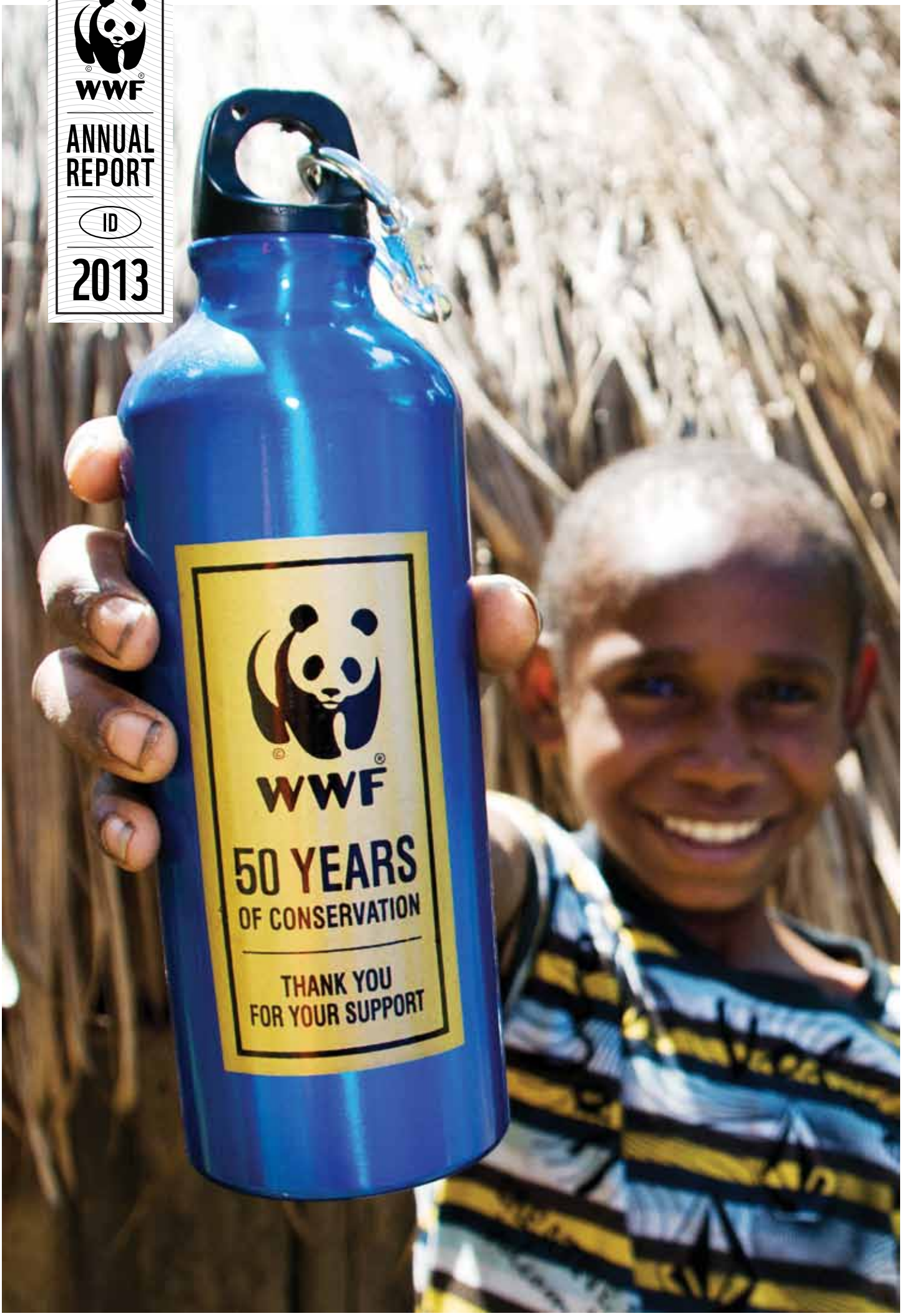

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WWF is one of the largest and most experienced independent conservation organizations, with over 5 million supporters and a global network active in more than 100 countries. WWF's mission is to stop degradation of the planet's natural environment and 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 resources is sustainable, and promoting the reduction of pollution and wasteful consumption.

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MESSAGE FROM THE BOARD

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WWF-Indonesia's 50th anniversary is reason to pause and celebrate the contributions of the millions across Indonesia and the world towards our work, and to honour the impact of their generosity. Whether rangers, scientists, politicians, teachers, business people or just concerned citizens – without their help, enthusiasm and financial support, WWF-Indonesia could not have achieved what it has. Hence, this Golden Jubilee is their celebration too and they have our sincere thanks.

We began our work in Indonesia in 1962 – starting with a research on Javan rhinoceros in Ujung Kulon National Park with only a few people. Since then, WWF-Indonesia has grown to be a leader in protection of the natural environment – in terms of size, geographic representation and stature. Today WWF-Indonesia delivers conservation programmes from more than 28 offices across the archipelago from Aceh to Papua, through a staff strength of 400 and a pool of financial supporters that exceeds 64,000 in number.

For over 50 years WWF-Indonesia has been working to promote sustainability and help protect Indonesia's precious biodiversity – for the welfare of the people, both the current generation as well as future ones.

As Chairperson of the Executive Board of WWF-Indonesia, I have been impressed by the organization's ability to listen, learn and evolve. Although WWF-Indonesia has come a long way, it has never lost sight of the vision of our far-sighted founders – that conservation must concern the future conduct, welfare and happiness of humanity. In addition, it strives to find the most constructive solutions to solve the environmental and sustainable development problems.

Finally, I am proud to note that of Indonesia's 67 years of independence, WWF-Indonesia's history of remarkable achievements spans five decades of it. Having integrated ourselves thus as a significant entity of sustainable development on a national level, today WWF-Indonesia enjoys full recognition as an environment non-governmental organization (NGO).

There is much to celebrate and much to be thankful for, but also much still to be done. So let us celebrate today, but return rapidly to our vital work of helping to create a world in which people live in harmony with nature.

Kemal A. Stamboel
Chairperson of the Executive Board

REMARKS FROM THE CEO

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For 50 years, we have successfully supported government efforts to protect the Javan rhino, increasing its population and salvaging them from the brink of extinction. We have also helped secure a safe natural habitat for a quarter of the orang-utan population in Sumatra and Borneo, estimated to be about 48,000 in total.

Over the years, we have consistently and progressively expanded our field operations and our direct engagement and influence in conservation work to cover both terrestrial and marine protected areas totalling 12 million and 6 million hectares respectively. We have helped the government develop spatial land use plans and shape sustainable development visions for the four Global Programme Framework (GPF) priority places of Sumatra, Borneo, New Guinea and Indonesian part of the Coral Triangle. Truly, these and more make us proud.

So it was with gladness that we celebrated our Golden Anniversary this year with more than 300 staff and about a hundred supporters including ministers and ambassadors, corporate leaders, heads of partner agencies and organizations, major donors and celebrities, as well as CEOs of the WWF Network and Jim P. Leape the Director General of WWF International. The three-day "National Staff Conference" of WWF-Indonesia celebration was the largest gathering in the history of WWF in this country, organized to honour the values of optimism, dedication and achievement of the representing organizations. Above all, the Conference was an opportunity to track our achievements, look ahead and make strategic plans to meet future challenges.

In tandem with the rapid development of Indonesia, environmental challenges have grown in number as well as in complexity. I am confident that we have met these challenges while maintaining our advocacy to strike balance between development and conservation. We shall continue in our mission to pursue sustainability and to ensure that green growth becomes reality in the not too far years to come.

To end, I send heartfelt thanks to the Indonesian public, our supporters, donors, partners across the world and the Indonesian government, for the valuable continued support and commitment to us and hence making our conservation results possible.

Dr. Efransjah
CEO of WWF-Indonesia

50 YEARS OF CONSERVATION AND SUSTAINABILITY

WWF-Indonesia's 50th anniversary marks a major milestone for the organization. Half a century after its founding, WWF-Indonesia is bigger, stronger and abler. Since establishment in 1962, the organization has vastly expanded its scope and approach to meet the country's conservation and sustainable development needs. Through 50 years of constant growth in revenue, staff strength and activities, WWF-Indonesia today is active in 28 site offices across 17 provinces, championed by more than 400 employees and a supporter roll that is 63,700-long and still growing.

We invite you to browse the following pages containing highlights of our 50th anniversary celebration.

© WWF-INDONESIA/SANDY RIZALDI

Hundreds participated in WWF's fun bike and flash mob activity during a Car-Free Sunday on 16 December 2013 in downtown Bundaran Hotel Indonesia.

MASS DANCE GANGNAM STYLE

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WWF-Indonesia's CEO Dr. Efransjah (in green polo) joined hundreds of partners and supporters in a flash mob dance Gangnam-styled, one of the activities to celebrate the organization's 50th year anniversary.

In line with the 50th year celebration's objective to strengthen WWF brand awareness and grow national public support, a flash mob dance – Gangnam style – was held downtown Jakarta at the landmark site of Bundaran Hotel Indonesia during Car-Free Sunday on 16 December 2013.

Leveraging on the trend of flash mob as a popular public activity, our mob dance was a huge success. With full support from the Indonesian Army Strategic Reserve Command, the event was attended by more than 500 partners and supporters, and included at least 345 soldiers from the 17th Airborne Brigade. Also participating in the mass dance were Indonesian Coordinating Minister for Economic Affairs, Hatta Rajasa and Indonesian Minister of Forestry, Zulkifli Hasan, together with Army's Commander-in-chief Lieutenant General M. Munir and Major Inf. Agus Yudhoyono.

Fringe activities that morning to spread the conservation message included the distribution of 3,000 tree seedlings by 50 WWF mascots dressed in panda costumes and riding bikes – to promotethe use of public transport and the planting of more trees.

NATIONAL STAFF CONFERENCE

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Every four years, WWF-Indonesia organizes a National Staff Conference, which is attended by staff from all offices across the Indonesian archipelago to celebrate conservation achievements and discuss new strategies to meet future challenges. The three-day staff event is an informal gathering – usually held outdoors – to nurture a sense of belonging within the WWF family and to reinforce the organization's vision and mission.

This year's conference – the third in the series – was especially significant as it coincides with our Golden Anniversary. So in addition to the more than 300 staff, the event was attended by a host of distinguished guests and partners, WWF Board members, CEOs of the WWF Network, honorary supporters and public figures.

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More than 300 staff from Aceh to Papua gathered at WWF-Indonesia's staff conference this year.

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PROF. DR. EMIL SALIM RECEIVES "THE LEADER FOR A LIVING PLANET AWARD"

Another 50th year commemoration was the conferral of "The Leader for a Living Planet Award" to Prof. Dr. Emil Salim for his dedication, leadership and contribution to nature conservation and sustainable development in Indonesia and the world. Presenting the award was Director General of WWF International Jim Leape and CEO of WWF-Indonesia Dr. Efransjah.

WWF "Leader for a Living Planet Award" is given in recognition of significant contribution by individuals to nature conservation and sustainable development. Since the inaugural award in 2000, more than 100 people have been recognized. They include Kofi Anan (then General-Secretary of the United Nations); Helga Pederson, the Norwegian Minister of Fishery; and Zhu Muju, Vice Premier of People's Republic of China.

"For more than four decades Emil Salim has consistently fought for sustainable development principles to be implemented in national policy. He has promoted a harmonious economic development along with social and environment development, so that economic growth can grow hand in hand with sustainability and equality,"* said Dr. Efransjah, *CEO of WWF-Indonesia.

In 1996, Emil Salim became one of the forefathers for Yayasan WWF-Indonesia and helped transform the organization into a legal and independent entity based on Indonesian law.

Apart from being the key figure of the Rio de Janeiro's Earth Summit in 1992, Emil Salim was also instrumental in determining Indonesia's policy on global climate change mitigation in various international forums under the United Nations Framework Convention on Climate Change (UNFCCC) and the Convention on Biological Diversity (CBD).

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Director General of WWF International Jim Leape and Chairperson of Executive Board WWF-Indonesia Kemal Stamboel during the award ceremony for Prof. Emil

WWF HONORARY DELEGATION MEETS PRESIDENT OF INDONESIA

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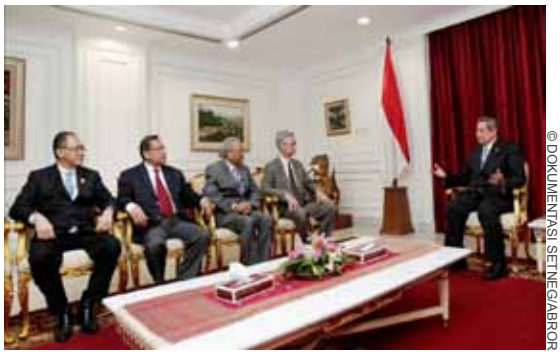
President Susilo Bambang Yudhoyono welcomed the WWF Delegation at the Presidential Palace on 13 September 2013.



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A WWF Delegation, led by Executive Board of WWF-Indonesia Kemal Stamboel and accompanied by General Director of WWF International Jim Leape, was received by President of Indonesia Susilo Bambang Yudhoyono, at the State Palace, Jakarta on 13 September 2012.

The meeting served to strengthen the role of the President of Indonesia in leading the High-Level Panel of Eminent Persons (HLPEP) in New York in 25 September 2012, as the follow up on Post Rio+20 Meeting held by the United Nations in Brazil June 2012.

Delegation members included CEO of WWF-Indonesia Dr. Efransjah and Honorary CEOs of the international WWF Network: Asia Pacific, Singapore, Malaysia, the Philippines, India, Pakistan, Mexico and Russia – the CEO group to rally support for WWF-Indonesia in view of Indonesia's expanding role at international forums and the initiation of joint conservation programmes with other countries – such as the Heart of Borneo and The Coral Triangle initiated by President Yudhoyono.

President Yudhoyono commended WWF-Indonesia for its 50 years of landmark success, as well as encouraged it to continue its good work in Indonesia. He also pledged his continuous support for its conservation initiatives such as the Heart of Borneo and The Coral Triangle.

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GOLDEN PATH OF LOVE: A TRIBUTE TO EARTH

Golden Path of Love: A Tribute to Earth is a theatre performance in celebration of WWF-Indonesia's Golden Anniversary. Staged over three days between 21-23 December 2012 at the Jakarta Theatre of Taman Ismail Marzuki, it was attended by more than 2,000 people.

WWF-Indonesia is grateful for pro-bono support in time, energy and talent from more than 50 public figures and artists. They included Indonesia's top fashion designer Raden Sirait, Music Director Viky Sianipar, Creative Director Rani Badri Kalianda, Indonesian Wildlife Artist Taufan Syariftan and Indonesia's leading commercial photographer in fashion Agustinus Sidarta.

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The cast at the Golden Path of Love live concert and theatrical performance in Jakarta (above); Minister of Forestry Zulkifli Hasan participated in the poetry reading at the concert (below).

CONSERVATION THROUGH STORY-TELLING

Good stories on conservation have a powerful way of endearing lay people.

