



WWF

ANNUAL
REPORT

IDN

2010

ANNUAL REPORT

WWF-INDONESIA - ANNUAL REPORT 2009-2010

**GREATER SUPPORT,
BETTER SYNERGY**

GREATER SUPPORT, BETTER SINERGY

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Annual Report 2009-2010



TABLE OF CONTENT/TITLE

02	Chairperson's Remarks
03	Message From The Chief Executive Officer
04	Greater Support, Better Synergy
08	Marketing And Communications
12	Governance, Community & Corporate Engagement
14	Forest, Freshwater and Terrestrial Species Programme
20	Papua Programme
22	Heart Of Borneo Initiative
26	Marine & Marine Species Programme
30	Coral Triangle Initiative
32	Climate And Energy Programme
35	Financial Report
38	Partners In Conservation



The fiscal year 2009-2010 was a challenging period for WWF-Indonesia.

By the time this report was printed, we have lost some of our influential leaders and dedicated staff. We are deeply saddened by the great loss we experienced.

Chairperson's Remarks

The tragedy in Central Kalimantan that claimed our HOB Muller Schwanner officer Hendra Ramdan has become a bitter reminder that conservation is not without danger. Hence, we all must keep his fight to ensure sustainable development and conservation in Borneo alive and strong.

Moreover, I would like also to express my deepest condolences for the passing away of our Lampung project staff Afrizal, the advisory board members D. Ashari and Didin Sastrapradja, and remind us that we will always have in our heart our leader in evaluation and monitoring, Hanna Tobing, as well as the socio-economic development activists from Borneo: Metarius and Aloysius Kasim. Let us pray that God Almighty always take good care of them.

Despite these great losses we have to move on. This organization has managed to build some new strategic partnerships with other institutions. The launching of the Corporate Club initiative in April 2010 marked a new era of our outreach programme. Meanwhile, we invest many of our resources in helping the provincial governments on their path to sustainable development in Sumatra, Kalimantan and Papua.

Last but not least, I would like to welcome WWF-Indonesia new Chief Executive Officer Dr. Efransjah who has been serving effectively since 15 June 2010 in this conservation organisation. His experience with some international organisations is expected to bring improvement and continuing the progress that we have been working so hard for. Moreover, I would like to thank Dr. Mubariq Ahmad for his tenure at this organisation since 2004. We hope Pak Mubariq will always be successful in his future endeavours.

Conservation indeed is not an easy business. However, when we believe in the strength of our staff, our partnerships and collaboration amongst stakeholders, we will achieve our mission.

Kemal Stamboel
Chairman, Board of Trustee WWF-Indonesia



Message From The Chief Executive Officer

This is my first experience writing for WWF-Indonesia's Annual Report as a Chief Executive Officer. Yes, I am quite new to this conservation organisation. However, I believe that we will walk and work hand in hand to deliver WWF-Indonesia conservation mission.

After becoming part of WWF-Indonesia, I quickly learned that there is a lot of expertise in this big organization. I have met with various staff who have a variety of interesting backgrounds and experiences. No wonder, this organization has been able to deliver so many achievements in its almost-50-years of work in Indonesia. I am strongly convinced that we will continue what we have done so far and will work on areas that need to be improved. I am glad to be part of this challenging experience.

I commit myself to work hard in ensuring sustainability of the organization by enhancing a stronger management foundation and promoting and nurturing young cadres for future conservation missions.

I would like to thank the members of the WWF-Indonesia's Board of Trustees who have given me their mandate to lead the wonderful staff in this exciting organization. I would like to greet all WWF-Indonesia staff and hope our communication will always be open to ensure our mission is achieved in the best possible way. To all distinguished WWF-Indonesia supporters, individuals and institutions, it is a great moment to meet you and have your trust in me. We will work together to protect nature for the well-being of present and future generations.

Efransjah

Chief Executive Officer, WWF-Indonesia



GREATER SUPPORT, BETTER SINERGY

Our expanding conservation agenda in indonesia is a reflection of national and global recognition of the importance of indonesia to preserve its incredible biodiversity through protecting its tropical forests and coral reefs as well as the recognition of the role indonesia could and should play in mitigating the impact of global climate change.



We have seen our program grow into more sites throughout Indonesia and we are now working from more than 25 offices in the country on a wide variety of conservation issues. Our engagements with the communities, public, corporate and government require us to provide support and innovative solutions to conservation, sustainable management of natural resources and sustainable development.

We are very proud and honoured to have more than thirteen thousand individuals supporting us by donating regularly every month. This support is such an important signal from our supporters that Yayasan WWF Indonesia is truly a national organization fighting for conservation issues important to the Indonesian public.

Besides the supporters, throughout this year tens of thousands of individuals have participated one way or another in events organized by WWF, Think of the global climate campaign "Earth Hour" when more and more individuals in Indonesia turned off their lights for one hour. Also the Year of Tiger (YOT) campaign and the 'green life style' campaign attracted many participants.



Besides the interest, support and participation of the public in environmental issues there is a growing interest and commitment from private sector and government. The recognition that 'Business as Usual' is not an option when we want to avoid further degradation of the planet's resources and biodiversity many ideas and plans are prepared to develop low carbon or green economies. Private sector and government together with NGO's like WWF work on new ideas like Payment for Environmental Services and other incentive mechanisms for developing a green/low carbon economy.

In Papua, a multistakeholder-conference, "International Biodiversity Conference on Sustainable Development in Tanah Papua" has promoted the importance of social and cultural values in the management of natural resources in an effort to integrate development plans with the conservation of biodiversity in Papua.

Meanwhile, corporations also pledged higher support and commitment to practice green business and in order to bring these progressive companies together around biodiversity conservation WWF has set up a Corporate Club in April 2010.

WWF Indonesia will look for more innovative and inspiring collaborations with individuals, government and private sector to further develop and implement conservation and sustainable development solutions for Indonesia.



HIGHLIGHTS

Marketing and
Communications

Governance,
Community &
Corporate E
ngagement

Forest,
Freshwater and
Terrestrial Species
Programme

Papua Programme

Heart Of
Borneo Initiative

Marine and
Marine Species
Programme

Coral Triangle
Initiative

Climate
And Energy
Programme





WWF-INDONESIA

MARKETING AND COMMUNICATIONS

The FY 2009-2010 was an exciting year for the Marketing and Communication division. In terms of activities, WWF-Indonesia has managed to organise new initiatives which were unthinkable before. It also leveraged more awareness of conservation issues through public events that resulted in greater support from public, individuals, media and corporations.

15.000
THUMBPRINTS

voluntarily provided
during monumen
tanah airku

Along with the commemoration of Indonesia's Independence Day on 17th August 2009, "Monumen Tanah Airku" was successfully built from 64 canvas panels to form a giant map of Indonesia with 15000 thumbprints voluntarily provided by thousands of participants. Green thumbprints marked the country's islands, while the blue ones filled the sea and ocean.

Through the "Do Better for Earth" event in January 2010, WWF-Indonesia supporters walked for 3 km in Jakarta. Some of them even painted their body blue and green while carrying two big garbage bins as a symbol of better waste recycling practices. This event was recorded in the Museum of Records Indonesia (MURI) for the "Biggest Segregated Trash Container".

Another public event was held to commemorate the 2010 Earth Day, WWF-Indonesia collaborated with Ancol Taman Impian with the theme "Celebrating Earth Day, Let's Do Better For Earth." The participants had a great time cycling around Ancol and encouraging the public to practice a low carbon lifestyle.



Enlivening the climate change conference (COP 15) in Copenhagen in December 2009, WWF-Indonesia launched a videoclip titled; *Jika Bumi Bisa Bicara* (literally meaning 'If The Earth Could Talk' or commonly nicknamed JB3)" together with the composer-musicians Katon Bagaskara and Nugie.

The song was intended as a reflection on the environmental campaign in 2009 and 2010 on green lifestyle practices. Through this ring back tone the organization offered a popular reminder to every individual who wants to take part in conservation efforts.

In terms of supporters, WWF-Indonesia has marched into a new era with almost a thousand new supporters registering every month. In 2009-2010, WWF-Indonesia reached an important milestone. There are more than 13,300 regularly contributing members up to June 2010.