This was the motivation behind the publication "Communities and Conservation: 50 Inspiring Stories from WWF to Indonesia", a commemorative volume documenting WWF's 50-year journey. Its underlying message – that communities are key partners in conservation efforts – is deftly brought out through the 50 inspiring tales gleaned from across Indonesia: Heart of Borneo, Ujung Kulon, Papua, Sumatra, Sulawesi, Lombok and Nusa Tenggara Timur. Each story underlines how trust and innovative thinking can be the foundation of successful partnerships for the promotion of conservation and real change on the ground.

The book can be accessed online at http://bit.ly/50wwfstory.

To further throw spotlight on WWF and its conservation achievements for the last 50 years was a year-long media campaign that included editorial coverage in national media like *The Jakarta Post* and *The Jakarta Globe* on strategic issues such as sustainable development and green economy, conservation and food security, sustainable fisheries and the Coral Triangle.

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SOUTH-TO-SOUTH CEO DISCUSSION

The South-to-South CEO discussion was another initiative by WWF-Indonesia during the year. Led by CEO of WWF-Indonesia Dr. Efransjah, the discussion was attended by fellow CEOs of the WWF Network: Asia Pacific, Singapore, Malaysia, the Philippines, India, Pakistan, Mexico and Russia; and the Director General of WWF International.

Being part of the civil society in a developing country and emerging economy, WWF-Indonesia shares similar challenges with other offices in the South (in particular of the countries known as BRICS comprising Brazil, Russia, India, China and South Africa), such as: extraction-based natural resources, food and energy security, poor governance, growing population and consumption and widening inequality gaps. As a long-standing commitment, WWF-Indonesia has engaged in advocacy work at global, regional and national levels and contributed through the Civil Society Organizations (CSO) national coalition to the HLPEP consultation process for the Post-2015 Agenda to Eradicate Poverty and Transform Economies through Sustainable Development.

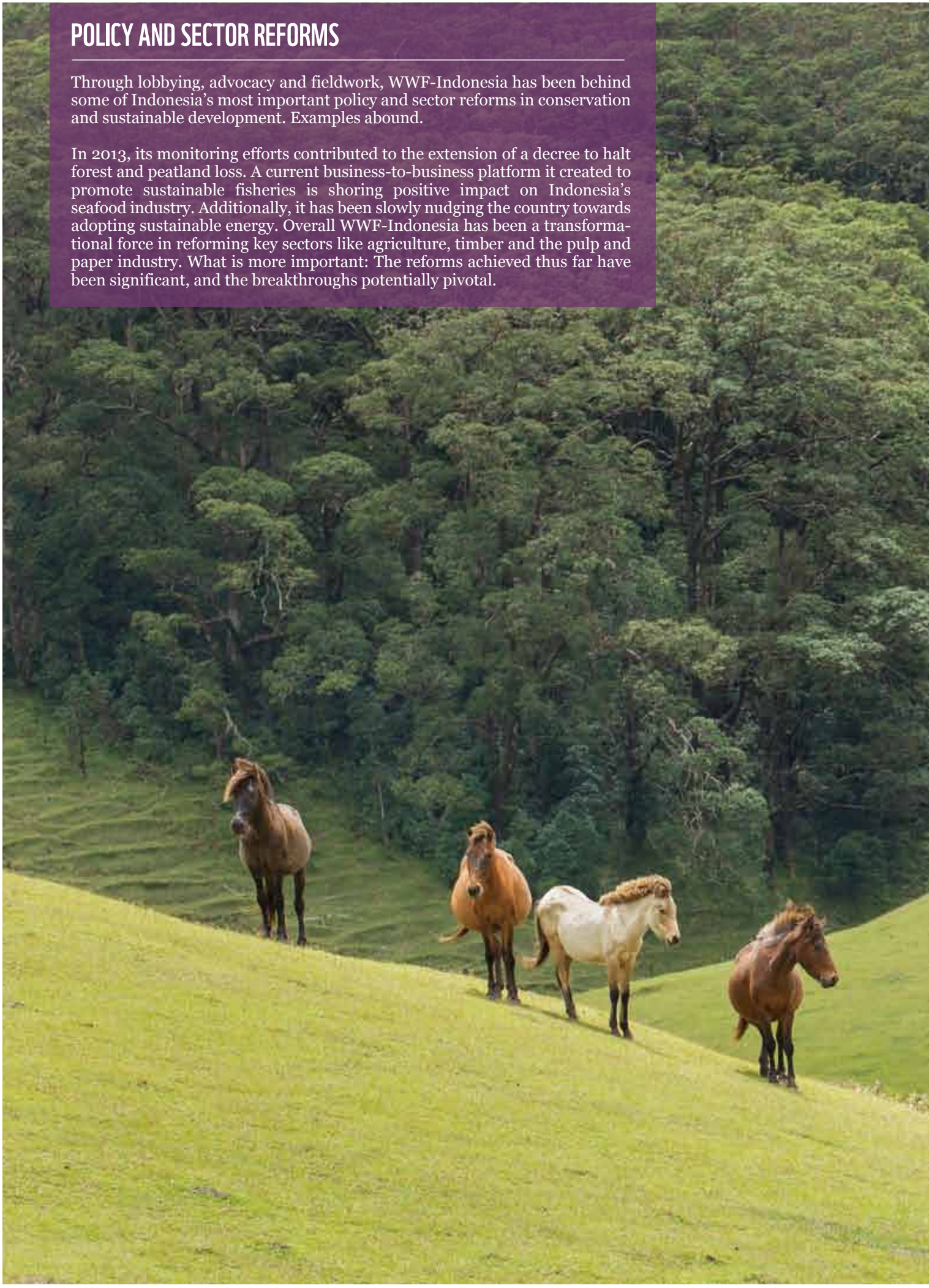
WWF-Indonesia has always held the belief that without integration of conservation and social-development dimensions, our goal of halting ecosystem degradation and securing equitable sharing of natural resources will be unattainable. As such, WWF-Indonesia has been on the frontline of outlining solutions and innovative frameworks to ensure that conservation remains relevant as part of the sustainable development agenda.

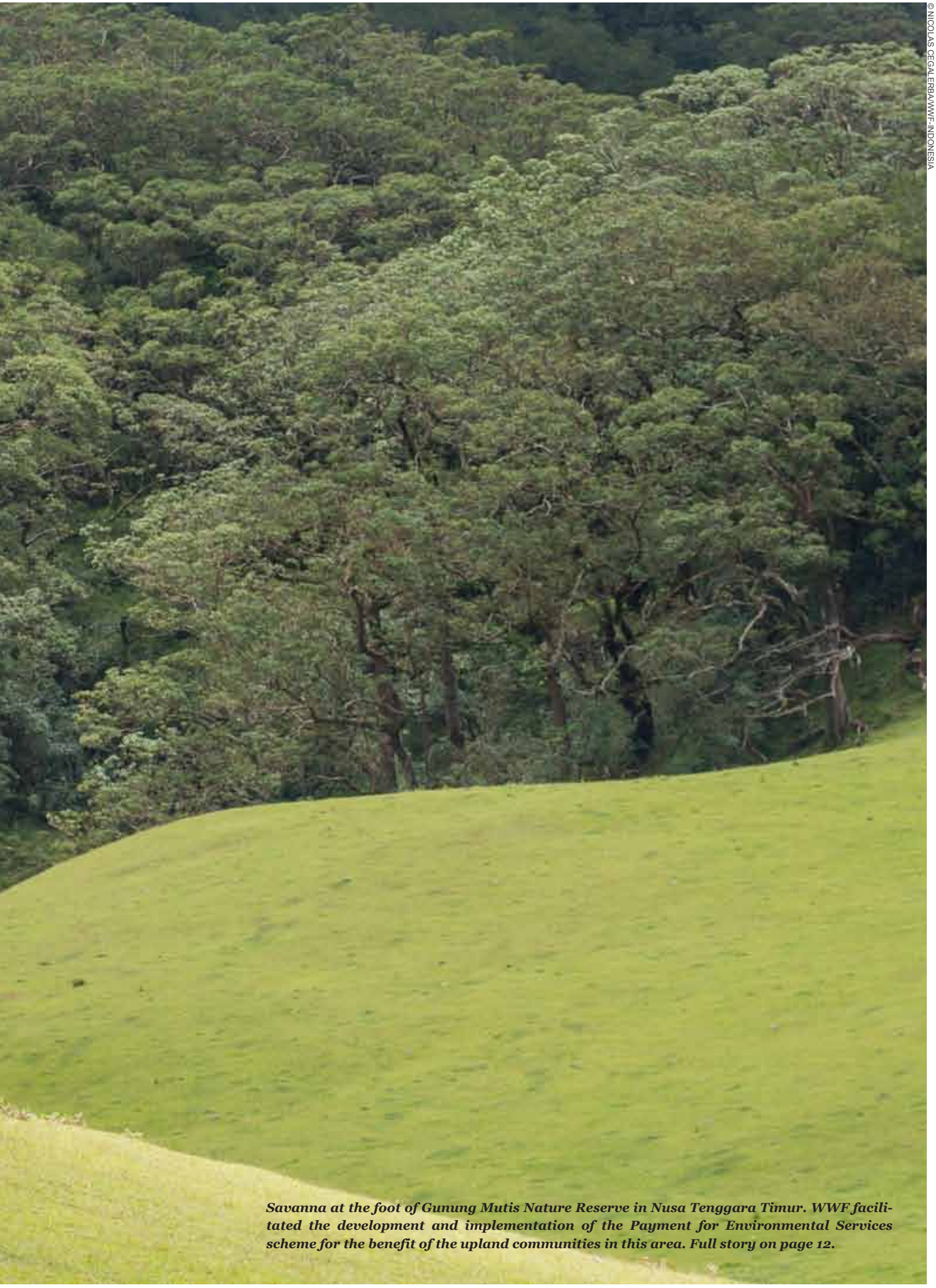
Besides having initiated the South-to-South CEO discussion, WWF-Indonesia hosted the co-coordination of the Social Development for Conservation (SD4C) Global Team with WWF India for the last two years. These are concrete steps towards a better understanding of civil societies, communities, governments and companies with whom we engage. Conservation has to take a holistic perspective and embrace social, economic and policy dimensions more effectively to help balance growth, sustainability and equity. It also has to foster strong, local-to-global partnerships with civil society to bring the needed transformational change.

POLICY AND SECTOR REFORMS

Through lobbying, advocacy and fieldwork, WWF-Indonesia has been behind some of Indonesia's most important policy and sector reforms in conservation and sustainable development. Examples abound.

In 2013, its monitoring efforts contributed to the extension of a decree to halt forest and peatland loss. A current business-to-business platform it created to promote sustainable fisheries is shoring positive impact on Indonesia's seafood industry. Additionally, it has been slowly nudging the country towards adopting sustainable energy. Overall WWF-Indonesia has been a transformational force in reforming key sectors like agriculture, timber and the pulp and paper industry. What is more important: The reforms achieved thus far have been significant, and the breakthroughs potentially pivotal.





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Savanna at the foot of Gunung Mutis Nature Reserve in Nusa Tenggara Timur. WWF facilitated the development and implementation of the Payment for Environmental Services scheme for the benefit of the upland communities in this area. Full story on page 12.

POLICIES FOR SUSTAINABILITY

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DECREE TO HALT FOREST AND PEATLAND LOSS

The President of Indonesia signed Decree No.6/2013 on 13 May 2013 to keep in force the forestry moratorium for another two years. The moratorium prohibits new exploitation permits for primary forests and peatlands in conservation, protected and production forests. WWF-Indonesia who was instrumental in promoting the continuation of the decree for another season welcomed the news.

The initial decree – signed in 2011 for a two-year period – was aimed at reducing the country's greenhouse gas emissions (GHGs) from deforestation and forest degradation. Indonesia has pledged to reduce its GHGs emissions by 26 per cent from business-as-usual levels by 2020, or by 41 per cent with sufficient international support.

The extension of the decree is an opportunity for continuous improvement in forestry licensing, including permits on forest leases and the use of wood forest products taken from natural forests. With the decree in force, WWF-Indonesia will be well placed to monitor its implementation on the ground.

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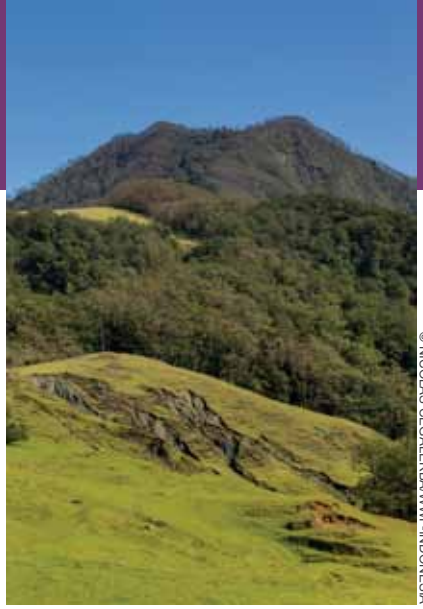
SUSTAINABILITY THROUGHT ECOSYSTEM-BASED SPATIAL PLANS

In May 2013, WWF-Indonesia – together with Directorate General of Spatial Planning, Ministry of Public Works; USAID-IFACS; Association of Indonesia Planner (IAP); University of Indonesia (UI); Bogor Agricultural Institute (IPB) and Gadjah Mada University (UGM) – launched the Sustainable Rural and Regional Development Forum Indonesia (SRRED-FI).

SRRED-FI is a platform for spatial planning practitioners and observers to build capacity, skills and awareness on spatial planning in rural areas while applying the principles of sustainable development. With valuable input from WWF, a web interactive platform known as Spatial Plan Network System (or SIGAPTARU) which contains spatial planning references was also launched (www.sigaptaru.go.id) on the same occasion.

CONSERVATION FINANCING THROUGH WATERSHED MANAGEMENT



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Through WWF-Indonesia's strong lobbying and advocacy, the Head District of Timor Tengah Selatan, East Nusa Tenggara published a district regulation or Perda No.6/12 this year to implement the Payment for Environmental Service (PES) scheme through watershed management. This PES scheme has made it possible – first time ever in East Nusa Tenggara – for state-owned or private water companies in Soe, capital city of Timor Tengah Selatan, to pay for water supply and forest protection services provided by the upland communities in the Bonleu village nearby the Gunung Mutis Nature Reserve.

The implementation of the PES regulation in this area will be run by newly formed commission called *Komisi Advokasi Pengelolaan Lingkungan* (Environmental Management Advocacy Commission) which consists of state-owned water company PDAM, environmental service agency, NGOs and local media. The fund allocated for PES scheme will be used to support sustainable livelihood projects, development of ecotourism and restoration of forest areas, testifying that conservation can be made economically viable.

TRADITIONAL SHRIMP FARMING BEST PRACTICE IN TARAKAN

In July 2013, Tarakan City Government in East Kalimantan officially adopted the Better Management Practices (BMP) guidelines on Responsible Aquaculture developed by WWF-Indonesia, making it the government's first official adoption. Shrimp is Tarakan City's main commodity, exporting 10,000 tonnes to Japan annually.