Meanwhile, endangered species conservation donation programs, such as Rhinocare and "Sahabat Harimau" (literally meaning "Friends of the Tigers") have received enormous support. Several thousands of supporters have given one-time donations that are being used to fund our tiger and rhino conservation activities in the field.

Supporters get updates and send feedbacks through websites and social media of WWF-Indonesia (mail lists, facebook and twitter). Meanwhile, WWF-Indonesia's Honorary Supporters, who come from lists, facebook and twitter). Meanwhile, WWF-Indonesia's



Honorary Supporters, who come from various backgrounds, are even more committed to help the organisation spread the conservation message. It is a really significant boost to public support since all honorary supporters are public figures.

In terms of building better synergy with corporations, WWF-Indonesia has facilitated the launch of a new platform where businesses can share their experiences and actively participate in the organisation's conservation activities. The launch of the "Corporate Club" in April 2010 has opened new opportunities for the private sector to engage with conservation.

Some companies have been involved in financing some of our activities. Hino Motor Corp, for example, donated a truck to serve as our mobile conservation education unit. The Panda Mobile, as it has been called, has proven an important asset in outreach to a wide audience at some public events and schools. Sari Ayu (Pt Martina Berto Tbk) made a significant financial contribution to support the Year of The Tiger campaign.

2010 CORPORATE CLUB

has opened new opportunities for the private sector to engage with conservation.



GIANT TRASH BIN

WWF-INDONESIA ACHIEVED MURI (INDONESIA RECORD MUSEUM) RECORD FOR ITS INITIATIVE CREATING TWO REPLICAS OF GIANT TRASH BIN AS SYMBOL OF ENVIRONMENTAL PROTECTION

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WWF-Indonesia will continue to increase its communication and outreach to the Indonesian public and corporate sector with innovative, informative and inviting initiatives that we hope will lead to growing individual and corporate commitments towards conservation in Indonesia.



PANDA MOBILE

THE SIX-WHEEL TRUCK WHICH IS MODIFIED FOR CAMPAIGN AND ENVIRONMENTAL EDUCATION ACTIVITIES, EQUIPPED WITH HUNDREDS OF ENVIRONMENTAL BOOKS AND MULTIMEDIA FACILITIES.

JB3

(JIKA BUMI BISA BICARA)
A BREAKTHROUGH IN CONSERVATION FUNDRAISING EFFORT USING RING BACK TONE OF AN EXCLUSIVE SONG CREATED BY RENOWNED MUSICIANS AND WWF-INDONESIA HONORARY SUPPORTERS NUGIE AND KATON.



WWF-INDONESIA



GOVERNANCE, COMMUNITY AND CORPORATE ENGAGEMENT

Advocating more accountability and sustainability in the management of natural corporate practices and lifestyles.

GCCE has helped our organization to deal more effectively with cross-cutting and global issues like footprint, economic markets and investments, pro-poor and pro-green development, and good governance of our natural capital. The complexity of issues, and the dramatic change in the scale of our interventions from site projects to landscape and regional levels, demand more investment in social and policy analysis, and intensification of our engagement in socio-economic, financial and governance aspects of conservation.

This is exemplified in the strategy for sustainable financing, focusing on the design and development of financing mechanisms for Sumatra, Papua, and Kalimantan.

Social analysis and integration resonate in the engagements of WWF-Indonesia to ensure that poverty and MDGs, good governance and human rights are appropriately addressed in our conservation agenda at local, island, and regional levels. In January 2010, WWF-Indonesia organized the first meeting of the Asia Regional Network in Bali. The expanding network can already count on the



participation of WWF-China, WWF-India, WWF-Indonesia, WWF-Malaysia, WWF-Nepal, WWF-Pakistan, WWF-Philippines and WWF-PNG. It aims to support national offices in the integration of social issues in conservation.

Policy and advocacy work have focused on how to reform natural resource management. In collaboration with a wide range of partners like the Indonesian Center for Environmental Law, the National Forestry Council (DKN), and the Indonesian Forum for Budget Transparency, WWF has actively participated in consultations to advocate change in conservation and forest management, and support capacity building exercises on pro-environment legislation. WWF has advanced sustainability in land use and principles for Responsible Cultivation Areas (RCA), and promoted identification of HCVF and carbon accounting baseline in the process of spatial planning.