Under the Memorandum of Understanding (MoU) between WWF-Indonesia and the Tarakan City Government on the Adoption of Traditional Shrimp Aquaculture BMP, the parties will share the costs and manpower for the farming of the 4.6 hectares of traditional tiger shrimp (*Peneus monodon*) aquaculture. The one-year collaboration includes improvements to shrimp pond structure, shrimp pond preparation and broodstocking process.

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ACTIVATION OF EU TIMBER REGULATION

On 3 March 2013, the European Union officially activated the EU Timber Regulation (EUTR), a policy to stop illegal timber from entering 27 member countries of EU. EUTR requires European timber companies to ensure that timber entering the EU is from legal sources. It also requires supplier companies to have credible systems to trace the source of all timber products – including pulp and paper and to trace legality of the products in accordance to the law in their country of origin. The policy further allows law enforcers in the EU to confiscate illegal timber imports and sentence the violaters.

The EU timber policy is in line with the policy of the Indonesian Government, which WWF-Indonesia has been supporting, calling importer countries not to accept illegal timber that comes directly from Indonesia or other transit countries. Since 2009, the Government of Indonesia, with support from NGOs including WWF, has implemented the Timber Legality Assurance System (SVLK) which has been applied to more than 200 companies across Indonesia. WWF was also instrumental in advocating the policy, with two reports on incidence of illegal timber entering the EU having been published since 2010.

SUSTAINABLE ENERGY IN INDONESIA:
TOWARDS WWF'S 100 PER CENT GLOBAL RENEWABLE ENERGY TARGET

Sustainability Criterias for Large-scale Geothermal Development

Indonesia has one of the world's largest geothermal potential, holding the key for an indigenous, clean and renewable source of power in support of the nation's continuous strife for low carbon development. However, this potential remains to be tapped because according to findings by the Ministry of Energy and Mineral Resources, close to 70 per cent of the country's geothermal resources are located in volcanic areas or within protected forests.

In July 2012, WWF-Indonesia published a book containing guidelines on sustainability criteria and indicators for geothermal development with focus on improving the sustainability of the forest ecosystem where geothermal resources are located. In addition, in early 2013, together with Indonesia Geothermal Association (INAGA) and the Ministry of Energy and Mineral Resources, WWF-Indonesia held workshops in Banda Aceh and Bandar Lampung to strengthen the roles and capacity of the local government and the communities to support sustainable geothermal development.

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Geothermal energy power plant in Gunung Salak, West Java

Sustainability Energy Investment

To drive more investments and financing to meet Indonesia Energy Vision which targets to deliver 25 per cent of renewable energy by 2025, WWF-Indonesia is carrying out a policy research to identify the most suitable model required. The model shall comprise sustainable finance policies and mechanisms that will mobilize finance and stimulate deeper penetration of renewable energy and energy efficiency implementation in Indonesia.

MoU signing between WWF-Indonesia, Municipality of Jayapura, Institut Teknologi Bandung, and Universitas Cenderawasih on photovoltaic (PV) solar project. The partnership was signed in SwissBell Hotel Jayapura 12 December 2011.

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WWF in collaboration with University of Twente, Bandung Institute of Technology (ITB) and Solinvest facilitated an instalment of a 35 Kwp photovoltaic (PV) solar system in the Municipality Office of Jayapura.

Decentralized Energy Planning in Papua

One strategy to increase renewable energy access is through decentralized energy planning at local levels both district and province. This was implemented in the year in two Papua districts – Jayapura and Merauke – each with different resource availability hence requiring different energy development plans.

With easy energy access to renewable energy – such as through micro hydro, solar and biomass – the local community enjoys an early transition to low carbon energy system.

At the end of 2013, WWF-Indonesia together with the Papua Province government, also launched "Papua Renewable Energy Vision: Papua's roadmap to maximize renewable energy utilization", which is fast becoming a tool that drives changes towards low carbon energy in Papua.

In addition, through collaboration with University of Twente, Bandung Institute of Technology (ITB) and Solinvest, an installation of a 35Kwp photovoltaic (PV) solar system in the Municipality Office of Jayapura is now in operation producingclose to 2,000kWh. While it is a decentralised PV, discussion with PLN, the national electric utility of Indonesia, is ongoing to explore interconnection to demonstrate feed-in of renewable energy sources to PLN's existing system. The installed system is also to be used for research purpose of PV solar performance and a demonstration tool to the public.

TRANSFORMATION OF KEY SECTORS

WWF-Indonesia has developed initiatives to reduce natural resource depletion and adopt more sustainable economic and social practices for the transformation of key sectors (forestry, agriculture, fisheries) towards better natural resource management and economic development in Indonesia.

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SEAFOOD SAVERS

WWF-Indonesia's Seafood Savers is a business-to-business platform towards sustainable fisheries for producers, retailers and financial institutions. In March 2013, Seafood Savers welcomed two members onboard – UD. Pulau Mas and PT. Arta Mina Tama (AMT) – close behind the steps of pioneer member Sea Delight which joined in June 2012.

UD. Pulau Mas – a live reef fish exporting company that sells to China and Hong Kong – is sourcing wild caught groupers from 53 fishing sites across 10 Indonesian provinces. It contracts about 2,650 Indonesian fishermen who are bound by the company's sustainable fishing practices which include the use of handline fishing gear and the strict adherence to the ban on destructive fishing practices in accordance to the Fisheries Improvement Program (FIP) facilitated by WWF Indonesia.

AMT, meanwhile, exports tuna products to the US market and is registering their yellow fin tunawith Seafood Savers. The fishery operates 15 long line vessels – commonly used in pelagic fisheries – in the Indian Ocean which accounts for its annual catch of 500 tons of yellow fin tuna.

Seafood Savers serves to increase the number of fisheries involved in FIPs and AIPs (Aquaculture Improvement Programs) hence promoting sustainable and responsible fisheries practices.

THE 3RD CORAL TRIANGLE REGIONAL BUSINESS FORUM, BALI

In March 2013, WWF-Indonesia, in collaboration with The Coral Triangle Initiative on Coral Reefs Fisheries and Food Security (CTI-CFF) and its partners, organized the 3rd Coral Triangle Regional Business Forum in Bali. In addition to a platform for sharing of out-of-the-box replicable solutions to creating a "blue economy" for the Coral Triangle region by high profile industry leaders, the Forum gave recognition to exemplary business initiatives that contribute to the "blue economy".

The Forum also generated new business opportunities as well as saw the formation of several notable public-private partnerships to meet the increasing demand for environmentally sustainable products and services from the rich – but highly threatened – marine resources of the Coral Triangle and to improve marine resource use and management.

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MAINSTREAMING SUSTAINABLE FOREST MANAGEMENT

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In transforming the forestry sector, WWF Global Forest and Trade Network (GFTN) is the pioneer for engagement with the private sector. It enforces robust and globally applicable rules of participation as well as clear timeline to comply with the gold standard in sustainable forestry, according to Forest Stewardship Council (FSC) certified. Established in 2003, GFTN Indonesia, has successfully recruited 27 members who manage 1.4 million hectares of forest and process 1.4 million cubic meters round wood equivalent (m3 RWE) traded per year by June 2013. Nearly 600,000 hectares are already FSC certified.

CIVIL SOCIETY AS ACTIVE AGENTS OF THE TIMBER LEGALITY ASSURANCE SYSTEM

This year saw the launch of the new GFTN project, "Building the Capacity of Civil Society to Implement Sustainable Forest Management". Centered in the Heart of Borneo, with activities in West, East and Central Kalimantan, the project aims to empower the local civil society to help oversee the implementation of the Ministry of Forestry's Timber Legality Assurance System (SVLK). SVLK is EU's Forest Law Enforcement, Governance and Trade-Voluntary Partnership Agreement (FLEGT-VPA) with Indonesia.

As part of the project, WWF facilitated a series of trainings – including several training-the-trainers sessions in Balikpapan, East Kalimantan and Pontianak, West Kalimantan on implementation of sustainable forest management and on monitoring of SVLK implementation.

"EYES ON THE FOREST" IN KALIMANTAN

© WWF-INDONESIA/HERRY

Replicating the success of the NGO coalition "Eyes on the Forest" (EoF) in monitoring deforestation in Sumatra, WWF-Indonesia facilitated the establishment of a similar forest monitoring NGO consortium in West Kalimantan, named "Relawan Pemantau Hutan Kalimantan (RPHK, a Consortium of Kalimantan Forest Monitoring Volunteers).

RPHK promotes advocacy for forest and biodiversity conservation, and civil society and community empowerment. The consortium consists of at least seven NGOs which include AKAR, JPIK (Jaringan Pemantau Independen Kehutanan) Kalimantan Barat, Link-AR Borneo (Lingkaran Advokasi dan Riset), SAMPAN (Sahabat Masyarakat Pantai), LEMBAH, TITIAN and WWF-Indonesia. Between March and April 2013, RPHK published two reports investigating alleged violation by a pulp and paper company in West Kalimantan.

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ADVOCACY FOR REAL CHANGE IN THE PULP AND PAPER INDUSTRY

To eradicate illegal production of pulp and paper, WWF-Indonesia focuses its advocacy on two of the biggest players in the sector, namely Asia Pulp and Paper (APP) and Asia Pacific Resources International Limited (APRIL).

Bowing to pressure from WWF-Indonesia and the global WWF Network, the Sinar Mas Group's APP announced its Forest Conservation Policy (FCP) which states that from 31 January 2013, no group members operating in Indonesia or China will accept tropical timber felled in Indonesia until the company consultants have completed a full "high conservation value" and a "high carbon stock" assessment of their forest concessions.

WWF felt, however, that this commitment was mere greenwashing and urged paper buyers to wait for confirmation of the claims. For months since the announcement, WWF and partners continued to monitor APP's wood sourcing and forestry activity compliance, issuing regular updates of its findings to stakeholders.

In April 2013, WWF along with RPHK, a civil society organizations'consortium found that two independent suppliers of APP in West Kalimantan, were still logging natural forest, clearing the land and digging deep peat canals. The following month, a new EoF analysis conducted on all APP concessions in Riau Province, Sumatra, found that the Policy protected at most 5,000 hectares of natural forest. Think of the deforestation of more than 2 million hectares by APP pulp mills in Sumatra over the past three decades!

***"It appears that APP has announced a halt to deforestation only after completing nearly all the deforestation it could possibly do. WWF calls on APP and Sinar Mas to announce a forest restoration commitment,"* said Nazir Foead, Conservation Director of WWF-Indonesia.**

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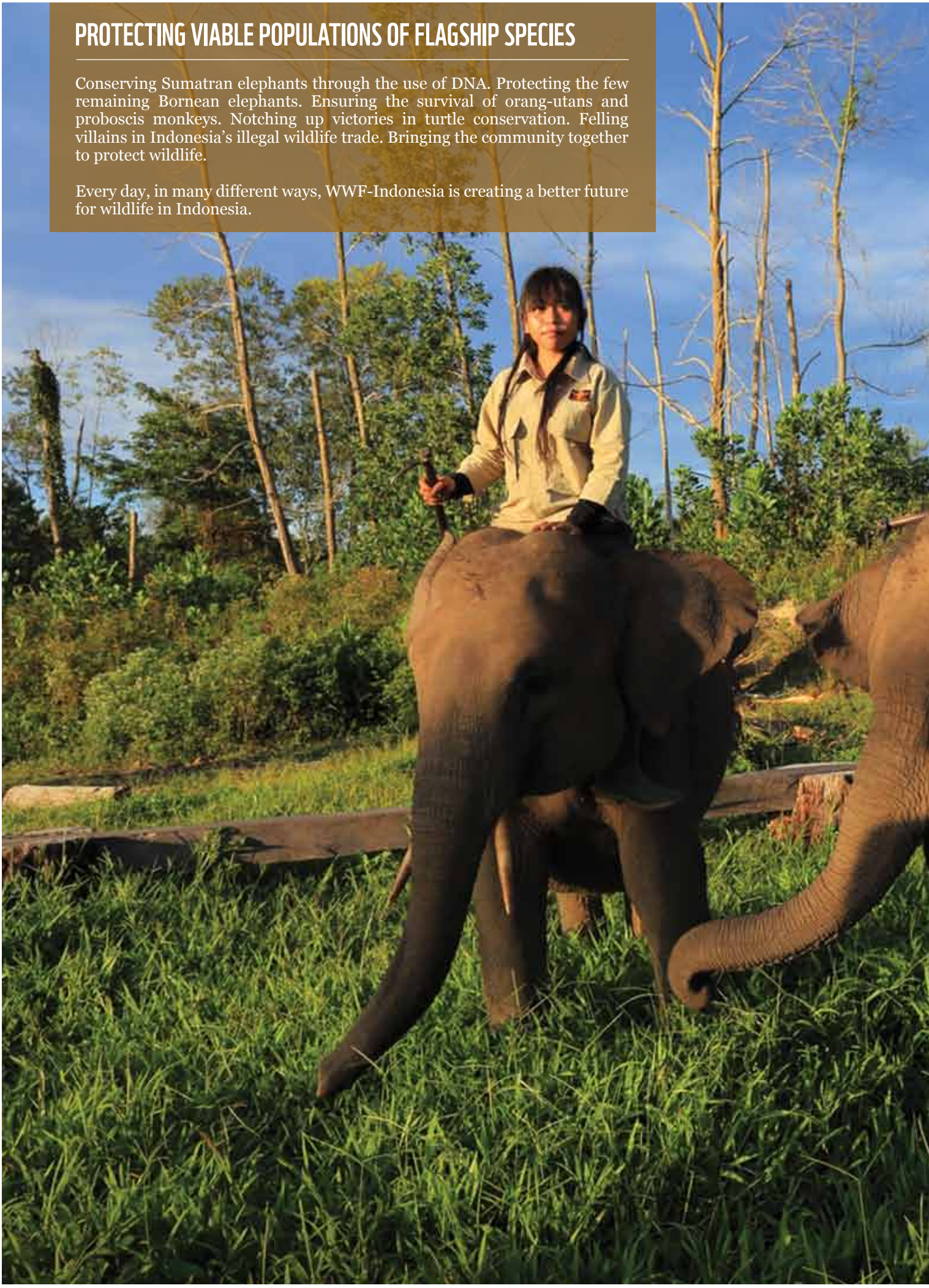
PROTECTING VIABLE POPULATIONS OF FLAGSHIP SPECIES

Conserving Sumatran elephants through the use of DNA. Protecting the few remaining Bornean elephants. Ensuring the survival of orang-utans and proboscis monkeys. Notching up victories in turtle conservation. Felling villains in Indonesia's illegal wildlife trade. Bringing the community together to protect wildlife.

Every day, in many different ways, WWF-Indonesia is creating a better future for wildlife in Indonesia.