The greening of corporate practices and lifestyles in WWF-Indonesia centered around: the WWF Green Office Programme with our Papua office as our first awarded Green Office; the Climate Savers programme on climate change mitigation and adaptation for the business sector by setting ambitious carbon emission reduction targets; NEWtrees, a program where companies finance for reforestation in severely damaged forest areas in WWF priority sites throughout Indonesia. To date, 689 hectares have been planted and tended for by communities, and monitored with the help of electronic tagging.

Ultimately, strong educational and awareness programs started at young age can help bring about those behavioral changes needed to lead greener and more sustainable lifestyles. Education for Sustainable Development (ESD) has targeted 10 districts in Borneo as well as Jakarta and marine sites for its activities with schools in 2010.



689 ha

have been planted and tended for by communities, and monitored with the help of electronic tagging.



WWF-INDONESIA



FOREST, FRESHWATER AND TERRESTRIAL SPECIES PROGRAMME

MORE SUPPORT TO SAVE SUMATRA NEEDED!

The forests of Sumatra are under great threats from forest land conversion. These forests provide the habitat to many endangered and protected iconic species like: Orangutan, Sumatran Tigers, Elephants and Rhino, while these forests provide countless services like water, carbon storage, livelihoods for communities, medicinal plants and biodiversity.

After years of relentless deforestation a critical commitment from the government in the form of “The Road Map for Saving Sumatra Ecosystem: Sumatra’s Vision 2010” was launched by four Indonesian Ministries and 10 Sumatran Governors on 11 May 2010.

There is a positive synergy between various institutions and organizations under the Sumatra Spatial Planning Forum (ForTRUST) in which WWF-Indonesia actively participates. This multi-stakeholder Forum helped draft the roadmap as well as supported the government efforts in socializing the document to all parties at all levels.



Orangutan, Sumatran Tigers, Elephants and Rhino, lives in Sumatra while the forests provide countless services like water, carbon storage, livelihoods for communities, medicinal plants and biodiversity.

The governors' agreement endorsed by the Ministry of Environment, Ministry of Public Works, Ministry of Forestry, and Ministry of Home Affairs specifies the ecosystem-based spatial plan, restoration of critical areas, and protection for high conservation value areas in Sumatra.

As an initial step to implement the plan, three provinces have been identified as demonstration sites: Riau, Jambi, and West Sumatra, also called the "Integrated RIMBA ecosystem." The four million hectare area, including the Bukit Barisan National Park, represents the high plant biodiversity of lowland, peat swamp and mountainous tropical rainforests.

To support the implementation of the roadmap, a non-profit organization to fundraise and manage funds called "Sumatra Sustainability Funds" (SSF) was established and launched on 22 June 2010.



THE YEAR OF TIGER CAMPAIGN

A global campaign was launched to raise attention and commitments to double the world's tiger population by 2022. This campaign coincided with the Year of the Tiger in the Chinese calendar. The global Year of Tiger campaign was launched on 14 February 2010 with the support of all 13 Tiger range states, i.e., 13 countries where Tiger habitat is still found, including Indonesia.

The tiger population keeps declining. The IUCN recently estimated a global tiger population between 3,000 and 5,000 animals. This means a reduction by more than 40 per cent in the number of tigers over the last decade. The tiger is one of WWF's flagship species.

The Sumatran tiger, one of the surviving six subspecies in the world today, is the only tiger species left in Indonesia. Its close relatives, the Javan and Balinese tigers have gone extinct. The Sumatran tiger is a national treasure and critically endangered. According to IUCN, there are only about 400 individuals left in the wild. The

declining population of the Sumatran tiger is due to habitat loss and poaching.

Internationally, the trade of tiger and its body parts is strictly prohibited. In some Asian countries tiger protection has become part of national conservation plans. However illegal trade of tiger products especially its skin, teeth and claws is reportedly still rampant.