© WWF-INDONESIA/DES SYAFRIZAL

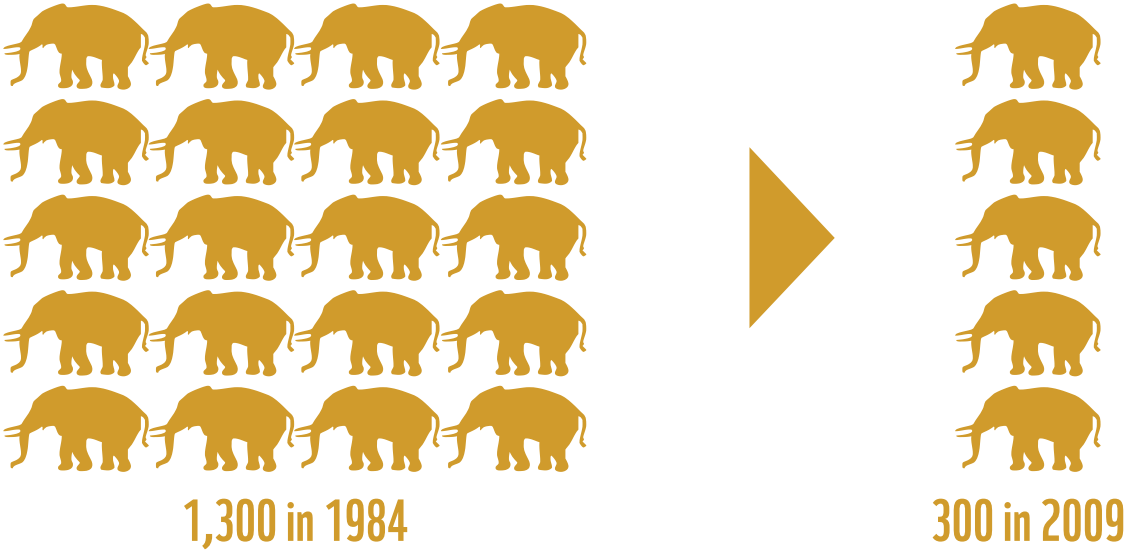
Trainers Tun Vera and Sri Devi, along with Tesso and Nela, young elephant members of the Flying Squad team at Tesso Nilo National Park, Sumatra.

ELEPHANT DNA RESEARCH BY WWF-EIJKMAN INSTITUTE PARTNERSHIP

In light of the sharp decline of the recorded Sumatran elephant population in Riau from 1,300 in 1984 to 300 in 2009, WWF-Indonesia took the unprecedented move to enter into a partnership agreement with Eijkman Institute for Molecular Biology to make use of molecular genetics identification (DNA) for the conservation of Sumatran elephants.

The DNA-based test was able to uncover the number of individuals, distribution, sex ratio and genetic relationship to one another. This analysis can also be used to compare the characteristics of Sumatran elephants in the Sumatran region of Tesso Nilo with those in other regions, such as the Way Kambas National Park and Bukit Tiga Puluh.

From the DNA samples tested by Eijkman Institute, at least 53 female elephants and 23 male elephants were identified as being present in Tesso Nilo.



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MAINTAINING FLAGSHIP SPECIES POPULATIONS IN PRIORITY LANDSCAPES

Thanks to comprehensive surveys by WWF of Bornean elephant habitats in East Kalimantan, much data of its habitats, population, food plants, elephant movements, social-economic aspects and distribution is now available. Its current estimated population of between 20 to 80 individuals has a home range of about 80,000 hectares. The action plan for the Bornean elephant is in place and has been distributed to relevant stakeholders.

As follow up to the action plan, the *bupati* (district head) of Nunukan has issued a Human-Elephant Task Force Decree at the end of November 2012. The task force comprising representatives from the district, sub-district and villages is responsible for all necessary action in any incidence of an elephant conflict.

© WWF-INDONESIA

REDISCOVERY OF TWO-HORNED RHINO IN KALIMANTAN

Following a chance spotting of a rhino footprint in the Kutai Barat district (East Kalimantan), a team – comprising members from WWF-Indonesia, West Kutai Forestry Agency, Mulawarman University and local observers – eventually confirmed evidence of more rhino footprints, including active mud wallows, marks on tree trunks and signs of feeding by the rare species.

These findings were studied against historical records of rhinos in East Kalimantan and scientifically established by rhino experts from WWF-Indonesia and the Mulawarman University's School of Forestry as belonging to Sumatran rhinos (*Dicerorhinus sumatrensis*).

The survey area was found to be abundant in rhino foods – as many as 38 plant species, including *Dillenia supruticosa*, *Glochidion glomemerulatum* and *Nblia Japanica*. This and the natural condition further supported the finding, indicating for the first time in over two decades the presence of rhino in the Indonesian part of Borneo.

No visual sighting has yet to be made however, nor has it been possible to confirm whether the signs were made by a group of rhinos or just one remaining individual.

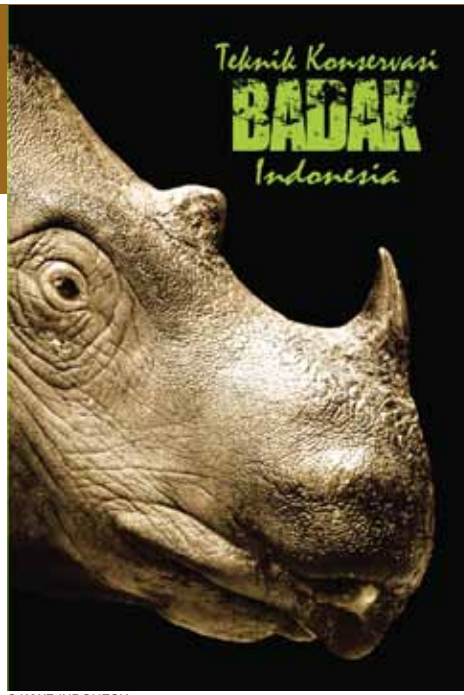
Sumatran rhinos in Kalimantan were presumed extinct since the early 1990s. The International Union for Conservation of Nature (IUCN) has classified the rare animal as Critically Endangered, with a population under 275 individuals now living in the wild.

As follow up, WWF-Indonesia and the team have installed 25 units of camera traps with the hope of capturing physical appearance of the rhino.

***"This is a very important finding to the world, as this serves as a new record on the presence of rhinos in East Kalimantan and especially in West Kutai,"* said Bambang Noviyanto, the Director for Biodiversity Conservation at the Forestry Ministry.**

FIRST BOOK ON RHINO CONSERVATION IN BAHASA INDONESIA

In June 2013, WWF-Indonesia launched "Teknik Konservasi Badak Indonesia" (Conservation Techniques for Indonesian Rhino), the first book on Javan and Sumatran rhino in Bahasa Indonesia. The joint collaboration between WWF's rhino experts Prof. Hadi Alikodra, and a team of 20 other rhino experts from NGOs, government and universities, the volume is a culmination of their combined years of experience and extensive research on this specialised subject. The 270-page book covers among others, taxonomy, morphology, ecology, population, range, habitat, behaviour and protocol to rescue rhinos.



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STUDIES ON THE ORANG-UTAN AND PROBOSCIS MONKEY POPULATIONS

Orang-utan Populations

WWF-Indonesia in cooperation with the Kapuas Hulu local government and National Park staff, conducts regular monitoringon orang-utan habitats to identify any high pressure. Clear cutting for oil palm plantation and illegal wildlife hunting are amongst the most serious threats to the conservation of orang-utans in West Kalimantan particularly at Bukit Raya Bukit Baka and Danau Sentarum National Parks.

This year, to further mitigate these threats, WWF in cooperation with Tanjungpura University conducted scientific research for DNA studies and analysis with the objective to understand the species'distribution pattern and condition in the wild.

Over in East Kalimantan, inconclusive evidence of orang-utans in Kutai Barat sparked asurvey in July 2012 by WWF. Findings include nine orang-utan nests on the west side of the concession area, near the Central Kalimantan border. Studies are currently ongoing to identify any sub-species group within this existence.

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WWF conducted surveys on the proboscis monkey (above) and the Bornean orang-utan (below). The studies encompass their distribution and habitats, threats facing them and the adaptive ways they mitigate

Proboscis Monkeys

Meanwhile, Kalimantan still has several large areas of mangrove and swamp forests homing important populations of proboscis monkeys despite the threats of habitat conversion and hunting, the main causes for the sharp population decline during the last decades. WWF-Indonesia continues to engage with several timber companies committed to preserving the wildlife in their logging concessions.

This year, WWF-Indonesia also conducted surveys to investigate the distribution and ecology of proboscis monkeys and their habitats in logging concessions. Analysis were made to map the threats to the populations and to formulate adaptive conservation management to mitigate threats.

© WWF-INDONESIA/MULYADI

Going forward, WWF-Indonesia will focus on providing assistance to concession holders to ensure their operational and management plans include consideration forthe conservation of proboscis monkeys and their mangrove habitats. The companies will also guard against illegal hunting and be committed for Forest Stewardship Council (FSC) certification. Since most populations of proboscis monkeys live outside protected areas, such conservation initiatives are critical for the future survival of this unique species.

TURTLE WORKSHOP IN KONAS KELANTAN

To highlight achievements and challenges in turtle conservation in Indonesia, two mini symposia on "Measuring Success of Turtle Conservation Effort in Indonesia" – were jointly organized by WWF-Indonesia, the Directorate of Area and Fish Species Conservation (KKJI) and the Directorate of Marine, Coastal and Small Islands of the Ministry of Marine Affairs and Fisheries. They were held back to back with the National Marine Conference (KONAS) VII in Lombok, West Nusa Tenggara, October 2012 and during the National Workshop (LOKNAS) in Jakarta, June 2013.

Presenting in the symposia were turtle conservationists throughout Indonesia from Aceh to Papua. They have carried out turtle conservation programmes from protecting major nesting beaches to securing a vast protected area, enforcing laws and mitigating bycatch in fisheries. Data collected from 10 largest nesting grounds in Indonesia in which 100 per cent turtle eggs were secured, showed that conservation efforts have saved 50 per cent of the hatchlings, a significant number for almost four decades of fighting poaching and maintaining ecologically important habitat.

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SEIZURE OF ILLEGAL WILDLIFE PARTS IN WEST KALIMANTAN

WWF's ongoing vigilance in monitoring illegal wildlife trade in West Kalimantan experienced a good payoff. In April 2013, thanks to information from the organization, an operation by SPORC (Satuan Polisi Hutan Reaksi Cepat – Rapid Reaction Forest Police Unit) and POLDA KALBAR (Kepolisian Daerah Kalimantan Barat – Regional Police Unit of West Kalimantan) successfully nailed a major kingpin of West Kalimantan's wildlife trade after seizing wildlife parts that included 229 hornbill beaks, 27 kg pangolin scales and parts from 44 sunbears.

COMMUNITY PATROLS IN BUKIT BARISAN SELATAN NATIONAL PARK

© WWF-INDONESIA/SUNARTO

To date about 89,000 hectares of the Bukit Barisan Selatan National Park in Lampung province have been encroached, representing close to 25 per cent of the 356,800-hectare park.

To effect a better coverage of the park to identify specific threats in the area, WWF established the Community Patrol Ranger Unit (CPRU) made up of four patrol teams comprising 24 community members, national park's rangers and WWF staff.

The teams this year went on 24 patrols, covering eight resorts of the national park with a focus on areas with indications of larger populations of rhinos, tigers and elephants, as well as frequent traces of illegal activities, such as poaching, logging and encroachment. While patrolling, the teams took opportunity to explain rules, regulations and importance of conservation to the farmers, loggers or hunters.

Even when not accompanied by law enforcement officials, the team has been able to encourage encroachers to leave the national park's area, reducing encroachment by 20 per cent since enforcement.

Apart from providing System Monitoring Reporting Tools (SMART) training to the CPRU rangers, WWF also facilitated SMART training to government staff and rangers from Batang Gadis National Park, Bukit Tigapuluh National Park, Kerinci Sebelat National Park, West Sumatra BBKSDA and Riau BKSDA.

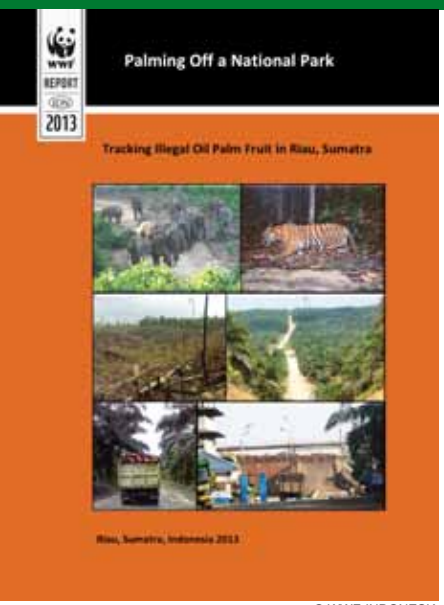
ENGAGING THE COMMUNITIES IN CONSERVATION

Conservation is a massive undertaking, not for just one man, nor for an isolated party. To ensure the success of its mission, WWF-Indonesia actively rallies a wide spectrum of the Indonesian community to support the movement. Whether it is inviting palm oil smallholders to become sustainable growers, getting corporations involved in forest rehabilitation, involving ordinary villagers in restoring a forest and managing forest fires, recruiting journalists to fight money laundering and corruption, or training coffee farmers to farm sustainably, WWF-Indonesia is awakening awareness and winning hearts in its push for a healthier planet.

© WWF-INDONESIA/LIE TANGKEPAYUNG

A view inside a traditional house in Papua, where WWF facilitated a meeting with community leaders.

FIGHTING ENCROACHMENT



© WWF-INDONESIA

Palm oil encroachment in Sumatra's Tesso Nilo National Park is an immediate threat to the park's forests and biodiversity. In 2013, WWF launched a report entitled "Palming Off a National Park" tracing how Crude Palm Oil (CPO) sourced from illegal palm oil plantations within the park can make their way to global palm oil markets. This report aims to alert and provide action step recommendations to mitigate the situation.

Up till 2012, over 52,000 hectares of natural forest in Tesso Nilo Forest Complex (comprising a national park and two neighbouring logging concessions) have been converted to palm oil plantations, of which 15,000 hectares are located within the national park. By end March 2012, global companies Asian Agri and Wilmar have yet to adequately filter their Fresh Fruit Bunch (FFB) supplies, some of which were sourced from palm oil plantations located inTesso Nilo National Park. As members of Roundtable Sustainable Palm Oil (RSPO) with obligation to implement responsible management practices, both companies have since responded to the situation and ceased illegal sourcing from inside the park.

WWF-Indonesia welcomes the responses, calling for the corporations to do more by implementing a transparent chain of custody to track the FFB supplying to their mills, as well as by conducting internal verification to stop any endorsement for illegal palm oil plantations.

"It is very crucial for Indonesia, as the largest palm oil exporting country in the world, to cultivate credible systems for sustainable palm oil production, " said Nazir Foead, Conservation Director WWF-Indonesia.

WWF urges all parties to be proactive to stop further encroachment. Smallholders who are illegal need to voluntarily relocate; and the local government – especially the agency regulating plantation development – needs to better manage the allocation of palm oil plantation permits.