As a warm up to the Year of Tiger campaign, WWF-Indonesia launched the Wonder Eyes project in Sumatra. The project, in collaboration with WWF-Japan and Wonder Eyes foundation, was initiated by Hikaru Nagatake. It is intended as a creative and educational activity for children between the ages of 6-16 years old through photography. Started in September 2009, it was conducted in Bukit Barisan Selatan NP and Tesso Nilo NP, both important conservation areas in Sumatra and habitat of tigers. The photos were exhibited during the Year of Tiger campaign.

400 

According to IUCN, there are only about 400 individuals harimau Sumatra left in the wild



MORE OIL PALM COMPANIES ADOPTING THE HCVF CONCEPT

As one of the founders of the Roundtable for Sustainable Palm Oil, WWF is actively working with the government, oil palm companies, local NGOs and smallholders to achieve compliance in RSPO's Principles and Criteria (P&C) as well as conserving High Conservation Value (HCV) areas.

The new draft spatial plan for West, East and Central Kalimantan provinces has incorporated principles of HCVF, especially in consideration of sustainable palm oil production. The provinces are now waiting for approval from the national government.

Central Kalimantan went a step further by drafting a policy on sustainable agriculture together with a multi-stakeholder panel of academics, NGOs and others. The draft will be tested in public consultations in 2011.

Three palm oil producers in the provinces of North Sumatra and three in Riau, Sumatra, agreed to adopt HCVF principles. An additional six companies showed interest in the HCVF process.

Together with the RSPO Indonesian Liaison Office (RILO), the Ministry of Agriculture and other NGOs, WWF-Indonesia carried out a Training of trainers (ToT) for regional facilitators in several provinces. These facilitators will later assist smallholders with the application of HCVF principles including how to deal with human-animal conflict in plantations. A number of Indonesia's threatened species habitats overlap with existing and proposed oil palm plantations.

3 PALM OIL PRODUCERS

in the provinces of North Sumatra and three in Riau, Sumatra, agreed to adopt HCVF principles.

BETTER CONCESSION MANAGEMENT FOR CONSERVING ORANG-UTAN HABITAT

Forests in Sumatra and Kalimantan are the remaining orangutan habitat in Indonesia. It is estimated that about 55,000 individuals live in Kalimantan forests today.

In collaboration with Betung Kerihun National Park (BKNP), WWF-Indonesia carried out a survey of orangutan habitat and population around BKNP. The survey found that there are currently about 1030 orang-utan in the BKNP area, of which 70 percent of this orangutan population is distributed in production forest areas.



WWF-Indonesia has received a commitment from a forest concession company to implement orangutan conservation principles. A concession of PT Suka Jaya Makmur, operating at the border between West and Central Kalimantan provinces agreed not to harm orang-utans within their concessions.

FIGHTING FOREST FIRES

By mid-2010, the annual number of hotspots in Indonesia has decreased significantly compared to the average annual numbers for the 2006-2009 period. However, human factors still play a role in the occasional recurring of forest and land fires.

WWF-Indonesia facilitated the development of local government regulation to reduce fires in East Kalimantan Province. The local parliament has endorsed the forest fire regulations. Meanwhile, six community groups around Sebangau National Park (Central Kalimantan) were trained in fire extinguishing skills and reporting procedures in case of fires in collaboration with Sebangau NP management authority. In Danau Sentarum NP, West Kalimantan, WWF-Indonesia with local stakeholders engaged in facilitation of four

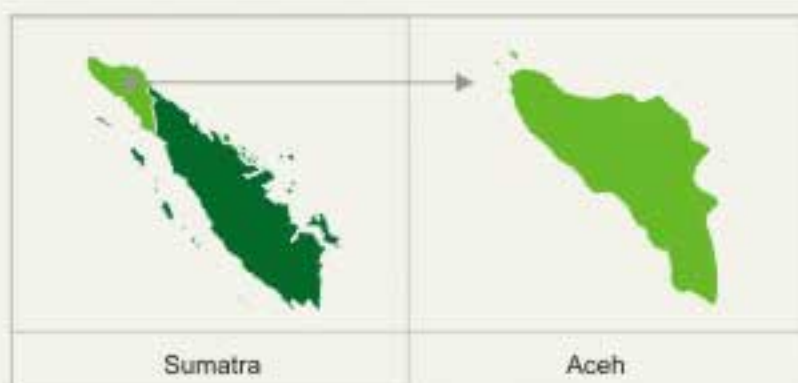


community groups around the lake to promote sustainable agriculture and increase their awareness with regard to fire prevention.