Responding to WWF findings, the Minister of Forestry and Head District of Pelalawan, Sumatra, provided the farmers with an alternative site nearby to which to relocate.

© JAMES MORGAN/WWF-INTERNATIONAL

MAINSTREAMING RSPO CERTIFICATION SCHEME FOR SMALLHOLDERS

Roundtable Sustainable Palm Oil (RSPO) certification is not only for big industries but also for smallholders. This year, WWF-Indonesia actively approached smallholder communities in Sumatra and Kalimantan to be RSPO certified.

This included group certification for Asosiasi Petani Sawit Swadaya Amanah, an independent smallholder group in Riau, Sumatra, comprising 349 members who own a total of 768 hectares of palm oil area. Through active mentoring, WWF helped develop plantation maps and a database for the Asosiasi, as well as connect them for audit by a Singapore-based certification body. The Asosiasi legality is well organized – complete with land title, cultivation permits and environmental management including high conservation value identification, management and monitoring report and future plan.

In addition, WWF-Indonesia facilitated training and focus group discussion for palm oil plantation smallholders in three sub-districtsin East Kalimantan, namely Linggang Bigun, Bongan and Tanjung Isuy. The training was conducted in collaboration with Kutai Barat Plantation Agency to build awareness and assess readiness of these independent smallholders for RSPO implementation.

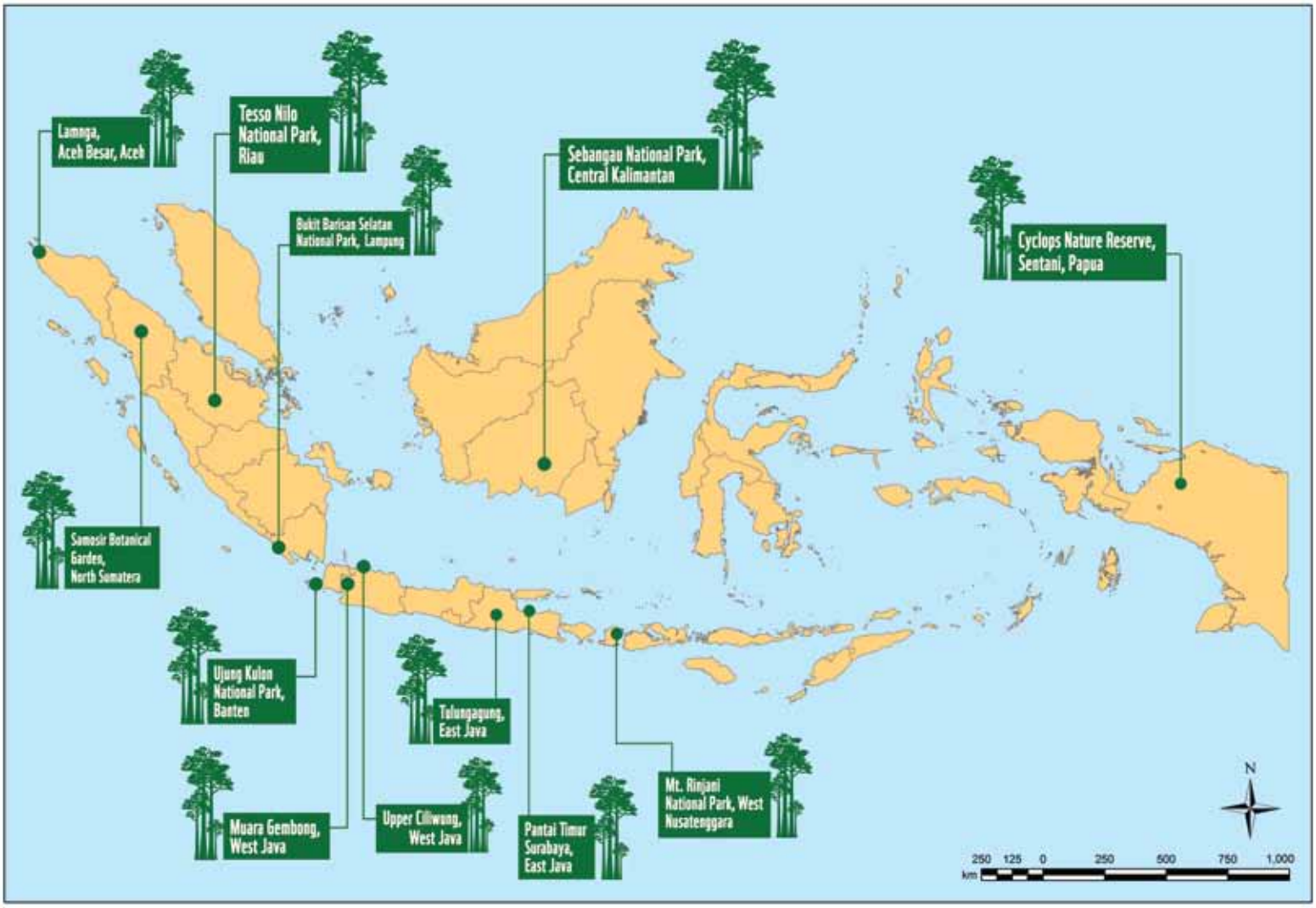
© NICOLAS CEGALERBA/WWF-INDONESIA

FORESTS REHABILITATION THROUGH NEWTREES PROGRAMME

Since 2008, WWF-Indonesia has been implementing forest restoration through corporate sponsorship with a programme known as NEWTrees. NEWTrees is an initiative to encourage corporations to donate for reforestation of damaged areas in national parks or other places of high conservation value. Each planted tree is labelled with a "geotag" so its growth can be tracked online. Into its fifth year, as of June 2013, the NEWtrees programme has succeeded in planting 550 thousand trees in an area of more than 1,350 hectares.

Previously, the NEWtrees programme was focused only on planting protected areas in lowlands, mountains and peat swamp forest ecosystems. From this year, it has been expanded to include developing coastal areas, such as to restore mangrove ecosystem in Muara Gembong West Java, east coast of Surabaya and Aceh Besar Lamnga in Nanggroe Aceh Darussalam.

View the tagged trees at: www.wwf.or.id/newtrees and www.newtrees.org.



COMMUNITY RESTORATION PROJECT IN WEST KALIMANTAN

© WWF-INDONESIA/CHAIRUL SALEH

Forest restoration requires local community support. Aware of the benefits of forest restoration, the local community of Sungai Abau Village in West Kalimantan committed to restoring more than 19 hectares of their land as orang-utan habitat improvement. They also agreed to allocate manpower as in-kind contribution to this programme. Since the area serves as water catchment, restoring the forests will significantly improve and maintain the water debit for the operation of the micro-hydro power plant in the village and its surroundings. With the support of the government of Kapuas Hulu, the area is also included in the District's Strategic Area for Corridor Management Plan. Legally, the area is allocated as protection forest by the District Government and will be integrated with the 1,000 hectares of restoration for carbon stock enrichment.

COMMUNITY FIRE BRIGADES IN CENTRAL KALIMANTAN

During the dry season, restoration areas in peatland is vulnerable to fires. To prevent them, WWF activated the community fire brigades with the help of the local community of Katingan and Danau Bulan, Central Kalimantan. Six groups of fire brigades from as many villages were trained this year in managing forest fires. In addition, WWF with the local community built 40 tube-wells and blocked four canals in peatland areas of Katingan and Danau Bulan to ensure the peat stays wet.

© WWF-INDONESIA/TIRA MAYA

HYDROLOGICAL RESTORATION IN SEBANGAU NATIONAL PARK

WWF has been working on restoring hydrological function of peatland in an area of 148,000 hectares within the Sebangau National Park. The project aims to halt peat drainage and raise groundwater levels in three watersheds of Sebangau National Park. Hydrological restoration will prevent significant emission of carbon from peatlands. Additional reforestation will accelerate carbon storage, while raising groundwater levels will increase the natural buffering capacity of peat forests and minimize the risks of both forest fires and floods.

© WWF-INDONESIA/TIRA MAYA

Noting the potential of emission reduction from the works, the project this year has finalized project design document (PDD) consisting of a Climate Community and Biodiversity document (CCB) and a Voluntary Carbon Standard (VCS) document in accordance to the requirement of Reducing Emission from Deforestation and Forest Degradation (REDD+) project. WWF-Indonesia is working with several experts from RSS-GmBH, Munich University and Alterra-Wageningen University in completing all requirements for the PDD.

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INCREASING FOREST INTEGRITY IN SUMATRA

To increase integrity and accountability in the forestry sector in Sumatra, WWF started a new programme in Aceh and Riau, along with partners Transparency International Indonesia (TII) and the Indonesian Working Group on Forest Finance (IWGFF). The goal is to investigate money laundering as a way to fight corruption practices in the forestry sector. Between July 2012 – June 2013, WWF-Indonesia and the other consortium members facilitated several trainings including investigative journalism for journalists in Banda Aceh and Pekanbaru; Best Management Practices (BMP) and investigations of corruption and money laundering for civil society in both cities.

WWF-Indonesia and TII facilitated by local Independent Journalists Alliance (AJI) held monthly meetings throughout this year in Pekanbaru and six districts in Aceh. These meetings bring together journalists and civil society members to set up a mechanism of clearinghouse and share information on forest crimes related issues.

SUSTAINABLE FINANCING FOR BIODIVERSITY

In close collaboration with the Government of Papua Province and the Ministry of Environment, WWF-Indonesia facilitated the launch of the Papua Conservation and Development Fund (PCD-Fund) in November 2012.

Other key instruments set up in the year for the trust fund include a business plan and profile, board meetings for the discussion of policies and funding mechanisms as well as to lobby to the Head of the House of Representatives of Papua Province (DPR). The lobby resulted in the issuance of a Decree (No. 640/1184/DPRP/VI/2012) in support of the PCD-Fund and a recommendation for allocation of funding by the Papuan government.

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COFFEE FARMER FIELD SCHOOL IN SUMATRA

To reduce encroachment of Bukit Barisan Selatan (BBS) National Park, WWF-Indonesia conducted Coffee Farmer Field School (Sekolah Lapang) in the buffer zone of BBS. The School helps coffee farmers to increase their productivity in the hope of changing their attitude towards sustainable agriculture practices.

Participation in Sekolah Lapang is offered to coffee farmers who are willing to move out of BBS to the buffer zone area. About 13 villages with a total of 1,500 participants took part in the Farmer Field School programme this year. One group, consisting of 300 farmers managing 450 hectares coffee plantation, managed to get a Rainforest Alliancecertification for their coffee and cocoa. An award known as KOMIT (Koperasi Konservasi Mitra Tani) was given out in the year by Minister of Cooperatives and SMEs Sjarifoeddin Hasan for the successful running of sustainable coffee business outside BBS.

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COMMUNITY FOREST CERTIFICATION IN PAPUA

© WWF-INDONESIA/LIE TANGKEPAYUNG

Building on last year's success in facilitating community forest certification in Jayapura and Merauke, this year WWF-Indonesia worked with four more community groups – Yera Aisai group (Yapen Island District), Totem Jaya (Sarmi district), Beco and Jipawer (Asmat district) – to obtain forest certification in Papua. These groups already have concession permits under the Governor decree (Izin Usaha Pemanfaatan Hasil Hutan Kayu – Masyarakat Hukum Adat/IUPHHK-MHA) No. 92/2011 for some 2,500 hectares.

Led by local community leaders, such a Community-Based Forest Management (CBFM) forest certification initiative is well adapted to local social, cultural and economic conditions and landscapes. Unlike large export and community driven business model, CBFM is intrinsically tied to the community in which they operate. In addition to successful certification, WWF-Indonesia helped the groups develop their annual work and business plans, while facilitating capacity-building among them.

The Beco and Jipawer groups were acknowledged as role models of community forestry in the Asmat District, gainingthem full support and official recommendation by the Asmat District government.

NON TIMBER FOREST PRODUCTS

From January to June 2013, 18 tons of wild honey were harvested from Kapuas Hulu. To optimize and sustainably manage this wild honey production, in June 2013, WWF in collaboration with partners such as FFI, GIZ Forclime, Kapuas Watershed Management Body, Wild Honey Bee Working Group and Kapuas Hulu Regional Planning Board agreed to create an entrepreneurship centre for wild honey. This centre will be managed and coordinated by the Heart of Borneo (HoB) Working Group of Kapuas Hulu District.

To promote sustainable rattan production, meanwhile, WWF-Indonesia with support from IKEA facilitated capacity building for rattan farmers in 12 villages around Sebangau National Park and Bukit Raya Bukit Baka National Park. For one of the programmes, for example, WWF-Indonesia conducted a workshop with the Katingan rattan farmers association (APERKA) to strengthen the role of the association and to socialize the rattan project and invite participation from the association.

WWF also engaged with Non Timber Forest Product-Exchange Programme (NTFP-EP) Asia Pacific, a network to develop a standard to improve quality of cultivation, harvesting and the production of rattan. The engagement results in an availability of 250-hectare plots for rattan garden cultivation in Karuing Village, and capacity development of 12 villages for sustainable harvesting.

WWF is in ongoing discussion with companies and farmers to assess possibility for future rattan certification.

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© WWF-INDONESIA/LIE TANGKEPAYUNG

WWF facilitates activities for sustainable livelihood schemes and alternative income for communities who live near protected areas. Near Lorentz National Park, Papua, for example, WWF conducted training for 16 beekeepers from the indigenous tribes of Mahurek, Welesi and Asologaima. The training helps them to increase their productivity forquality honey that can fetch a better price.

PROTECTING MARINE LIFE AND THE OCEANS

Efforts by WWF-Indonesia over the years to protect marine life and the surrounding oceans are slowly shifting the tides in favour of marine life in the country. Four decades of advancing turtle conservation, for instance, have resulted in 50 per cent of turtle eggs being saved today from poachers and other threats. In its determination to protect the marine life of Indonesia, WWF-Indonesia has even gone to court to fight an encroachment on the habitat of leatherback turtles. Working hand in hand with the Indonesian government, other NGOs, local communities, institutes and corporations, WWF-Indonesia is steadily making a difference to the largest ecosystems on earth.

A fish catcher from Grogos Island, East Seram, Maluku province.

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KEI KECIL AND SURROUNDINGS DECLARED A MARINE PROTECTED AREA

The western part of Kei Kecil and the surrounding area of 150,000 hectares were designated a Marine Protected Area (MPA) at an official ceremony at the Ministry of Marine Affairs and Fisheries (MMAF), Jakarta on 5 July 2012. This important occasion was witnessed by Minister of Marine Affairs and Fisheries Republic of Indonesia Sharif C. Sutardjo; Deputy Administrator of USAID Donald Steinberg; and Ambassador of the United States to Indonesia, Amb. Scot Marciel.

Since then, WWF has been collaborating with the local government to conduct communication, outreach and consultancy activities in the western part of Kei Kecil that contains 30 *Ohoi* (villages). In addition, in early June 2013, WWF also worked with the University of Pattimura to complete a report on customary institutions of the Kei Islands. This report will facilitate the design of a zoning scheme and a customary-based MPA management plan within the Kei tradition for the protection of the endangered leatherback turtles. WWF will continue to advocate the zoning scheme and management plan for the protection of the turtle populations and their habitat.