ACEH

In a collaboration with the American Red Cross (ARC) and UMCOR (United Methodist Church Organization and Relief), WWF-Indonesia has focused its program on sustainable environmental management principles; the establishment of a community watershed forum in the Krueng Sabee area; the development of nursery plots as well as the identification of degraded areas surrounding Krueng Sabee watershed.

After Aceh Jaya district approved a decree supporting Krueng Sabee Watershed Forum in May 2009, the forum developed a strategic plan and collaborative program in June 2010. It was approved by the Head of District in July 2010.



The restoration programme on degraded areas has involved the stakeholders in the district including Watershed Forum, local leaders, school children, government officials, and ARC staff. Approximately 12,500 trees were planted on 17 hectares of degraded land in five areas, as the first restoration step. As a result, the Forum in collaboration with the local government and a Water Supply Company agreed to continue restoration activities.

ESTABLISHING A PILOT PROJECT FOR PES

As a member of the task force established by Aceh's Environmental Impact Monitoring Agency (BAPEDALDA), WWF-Indonesia played a significant role in developing the Payment for Environmental Services (PES) policy.

One important document produced by the project is the Peusangan watershed strategic plan, which has been signed by all stakeholders. The task force conducted a public consultation through media and workshops. The feedback was positive with most stakeholders supporting the PES policy and providing additional input to enrich the policy.

The Aceh Governor is expected to sign the MOU for five districts in the Krueng Peusangan watershed in September 2010.

THE GREEN COAST PROJECT

Under the Green Coast Project framework supported by Oxfam Novib, WWF-Indonesia has collaborated with Wetlands International Indonesia Program to rehabilitate coastal areas of Aceh.

Under the Green Coast Project framework supported by Oxfam Novib, WWF-Indonesia has collaborated with Wetlands International Indonesia Program to rehabilitate coastal areas of Aceh. The project aims to restore coastal ecosystems and improve the livelihoods of environment-dependent communities. From July 2009 to June 2010, WWF focused on maintaining and expanding mangroves and other coastal vegetation areas with community groups through the KUALA network (Coalition of Aceh Seas Advocacy Network).



WWF-INDONESIA



**PAPUA :
THE START OF
A JOURNEY
TOWARDS
SUSTAINABLE
DEVELOPMENT**

PAPUA PROGRAMME

A three-day conference, "International Biodiversity Conference on Sustainable Development in Tanah Papua" on 12 November 2009 in Jayapura, represented a great step forward towards the formulation of a sustainable development vision for Papua. It brought together hundreds of national and international scientists, as well as local stakeholders, to share best practices and knowledge in an effort to integrate conservation of biodiversity, social and cultural values and natural resources in Papua's development plans.

The conference gathered important information on conservation, the utilization of biodiversity in social-economic development, and cultural values of indigenous people in Papua from various sources in order to develop strategies for the utilization of ecosystem services, non-timber products and community-based sustainable forest management.

As the outcome of the conference, it is expected that within one year, a sustainable development vision for Papua will be finalized and endorsed by stakeholders and will be legalised by the Parliaments of Papua.



MAPPING FOR GOOD AND SUSTAINABLE LAND USE

Participatory mapping of the land and resources of nine sub-groups of the Malind Anim ethnic group which was conducted by WWF-Indonesia in a collaboration with local communities in 2006, had become an important recommendation to the government in Merauke for finalizing the district spatial plan.

Besides the communities' maps which outline critical areas of livelihood sources and sacred places, WWF-Indonesia has also successfully assisted the government in mainstreaming ecological concerns into Merauke district planning, such as areas with high biodiversity, flagship species home range, environmental services and watershed areas. The four main watershed areas were included in the spatial plan document.