DEFENDING TURTLE CONSERVATION BEFORE THE COURTS

WWF stops at nothing when it comes to defending its cause... even if it means going to the courts. When it came to its attentionthat the construction of the Trans-West Papua Road connecting Sorong with Manokwari was encroaching into the habitat of the leatherback turtles, WWF took an active rolein bringing the case before the law. The construction has since halted and the case is being investigated following a first hearing in late June 2013 in the Directorate General Forest Protection and Nature Conservation(PHKA)of Forestry Ministry. Initial findings indicate a forestry crime for intentionally and illegally converting forest areas and violating UU No. 41/1999 (which was converted into UU No. 19/2004 on forestry).

Onak di Kaki Penjaga Konservasi

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Another case was that of Anong – a member of the community patrol of Kambau Borneo who was involved in a conflict with an egg poaching suspect while patrolling the Paloh coastal area, the largest turtle nesting beach in Western Kalimantan. Althought WWF believed that Anong was not guilty, the court decided otherwise, eventually sentencing him to three months' imprisonment. Throughout the court proceedings, however, WWF-Indonesia facilitated for Anong to be represented.

THE PALOH COASTAL FESTIVAL

The Paloh Coastal Festival (Festival Pesisir Paloh) is an annual event initiated by WWF-Indonesia to promote turtle conservation and protection of its habitat. Paloh has the longest turtle nesting beach in Indonesia, mostly for green and hawksbill turtles.

Jointly organized with the provincial government, the district government and local communities, the 2013 festival was a platform for conservation awareness through a host of fringe activities like talk shows, school visits, movie screenings, photo exhibitions and the inauguration of Bujang Dara Penyu (Turtle Ambassadors Programme). The event also promoted Paloh as an eco-tourism destination for turtle nesting habitats and other unique natural attractions.

WWF'S NEW ENGAGEMENT IN KOMODO NATIONAL PARK

Recognizing the importance of Komodo National Park, WWF has agreed to collaborate with park authority and the local district government to revive the effective implementation of the management and zonation plan. The collaboration will also consider ways to ensure that the tourism sector supports the sustainability of the park's diversity, its fisheries and the livelihoods of communities.

PROTECTING MARINE BIODIVERSITY IN ALOR

The process of obtaining Marine Protected Areas (MPA) designation for Alor mirrors that of East Flores, where WWF is establishing 150,000 hectares of protected area. Alor has one of the highest marine-biodiversity in the world, serving as an important migration route for marine mammals such as 11 species of whales, four species of dolphins, turtles, manta, dugong and many more.

The proposal for establishment of MPA put forward by the East Flores Task Force for local marine protected area (PPKKPD) has been endorsed by local regulation and included in the District Medium-term Development Plan as well as the East Flores Marine and Costal Strategic Plan.This year, the local planning board (BAPPEDA) and Marine and Fisheries Agency (DKP) allocated some financial and programme support for MPA establishment and implementation.

NEW REGULATIONS ON SHARK FISHING

© JURGEN FREUND/WWF-CANON

Sharks are predators in coral reef and ocean ecosystems, sitting on top of the food pyramid and maintaining the balance of the marine environment. Losing one of these predators can lead to uncontrolled population growth of other species.

This year, Indonesian Minister of Marine Affairs and Fisheries Sharif C. Sutardjo announced the government's commitment to protect sharks by publishing Ministerial Decree Permen KPNo. 12 and No. 30 Year 2012 on Fisheries Capture in the Ocean and Fisheries Management Zone. Key in the decree is shark conservation status and management of some shark species, such as whale sharks which were previously not in the endangered species list.

This change is in line with the updated list of shark species in the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES). TRAFFIC report also shows that Indonesia continues to be the biggest shark catching country in the world, based on UN Food and Agricultural Organization (FAO) data in 2010. Indonesia's average annual shark catch in the past decade represents more than 13 per cent of the reported global catch.

TUNA BOMBING IN EAST FLORES

Tuna fishing using explosives is becoming trend among fishers in the coastal area of East Flores District, East Nusa Tenggara. To address this problem, WWF-Indonesia published a report entitled, "A Picture of Tuna Bombing in Coastal Area of East Flores".

The report was based on a study in several coastal areas in the District of East Flores, which included Pulau Tiga, Solor Strait, South Solor Island, Strait Lamakera and South Lembata. The study fpund evidence of large scale bombing practice in one of the villages, as many as 68 boats size 2-3 Gross Tonase (GT) of tuna bombing were found by the WWF Survey Team found 68 boats sized 2-3 Gross Tonase (GT) tuna bombing.

Bombing causes destruction of the marine ecosystem and a wastage of fisheries resources. The WWF team found that at least 50 per cent of tuna bombed will be left sunken in the ocean. Besides the damage done to the tuna, fish bombing also harms other species such as the endangered dolphins, not to mention the possible loss of human lives or lifetime incapacitation. In a bombing incident in East Flores in 2004, five people died and two suffered disability.

The study serves as an important baseline for WWF to push for law enforcement action on the ground, as well as to ensure tuna retailers buy only from sustainable sources.

The report can be accessed online: http://bit.ly/tunabombingreport.

PUBLIC ENGAGEMENT AND MOBILIZATION

Winning hearts and minds is vital when it comes to addressing the complex challenges of conservation. In 2013, WWF-Indonesia revealed its skill in engaging the public when it developed a campaign that reached out to 7 million social media users within a mere two months of the launch. Other creative vehicles employed to deliver messages to the masses include short movies and a campaign where members of the public pen postcards to tiger rangers to thank them for safeguarding tigers. Be it training local teachers, cultivating champions of conservation, or reaching out to students throughout the country, WWF-Indonesia is inspiring change on a massive scale with each day.

© WWF-INDONESIA/IRZA RINALDI

About a hundred Earth Hour Indonesia volunteers gathered in the main streets of Jakarta calling for public commitment to the green lifestyle. Earth Hour switch-off ceremony this year took place on 23 March at 8.30 to 9.30PM.

SOSHARKS CAMPAIGN

#SOSharks – Save Our Sharks is part of WWF-Indonesia's Sustainable Seafood Campaign which seeks to reduce shark consumption. Sharks have garnered great attention due to its severe overfishing and sharp population decline. The growing movement across Indonesia to conserve shark populations was also sparked in part when the country was identified by the United Nations Food and Agriculture Organization (FAO) as the world's number one shark catching country.

The campaign launched in May 2013 had a twofold objective: to stop the sale of shark products in supermarket chains, restaurants and hotels, and to stop the promotion of shark consumption. This was done through advertisements on national TV stations and social media.

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© WWF-INDONESIA/RAKHMAT HIDAYAT

© WWF-INDONESIA/RAKHMAT HIDAYAT

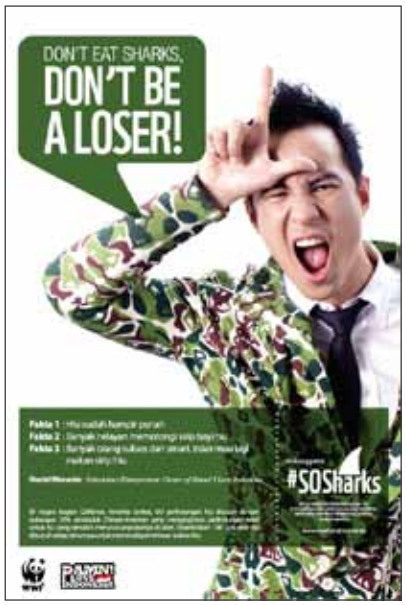
#SOSharks targeted consumers in capital city Jakarta and an online petition (www.change.org/sosharks) served as one of the primary campaign vehicles. The campaign received much attention and within its first two months, its hashtag #SOSharks reached more than 7 million Twitter and Facebook users. The campaign also engaged more than 20 public figures – including chefs, health experts, musicians, actors and movie producers – to draw public attention. Commitments to ban shark's fin products have been secured widely including Emirsyah Satar, CEO of Garuda Indonesia; Toni Ruchimat from the Ministry of Marine Affairs and Fisheries; and Basuki Tjahaja Purnama, Vice Governor of DKI Jakarta among others.

#SOSharks was featured at the Coral Triangle Day celebrations in both Jakarta and Lombok. In the Car-Free Day area in the heart of Jakarta, hundreds of #SOSharks volunteers and champions sought out public members to sign the petition. As of 30 June 2013, the #SOSharks petition had more than 10,000 signatures. Meanwhile, at the Coral Triangle Day Beach Party in Lombok, the Turtle Guardian of Udayana University and the Ministry of Marine Affairs and Fisheries, in partnership with local communities, highlighted both garbage control and shark conservation issues.

The campaign's biggest buy-in came from the Provincial Government of Jakarta, with the Vice Governor of Jakarta Basuki Tjahaja Purnama himself (popularly known as Ahok) as one of the champions. Landmark was his announcement that a regulation will be in place for the prohibition of the sale of sharks' fin in city restaurants in Jakarta. WWF-Indonesia will assist the Jakarta government in developing the regulation.

CHAMPIONS & PUBLIC FIGURES

The #SOSharks campaign was a huge success thanks to support from more than 23 prominent public figures who bear a strong concern for the declining population of sharks. Hailing from different fields of interest, they include movie stars, chefs, enterpreneurs, World Rally Championship (WRC2) racers, producers, media owners, models, photographers and musicians. Each has their own perspective – from health-related to sport-driven, and from economic reason, to campaigning for food security for future generations. Contributing to campaign success was its multitude of platforms – multimedia, online and social media – to which #SOSharks champions were able to respond, follow or share.



Posters featuring #SOSharks champions. Above left to bottom right: Basuki Tjahaja Purnama, Vice Governor of DKI Jakarta; Denada and Jerry Aurum, Singer and Photographer; Daniel Mananta, Entertainer/Enterpreneur; William Wongso, Chef/Culinary Expert; Olga Lydia, Model/Presenter; and Emirsyah Satar, President & CEO of Garuda Indonesia. Full list of #SOSharks champions see page 55.

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© WWF-INDONESIA/CHRIS RAHARDIAN

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Top left:
Davina Hariyadi, WWF Honorary Supporter, dressed in traditional Dayak cloths by Ibu Bupati of Malinau. In July 2012, Davina was invited by Head of District Malinau to participate in the Merah Putih Expedition, a transboundary expedition at the border between Indonesian and Malaysian Borneo in the Heart of Borneo. The expedition – aimed at identifying valuable species of animal and plants and creating public awareness on the issue – ended in Long Alango, at the border of Kayan Mentarang National Park where WWF office is located.

Right, top and bottom:
Sogi and Pevita Pearce, two champions of Earth Hour Indonesia 2013, calling the public to save energy and practise green lifestyle through "Ini Aksiku" campaign.

Bottom left:
Andy Noya (with black hat), TV host of "Kick Andy", one of the highest ranked TV talkshows in Indonesia, on visit to the WWF-Indonesia project in Long Bawan, Kayan Mentarang National Park in the Heart of Borneo. The visit was later screened in a one-hour episode of "Kick Andy" over Metro TV reaching out to approximately 100 million viewers.

SCIENCE FILM FESTIVAL 2012

© WWF-INDONESIA/LIE TANGKEPAYUNG

Hundreds of school children in Jayapura attended the movie screening on ocean and marine life during Science Film Festival 2012 held by Goethe Institute in partnership with WWF-Indonesia.

A WWF short movie was selected from 39 other films from 13 countries and screened at the Science Film Festival (SFF) 2012 hosted by Goethe Institut. Entitled "A Song For Tukik", the movie featured the importance of sea turtle conservation in Wakatobi. "A Song for Tukik" was also screened in Thailand, Cambodia, Malaysia, Vietnam and the Philippines.

Another short documentary movie by WWF-Indonesia about overfishing, called "Silent Ocean", was included in the official selection for the Philippines movie screening. The WWF movies reached a viewership of 27,000 students, from junior and senior high, college students and teachers in 17 big cities in Indonesia, and about 350,000 spectators worldwide.

EARTH HOUR INDONESIA 2013

© WWF-INDONESIA

Governor of DKI Jakarta Joko Widodo attends Earth Hour Switch-Off

Into its fifth year, the Earth Hour campaign has become the country's largest grassroots environmental movement, akin to a pop culture.

From five cities in 2011 to 31 cities from Banda Aceh to Makassar in just two years, Earth Hour Indonesia seeks behavioural change for people to take responsible actions to save the earth. In the spirit of "100 per cent Indonesia", Earth Hour Indonesia developed a local adaptation of the global 2013 "I Will If You Will" campaign.

© WWF-INDONESIA

Indonesia's #iniAksiku ("This is my action!") campaign attracted much buzz, making the nation the most active in social media for the campaign. Its call to action: Ini Aksiku! Mana Aksimu? ("This is my action! What is yours?") was a challenge for commitment towards greener lifestyle choices: from efficient energy usage to use of public transportation, and from improving waste management to reducing waste of paper and tissue.

Globally, Indonesia is recognized as one of the foremost countries to partner local communities in its public engagement strategy. Campaigners were recruited following a capacity building training called Kepik – Kelas Pemimpin Kreatif Indonesia (Creative Leaders of Indonesia) where Earth Hour principles were explained. Campaigners also gathered at the annual Kumbang meeting – Kumpul Belajar Bareng (Sharing and Learning Together) – to share experiences and future plans of their respective cities.

Another activity held in conjunction with Earth Hour was the presentation of the Aksi Untuk Bumi (Action for Earth) Award. This year's award recipients included eight cities and five corporations. Judging criteria included the commitment towards green actions such as 3R (Reduce, Reuse, Recycle) principles and energy efficiency. Beyond the annual event, Earth Hour Indonesia has been collaborating with several communities to promote "Gerakan Indonesia Diet Kantong Plastik" (a public movement to reduce use of plastic bags) which took place in seven cities: Bandung, Jakarta, Banda Aceh, Tangerang, Surabaya, Bali and Makassar.

5
PARTICIPATING CITIES
2011

↓

31
PARTICIPATING CITIES
2013

POSTCARDS FOR TIGER RANGERS IN SUMATRA

© WWF-INDONESIA

The "Cards for Rangers" campaign saw an overwhelming response and WWF-Indonesia thanks all who sent a card!

From kick-off on Global Tiger Day 29 July 2012 to 10 September 2012, almost 600 cards were received from Indonesia and around the world voicing appreciation to rangers for their dedication in safeguarding wild tigers in Sumatra. The award for the most cards received by an individual ranger went to Rusli Siregar, head of Petai Resort, Rimbang Baling Wildlife Sanctuary in Riau, Sumatra.