On 26 May 2010, the spatial plan document and regional regulation draft (Raperda) of Merauke District was reviewed by The National Spatial Planning Coordination Board (BKTRN). It is expected to be approved by the District Legislative Assembly (DPRD).

Beside Merauke, WWF has also provided significant input in the spatial planning process of the Mappi and Asmat Districts. With Dutch government financial support, in February 2010, WWF-Indonesia completed the participatory mapping of communities' important areas for eight sub-groups in Mappi and Asmat.



WWF-INDONESIA



**A NEW POLICY
FRAMEWORK FOR
HEART OF BORNEO**

**ENGAGE ONE,
GET TWO MORE!**

HEART OF BORNEO INITIATIVE

Building on the much celebrated success of the HoB Declaration in 2007, the Trilateral HoB Plan in 2008 and Indonesia's HoB National Strategy in 2009, the HoB is about to become one of Indonesia's newest national strategic area (Kawasan Strategis Nasional/KSN). Under a Presidential Regulation, the KSN will become the guiding policy framework, ensuring the implementation of the Heart of Borneo National Strategy. WWF is working directly with the Department of Public Works to complete the new policy framework.

In West Kalimantan, orangutan campaigns for school students reached not only the students but also their teachers and parents. WWF-Indonesia West Kalimantan mobilized a series of campaign events for primary and high school students in remote villages in Kapuas Hulu District. Awareness raising at the grass root level during 2009 and 2010 by WWF-Indonesia West Kalimantan Program included a series of workshops and activities aimed at orangutan protection. Targeting government, students and local communities, from towns all the way to remote villages.

One workshop organized in collaboration with the local Ministry of Forestry Office (BKSDA) in December 2009, addressed the need to further support the

development of a wildlife corridor that links two fragmented orangutan populations in the Betung Kerihun and Danau Sentarum national parks. This work includes identifying sustainable livelihood schemes that will complement orangutan habitat protection.

Today, our WWF team in West Kalimantan works with communities on a forest restoration program in the corridor, not only planting trees for orangutan food but also economic-valuable trees such as rubber to support communities livelihood.