© NICOLAS CEGALERBA/WWF-INDONESIA

EDUCATION FOR SUSTAINABLE DEVELOPMENT

Education is a key driver to WWF initiatives. The Education for Sustainable Development (ESD) is a precondition for development of knowledge, skills and values to achieve necessary paradigm shifts and influencing the priority drivers. More than just environmental education, ESD is also about how economic and socio-cultural issues such as democracy, human rights and natural resources management are interconnected. WWF-Indonesia conducted ESD programmes at 50 schools from July 2012 to June 2013, in Sumatra, Kalimantan (with focus on the Heart of Borneo) and Papua. The programme reached 110 teachers to improve teaching capacity.

National Workshop on Education for Sustainable Development

Experiencing significant growth, Education for Sustainable Development (ESD) in Indonesia is under the purview of the Ministry of Education and currently in the process of strategy formulation. To provide input to the strategy, WWF-Indonesia conducted the ESD National Policy Workshop in Jakarta on 2-4 December 2013. Attended by 60 teachers from across Indonesia, the workshop aimed to transfer and exchange knowledge, skills, attitudes and values necessary to shape a sustainable future.

A prominent panel presented at the workshop: Indonesian environmental and sustainable development guru Prof. Emil Salim; education expert Prof. Arief Rachman; and Uppsala University professor Leif Ostman.

FUNDRAISING AND CORPORATE PARTNERSHIP

Paramount to WWF-Indonesia's operations are its fundraising efforts. Among some of its most imaginative is a campaign where downloads of virtual orang-utan stickers garnered donations from all sectors. WWF-Indonesia is also supported by some of the biggest and most progressive corporations in Indonesia. Bank BII and Maybank Foundation, for instance, fund the efforts of WWF-Indonesia to conserve the Sumatran tiger and its habitat. PT Bank Negara Indonesia (BNI), meanwhile, is funding some of the environmental education programmes of WWF-Indonesia.

© WWF-INDONESIA

THE LAUNCH OF ORANG-UTAN STICKER SERIES

Riding on the momentum of Earth Day on 22 April 2013, WWF-Indonesia collaborated with LINE Messenger to launch a new digital-channel based fundraising initiative. A series of online sticker emoticons featuring the orang-utan mascot was made available for download by LINE Messenger users.

The sticker series was of two types : the first is free to the LINE user but for each download, LINE Corporations donates USD 0,1 to WWF-Indonesia; and the second is user chargeable with all proceeds going to WWF-Indonesia. In addition, WWF now has an official LINE account to reach out to its supporters across the country.

In three months since its launch, there have been more than 500,000 downloads whilethe WWF-Indonesia LINE account has reached 385,411 followers.

Cho Simeon, General Manager of LINE, said, “LINE wants to participate actively in environmental awareness campaign as part of our social responsibility and we have begun by supporting orang-utan conservation in Indonesia. We believe with support from LINE users and supporters of WWF-Indonesia, this nobel cause will be achieved”.

© LINE/WWF-INDONESIA

NEW WWF-INDONESIA FUNDRAISING OFFICE IN SURABAYA

© WWF-INDONESIA/KOMAR SETIAWAN

Front view of WWF's fundraising office in Surabaya

In July 2012, WWF-Indonesia acquired its new office at Jalan Pandan No.1A Surabaya – part of a strategic move as Surabaya has the second highest number of WWF-Indonesia supporters in Indonesia. The office will therefore be a hub for its fundraising programmes, as well as initiatives to increase environmental awareness among WWF supporters and the public in Surabaya and surrounding areas.

Numbers of WWF-Indonesia Supporters

PANDA MOBILE WITH ANCOL

© WWF-INDONESIA

Following the success of Panda Mobile donated by Hino in 2010, the second Panda Mobile called "Panda Mobile with Ancol" was donated by PT. Pembangunan Jaya Ancol Tbk.

Featuring a beautiful full-size marine life painting, the six-wheel truck will be used to create awareness for environmental education in public areas. It was officially unveiled on 7 August 2012 at the World Fantasy Ancol by Dr. Efransjah, CEO WWF-Indonesia and Budi Karya Sumadi, President Director PT Pembangunan Jaya Ancol Tbk.

In addition to donating the vehicle, PT. Pembangunan Jaya Ancol has also generously committed to providing 50 per cent of the cost of running Panda Mobile with Ancol for its travels within Indonesia.

BII AND MAYBANK FOUNDATION SUPPORTS SUMATRAN TIGER CONSERVATION

WWF-Indonesia signed an MoU on 5 December 2012 with Bank BII and Maybank Foundation for its support of the conservation of the Sumatran tiger and its habitat. Funding from Bank BII and Maybank Foundation will be allocated to support community empowerment programmes for ecotourism development, non timber forest products and environmental education in villages surrounding Tesso Nilo National Park in Riau, Sumatra – one of the important habitats of Sumatran tigers.

© WWF-INDONESIA/SAIFUL SIAGIAN

(Left to right):
President Director of BII Dato'Kairussaleh Ramli, Board of Trustee Maybank Foundation Umar Juoro and CEO WWF-Indonesia Dr. Efransjah at the signing ceremony at BII central office, Jakarta, on 5 November 2012.

BNI SUPPORTS WWF CONSERVATION PROGRAMME

On 20 December 2012, WWF-Indonesia signed an agreement with PT. Bank Negara Indonesia (BNI) in support of the Partnership and Community Development (Program Kemitraan dan Bina Lingkungan). The programme includes community empowerment projects in Gunung Mutis, East Nusa Tenggara and in Merauke, Papua; as well as the development of renewable energy (mycrohydro power plant) project in Gunung Mas District, Central Kalimantan.

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At the signing ceremony. (Left to right):
Nancy Martasuta, Vice President Community Responsibility; Felia Salim, Vice President Director BNI; Devy Suradji, Marketing Director of WWF-Indonesia; and CEO WWF-Indonesia Dr. Efransjah.

PARTNERS IN CONSERVATION

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

FUNDING PARTNERS

- ACCA
- ACIAR
- Alfa Retailindo, PT
- Asian Development Bank (ADB)
- AVON
- APCS (PT. Pandu Maha Wana)
- Bank Central Asia (BCA),PT
- Bank International Indonesia (BII), PT
- Bank Negara Indonesia (BNI), PT
- Batara Indah (Bantex), PT
- BMU
- Carrefour Foundation
- CIKAL School
- Coca cola Indonesia, PT
- Conservation International
- Credit Suisse
- Crown's Fondation
- Danareksa
- Danida
- European Commision
- EU –ACTIVE
- EUNEP
- EU-SWITCH
- FCO Prosperity Fund UK Embassy
- Fondation Air Liquide
- Finnish Ministry of Foreign Affairs
- FSC International Center GmbH
- Ford Foundation
- Gandhi School
- Garuda Indonesia (Persero), Tbk , PT
- Hino Motors Manufacturing Indonesia, PT
- Hino Motors Sales Indonesia, PT
- IKEA
- IMAC
- ITTO via Indonesian Government
- KEHATI (TFCA program)
- KfW
- Kimberly-Clark Corporation
- Krombacher Brewery
- Margareth Cargill Foundation
- Martina Berto (Sari Ayu), PT
- Monica Hijau Lestari (Body Shop), PT
- Nestle Indonesia, PT
- NORAD
- OAK Philanthropy
- OXFAM Novib
- Packard Foundation
- Pro Rekayasa, PT
- Raffles School
- Rockefeller Foundation
- Sall Foundation
- Samsung
- Sarana Multi Infrastuktur (SMI), PT
- SGS, PT
- Sinde Budi Sentosa, PT
- Sony, PT
- Standard Chartered Bank
- Supra Boga Lestari, PT
- Surya Palacejaya, PT
- Svenska Postkodstiftelsen
- Swedish International Development Cooperation Agency (SIDA)
- Tropical Forest Conservation Action (TFCA)
- The Nature Conservancy
- The Walton Foundation
- Toyota Foundation
- Trans Retail Indonesia, PT
- TRAFFIC
- Tupperware Indonesia, PT
- Ultrajaya Milk Industry (The Kotak), PT
- Unilever, PT
- United States Aid for International Development (USAID)
- US Fish and Wildlife Service (USFWS)
- Winrock International
- WWF-AREAS/International
- WWF-Denmark
- WWF-Finland
- WWF-France
- WWF-Germany
- WWF-Hongkong
- WWF-International
- WWF-Japan
- WWF-Malaysia
- WWF-Netherlands
- WWF-Poland
- WWF-Singapore
- WWF-Sweden
- WWF-Switzerland
- WWF-United Kingdom
- WWF-United States
- Yayasan Taman Nasional Tesso Nilo (YTNTN)

PROGRAMME PARTNERS

GOVERNMENT

- Balai Taman Nasional Danau Sentarum
- Balai Taman Nasional Komodo
- Balai Besar Taman Nasional Teluk Cenderawasih, PHKA

- Balai Besar Konservasi Sumber Daya Alam Papua Barat
- Balai Taman Nasional Wakatobi
- Center for Climate Change Financing and Multilateral Policy, Ministry of Finance
- Coordination Board for National Spatial Planning
- Center for Capture Fisheries Research and Fish Conservation, Ministry of Marine Affair and Fisheries
- Dewan Energi Nasional (DEN)
- Dewan Nasional Perubahan Iklim (DNPI)
- Dewan Riset Nasional (DRN)
- Department of Energy Phillipines
- District Government of Alor, East Nusa Tenggara
- District Government of Berau, East Kalimantan Province
- District Government of East Flores, East Nusa Tenggara
- District Government of Nabire, Papua Province
- District Government of Sukabumi , West Java
- District Government of Sambas, West Kalimantan Province
- District Government of Simalungun, North Sumatera
- District Government of South East Mollucas
- District Government of Tarakan City, North Kalimantan
- District Government of Teluk Wondama, West Papua Provice
- District Government of West Seram, Mollucas Province
- District Government of Tambrau District, West Papua
- District Government of Wakatobi, South East Sulawesi
- DG of Forest Protection and Nature Conservation, Ministry of Forestry
- DG of Marine, Coasts and Small Islands, Ministry of Marine Affair and Fisheries
- DG of Capture Fisheries, Ministry of Marine Affair and Fisheries
- DG of Aquaculture Fisheries, Ministry of Marine Affair and Fisheries
- DG of Control and Surveillance of Marine Resources and Fisheries, Ministry of Marine Affair and Fisheries
- DG of Processing and Marekting of Fish Production
- Ministry of Marine Affair and Fisheries Fiscal Policy Agency
- Forestry Agency of District Kampar, Riau
- Fisheries Agency of DKI Jakarta
- HR Development Agency of Marine and Fisheries, Ministry of Marine Affair and Fisheries
- Indonesian Chamber of Commerce and Industry / KADIN
- Indonesia Investment Agency, Ministry of Finance
- Indonesia Clean Energy Development (ICED) – USAID
- Governor of DKI Jakarta & 5 Mayors of Jakarta
- Governor of West Java
- Governor of DI Yogyakarta
- Governor of East Kalimantan
- Governor of South Sulawesi
- Head of Provincial Police Department of NAD
- Ministry of Environment
- Ministry of Energy and Mineral Resources of The Republic of Indonesia
- Ministry of Forestry of The Republic of Indonesia
- Ministry of Tourism and Creative Economy of The Republic of Indonesia
- Mayor of Banda Aceh
- Mayor of Pekan Baru, Riau
- Mayor of Tangerang, Banten
- Mayor of Bogor, West Java
- Mayor of Depok, West Java
- Mayor of Bekasi, West Java
- Mayor of Bandung, West Java
- Mayor of Semarang, Central Java
- Mayor of Solo, Central Java
- Mayor of Malang, East Java
- Mayor of Pontianak, West Kalimantan
- Mayor of Palangka Raya, Central Kalimantan
- Mayor of Samarinda, East Kalimantan
- Mayor of Balikpapan, East Kalimantan
- National Agency for Planning and Development (BAPPENAS)
- NL Agency, The Netherlands for The Embassy of The Kingdom of The Netherlands
- Provincial Government of East Nusa Tenggara Province
- Provincial Government of Lampung Province
- Provincial Government of Nanggroe Aceh Darussalam
- Provincial Government of West Papua Province
- Pusat Investasi Pemerintah
- UK Climate Change Unit, British Embassy

ASSOCIATIONS, NGOS, CREATIVE AND CIVIL SOCIETY ORGANIZATIONS

- Asosiasi Hidro Bandung (AHB)
- Asosiasi Panas Bumi Indonesia (API)
- Asosiasi Industri Kerajinan dan Permebelan Indonesia (ASMINDO)
- Asosiasi Pengusaha Hutan Indonesia (APHI)
- Airporteve
- Country Wood Residence
- Conservation International
- Coral
- Hatfield
- HIVOS
- DTS Voice
- Greenomic Indonesia
- Greenpeace Indonesia
- Global Initiatives
- Gigi Art of Dance
- Forum Masyarakat Tesso Nilo
- Institut Kesenian Jakarta
- Insight Scope
- Indecon
- Jaringan Kerja Penyelamat Hutan Riau (JIKALAHARI)
- Jambuk Makmur
- Kelompok Kaliwung Kalimuncar
- Kebun Raya Samosir
- Komunitas Bambu
- Komunitas Nelayan Tomia
- Komodo Mitra Lestari Foundation
- Lembaga Masyarakat Desa Hutan Sumber Lestari
- LPBI Nahdathul Ulama
- Literati Publisher
- Masyarakat Kampung Grogos
- Masyarakat Akuakultur Indonesia
- Persepsi
- Perkumpulan Alam Sumatera (PASA)
- Perhimpunan untuk Studi & Pengembangan Ekonomi dan Sosial (PERSEPSI)
- Panasia Desain, PT
- Parascom
- Perum Perhutani Kesatuan Pemangkuan Hutan Bogor
- Qifaya Tour and Travel
- Suar Institute
- SIAP II
- Telapak
- Teater Jakarta
- Taman Ismail Marzuki

- Turtle Foundation
- Wana Aksara
- WALHI Nasional
- WALHI Riau
- Wetlands International
- Yayasan Badak Indonesia (YABI)
- Yayasan Lestari Sawit Indonesia
- Yayasan Institut Indonesia untuk Ekonomi Energi (IIEE)
- Yayasan Tura Bail Goran Riun
- Yayasan Padi
- Yayasan penyu
- Yayasan Titian
- Yayasan Taman Nasional Tesso Nilo
- Yayasan Konservasi laut Indonesia
- Yayasan Badak
- The Nature Conservancy
- World Conservation Society
- Coral
- Reef Check
- RARE
- Locally Manage Marine Areas
- Komodo Mitra Lestari Foundation
- And some Local NGOs or community groups at WWF working sites

CORPORATE (PROGRAMME PARTNERS)

- Alam Bukit Tigapuluh, PT
- Arta Mina Tama, PT
- Asindo Minasegara, PT
- Chevron Geothermal & Power
- Energy Development Corporation (EDC)
- Fajar Farmatama, PTG
- Fed Insight Indonesia, PT
- Gilontas Fishery Indonesia, PT
- Geo Dipa Energi
- Integra Indo Cabinet, PT
- Inti Indo Buana, PT
- Inspira Mediatama, PT
- Jaya Raya Trasindo, PT
- Kreasi Cipta Luire, PT
- Medco Energi Geothermal
- Mammiri, CV
- Mina Mustika Aurora , PT
- OTP Geothermal
- Pertamina Geothermal Energy, PT
- Pulau Mas, PT
- Supreme Energy
- Star Energy
- Suka Jaya Makmur, PT
- Sucofindo
- Seng Fong Moulding Perkasa,PT
- Sea Delight, PT
- Supra Boga Lestari, PT
- Sekar Laut, Tbk, PT
- Rekayasa Industri, PT
- Resik Alami Indonesia, PT
- Trimitra Mebelindo, PT
- Tunas Prima Sentosa, CV
- Vala, CV

UNIVERSITIES AND RESEARCH INSTITUTIONS

- Cornell University
- Center for Coastal and Marine Resources, Faculty of Marine and Fisheries, IPB
- Graduate Study of Geothermal Technology, Institut Teknologi Bandung
- Fakultas Perikanan Undip
- Fakultas Kedokteran Hewan IPB
- Fakultas Perikanan dan Ilmu Kelautan IPB
- Institute for Essential Services Reform (IESR)
- Institut Teknologi Sepuluh Nopember (ITS)
- Institut Pertanian Bogor (IPB)
- Lembaga Biologi Molekuler Eijkman
- Lembaga Biologi Molekuler IPB
- Sustainable Terrestrial Management & Integrated Renewable Energy Center (STIREC), Surya University
- Universitas Nasional, Lembaga Penelitian dan Pengabdian Masyarakat (LPPM)
- Universitas Palangkaraya, Fakultas Pertanian
- Universitas Gajah Mada
- Universitas Syiah Kuala Analysis
- Universitas Papua
- Universitas Patimura
- Universitas Diponegoro
- Universitas Udayana
  And some Local NGOs or community groups at WWF working sites

FUNDRAISING AND MARKETING PARTNERS

- APPCO Direct, PT
- Ananta, PT
- Bank Central Asia, Tbk, PT
- Bank Negara Indonesia Tbk , PT
- Bantex Indonesia
- Berlian Entertaiment Indonesia
- Catering Nurmaya Sari
- Coca Cola Indonesia
- Carrefour
- Desindo Putra Mandiri
- Dentsu Inter Admark Media Group Indonesia, PT
- Dwidayatour
- Federal Int'l Finance
- Garuda Indonesia
- Graha Sentosa Permai, PT
- Hino Motors Indonesia, PT
- HSBC
- Indosat
- Karya Wahana Sentosa, CV
- Marina Berto – Sariayu
- Mestika Bank
- Maginate Kreasindo, PT
- Marcelindo Jaya Pratama, PT
- Mediatama, CV
- Nestle Indonesia , PT
- Nokia Inc. Asia Pacific
- Nokia Global via WWF Finland
- Panda Lestari, PT
- Sarana Multi Infrastruktur (SMI), PT
- Sharp
- Siemens
- SGS Indonesia
- Standard Chartered Bank
- Surya Palace Jaya
- Supra Boga Lestari
- Teh Kotak, Ultrajaya, PT
- Tb.Masao
- Toyota Astra Motor
- Tupperware Indonesia, PT
- The Body Shop

- Unilever Foundation
- Vicky Sianipar
- Weber Shandwick
- Wirya Inovasi, PT

VENUE PARTNERS

- Airport Jakarta
- Airport Surabaya
- Bandung Indah Plaza
- Bellagio
- BINTARO JAYA SEKTOR 3A
- BINTARO PLAZA
- CAMBRIDGE CITY SQUARE
- CAREFFOUR BINTARO
- Carrefour Ahmad Yani
- CARREFOUR CITRA GARDEN
- CARREFOUR LEBAK BULUS
- CARREFOUR PURI INDAH
- Central park
- Cibubur Juction
- CITY OF TOMMORROW
- Duta Mall
- Epi Walk
- Gajah Mada
- GANDARIA CITY
- Grand Indonesia
- Grand Palladium
- IIMS - JiEXPO
- INDOSAT BUILDING
- INTERCONTINENTAL HOTEL
- Istana Plaza
- Karebosi Link
- Kyoei Price
- Lembuswana
- MALL ARTA GADING
- MEDAN FAIR
- MENARA PRIMA
- PACIFIC PLACE
- PALEMBANG INDAH
- Palembang Square
- PARIS VAN JAVA
- Pejaten Village
- PERUMAHAN JANUR ELOK
- PLAZA EX
- Plaza Medan Fair
- Plaza Semanggi
- PLUIT JUNCTION
- Pluit Village
- Puri Indah Mall
- Ratu Indah Mall
- Senayan City
- SKA
- SOLO SQUARE
- SRIWIJAYA INTR - EXPO
- SUN PLAZA
- TANGCITY
- Teras kota
- WISMA BNI 46
- Grand City
- Surabaya Town Square
- Mirota Batik
- Bank Mandiri
- Toko Buku TogaMas
- Toko Buah Hokky
- Malang Town Square
- Mall Olimpic Garden Malang
- Dyandra Expo
- Gramedia Surabaya
- Gramedia Malang
- Mall Galeria Yogya
- Plaza Ambarukmo

SCHOOL PARTNERS FOR ENVIRONMENTAL EDUCATION & PANDA MOBILE

- SMPN 1 Bukit, Bener Meriah, Aceh
- SMPN 14 Takengon, Aceh Tengah
- SDN 10 Syamtalira , Aceh Utara
- SDN 12 Banda Sakti, Kota Lhokseumawe, Aceh
- SDN 4 Pasie Raya (Kabupaten Aceh Jaya
- SDN 16 Juli, Bireuen, Aceh
- SMPN 6 Lhokseumawe, Aceh
- SMPN 1 Peusangan Selatan, Bireuen, Aceh
- SDN Mekar Tani, Mendawai, Katingan, Central Kalimantan
- SDN Pendahara III, Tewang S. Garing, Katingan, Central Kalimantan
- SDN Tumbang Tei, Kec. Marikit, Katingan, Central Kalimantan
- SDN Mangkahui-2, Murung, Central Kalimantan
- SDN Makunjung-1, Barito Tuhup Raya, Central Kalimantan
- SDN Tumbang Joloy, Seribu Riam, Central Kalimantan
- SDN Tumbang Masao-2, Sumber Barito, Central Kalimantan
- SMPN 1 Gunung Purei, Barito Utara, Central Kalimantan
- SDN 1 Muara Mea, Barito Utara, Central Kalimantan
- SDN Berong-1, Barito Utara, Central Kalimantan
- SDN Jambuk Makmur 010, Bongan, Kutai Barat, East Kalimantan
- SDN Barong Tongkok 01,Melak, Kutai Barat, East Kalimantan
- SDN 06 Sukomulyo, Long Iram, Kutai Barat, East Kalimantan
- SDN 04 Long Apari, Mahakam Ulu, East Kalimantan
- SDN 4 Sintang, Sintang, West Kalimantan
- SDN 23 Menyumbung, Sintang, West Kalimantan
- SMPN 3 Sintang, Sintang, West Kalimantan
- SMPN 7 Pinoh, Melawi,West Kalimantan
- SMPN 2 Belimbing, Melawi,West Kalimantan
- SMPN 1 Sayan, Melawi,West Kalimantan
- SDN 08 Benua Ujung, Kapuas Hulu, West Kalimantan
- SDN 11 Janting, Kapuas Hulu, West Kalimantan
- SMPN 7 Putussibau, Kapuas Hulu, West Kalimantan
- SDN 2 Lanjak, Kapuas Hulu, West Kalimantan
- SMP Kemala Bhayangkari , Ketapang, West Kalimantan
- SD Riam Batu Nanga Tayap, Ketapang, West Kalimantan
- SDN 20 Lubuk Kakap, Ketapang, West Kalimantan
- SDN Abepura, Jayapura, Papua
- SMPK 6 Penabur, Jakarta
- SD High Scope Bintaro, Tangerang
- SEAMEO QITEP Bandung
- SMAN 8 Jakarta

MEDIA PARTNERS

- Femina Group
- AREA
- FLINK
- Kapanlagi.com
- OZ Group
- Metro TV
- Media Indonesia
- Majalah Flink
- Kompas TV
- Fimela.com
- Republika
- Gramedia Group
- Sindo Media Group
- MRA Group
- Majalah Marketing
- Bloomberg News Indonesia

HONORARY SUPPORTERS

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

CHAMPIONS

- Anda Wardhana
- Andy F Noya
- Alexandra Gottardo
- Andrian Ishak
- Ariel NOAH
- Basuki Tjahaja Purnama
- Bondan Winarno
- Daniel Mananta
- Denada
- Emirsyah Satar
- Erikar Lebang
- Filantropi Witoko
- Jerry Aurum
- Kaka SLANK
- Nina Tamam
- Norman RSS
- Marischka Prudence
- Olga Lydia
- Pevita Pearce
- Pia Alisjahbana
- Subhan Aksa
- Shinta Widjaja Kamdani
- Sogi
- Ringgo Agus Rachman
- Titi Rajo Bintang
- Toni Ruchimat
- Vera Lasut

STATEMENTS OF FINANCIAL POSITION

30 JUNE 2013, 30 JUNE 2012 and 1 JULY 2011

(Expressed in Rupiah,unless otherwise stated)

	Notes	30 June 2013	30 Jun 2012*)	1 July 2011*)
ASSETS				
CURRENT ASSETS				
Cash and cash equivalents	5	48,393,169,670	27,405,588,001	24,677,410,783
Project advances	7	7,439,124,282	9,100,536,956	10,868,587,059
Account receivables from donors	8	8,264,011,049	18,449,102,610	2,279,129,113
Prepaid expenses	9	46,367,237	35,647,999	-
Other current assets	10	1,733,767,540	2,413,492,630	1,856,106,405
Total Current Assets		65,876,439,778	57,404,368,196	39,681,233,360
NON CURRENT ASSETS				
Restricted cash in bank	6	-	10,000,000,000	10,000,000,000
Investment	2a	98,000,000	98,000,000	-
Fixed assets - net	11	47,097,116,581	52,223,217,584	54,528,812,643
Total Non Current Assets		47,195,116,581	62,321,217,584	64,528,812,643
TOTAL ASSETS		113,071,556,359	119,725,585,780	104,210,046,003
LIABILITIES AND NET ASSETS				
CURRENT LIABILITIES				
Accrued expenses	14	28,246,615,130	20,346,603,269	26,198,879,337
Other payables		2,872,899,758	673,512,872	1,252,201,375
Short-term bank loan	13	-	9,000,000,000	9,000,000,000
Current portion of long-term bank loan	13	3,309,191,100	2,301,232,050	1,682,340,300
Taxes payable	12	1,239,502,160	1,486,862,513	1,345,932,503
Total Current Liabilities		35,668,208,148	33,808,210,704	39,479,353,515
NON-CURRENT LIABILITIES				
Non-current portion of long-term bank loan	13	17,973,449,700	19,530,969,450	22,627,031,971
Total Non-Current Liabilities		17,973,449,700	19,530,969,450	22,627,031,971
NET ASSETS				
Restricted		24,999,810,323	43,835,657,805	26,835,642,330
Unrestricted		34,430,088,188	22,550,747,821	15,268,018,187
Total Net Assets		59,429,898,511	66,386,405,626	42,103,660,517
TOTAL LIABILITIES AND NET ASSETS		113,071,556,359	119,725,585,780	104,210,046,003

STATEMENTS OF ACTIVITIES

FOR THE YEARS ENDED 30 JUNE 2013 AND 2012

(Expressed in Rupiah,unless otherwise stated)

	Notes	2013			2012*)		
		Restricted	Unrestricted	Total	Restricted	Unrestricted	Total
REVENUES, GAINS AND OTHER SUPPORT							
Donations	15	162,903,315,022	20,446,383,299	183,349,698,321	175,860,485,595	14,574,168,183	190,434,653,778
Interest income		-	519,989,457	519,989,457	-	503,099,101	503,099,101
Foreign exchange loss - net		-	(606,288,458)	(606,288,458)	-	1,911,182,001	1,911,182,001
Others		2,979,980,619	38,051,861,761	41,031,842,380	325,471,356	22,669,787,866	22,995,259,222
Total Revenues		165,883,295,641	58,411,946,059	224,295,241,700	176,185,956,951	39,658,237,151	215,844,194,102
EXPENSES							
Project staff costs		48,984,375,398	13,463,827,808	62,448,203,206	46,673,531,650	13,864,439,028	60,537,970,678
Grants to non-WWF entities		25,160,818,353	1,255,181,875	26,416,000,228	20,388,654,746	43,890,000	20,432,544,746
Office operating costs		12,825,612,235	5,985,733,504	18,811,345,739	10,803,982,478	7,073,549,970	17,877,532,448
Meetings and conferences		12,604,338,833	835,371,650	13,439,710,483	10,920,641,137	872,433,158	11,793,074,295
Professional fees		20,958,920,200	14,132,623,530	35,091,543,730	18,563,344,443	5,783,043,219	24,346,387,662
Education and training		16,372,149,806	1,380,657,241	17,752,807,047	12,663,673,455	200,534,924	12,864,208,379
Travel and subsistence		14,832,079,926	1,419,962,582	16,252,042,508	12,872,245,362	788,815,233	13,661,060,595
Field costs		15,553,329,610	105,781,955	15,659,111,565	9,315,567,734	128,767,390	9,444,335,124
Printing and publication		5,344,125,347	4,219,204,197	9,563,329,544	7,773,937,183	247,108,882	8,021,046,065
Depreciation		6,657,825,129	2,180,869,170	8,838,694,299	6,073,766,544	2,110,876,710	8,184,643,254
Vehicle and equipment		3,785,880,928	140,024,900	3,925,905,828	2,271,797,687	425,000	2,272,222,687
Non-project staff costs		1,123,011,696	-	1,123,011,696	758,232,838	-	758,232,838
Audio/Video production		516,675,662	11,634,000	528,309,662	106,566,219	197,500	106,763,719
Finance Cost		-	1,401,733,280	1,401,733,280	-	1,261,426,503	1,261,426,503
Total Expenses		184,719,143,123	46,532,605,692	231,251,748,815	159,185,941,476	32,375,507,517	191,561,448,993
NET (DECREASE)/INCREASE IN NET ASSETS		(18,835,847,482)	11,879,340,367	(6,956,507,115)	17,000,015,475	7,282,729,634	24,282,745,109
NET ASSETS AT BEGINNING OF YEAR		43,835,657,805	22,550,747,821	66,386,405,626	26,835,642,330	15,268,018,187	42,103,660,517
NET ASSETS AT END OF YEAR		24,999,810,323	34,430,088,188	59,429,898,511	43,835,657,805	22,550,747,821	66,386,405,626

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A leatherback turtle just successfully hacthed and tried to make its way to the sea in Jamursba Medi Beach, West Papua.

WWF-Indonesia in numbers

1962

WWF started working in Indonesia

+400

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

+64,000

WWF-Indonesia is supported by more than 64,000 supporters since 2006

28

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

FSC 60%

WWF

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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