NEW CONSERVATION COMMITMENTS IN CENTRAL KALIMANTAN

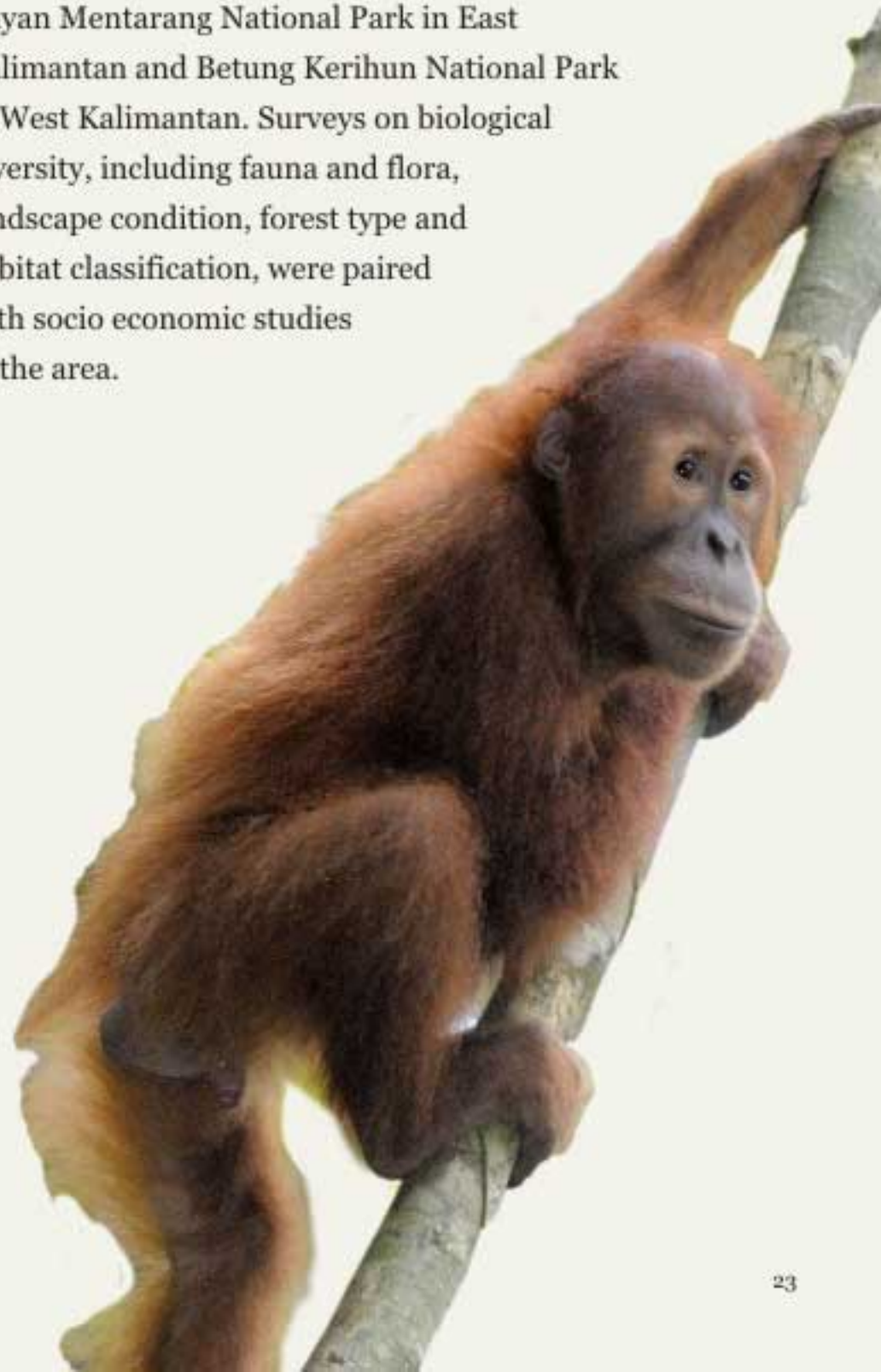
In Central Kalimantan, local government, parliament members and local communities have established the formal process to define Gunung Lumut in Barito Utara District as a national park.

In Central Kalimantan, local government, parliament members and local communities have established the formal process to define Gunung Lumut in Barito Utara District as a national park. In October 2009 the local parliament announced its support and this was followed by the Bupati of Barito Utara District announcing his formal support in November 2010. WWF-Indonesia and the Heart of Borneo working group are facilitating series of meetings and discussions to confirm the commitments for this new conservation area. Situated in the Muller mountain range area, Gunung Lumut is endorsed by the Indonesian Institute of Science (LIPI) as a potential biosphere reserve. Gunung Lumut covers 32,000 hectares bordering Barito Utara District and Kutai Barat District in East Kalimantan.

With the Ministry of Culture and Tourism's commitment to develop Heart of Borneo as a community-based ecotourism destination, a pilot site in Danau Sentarum National Park was established. Local government agencies made "Heart of Borneo" the tagline and main destination of "Visit West Kalimantan Year 2010".

CORRIDOR OF LIFE

In East Kalimantan, biodiversity surveys in Long Pahangai and Long Apari, Kutai Barat District, were conducted during 2009-2010. The surveys are providing a strong scientific basis for development of the wildlife corridor linking Kayan Mentarang National Park in East Kalimantan and Betung Kerihun National Park in West Kalimantan. Surveys on biological diversity, including fauna and flora, landscape condition, forest type and habitat classification, were paired with socio economic studies in the area.





+400,000 Ha

over 400,000 hectares of forest concessions in or on the boundary of HoB have joined partner The Borneo Initiative's (TBI) program to become FSC-certified



MORE SUSTAINABLY MANAGED FORESTS IN THE HEART OF BORNEO

The Global Forest and Trade Network works with three new concessions on achieving FSC certification. These concessions overlap with Orangutan habitat and are situated on the boundary of the Heart of Borneo. Also since mid-2010, over 400,000 hectares of forest concessions in or on the boundary of HoB have joined partner The Borneo Initiative's (TBI) program to become FSC-certified. WWF is working closely with PT Suka Jaya Makmur to develop a new management plan for its concession located in West Kalimantan (171,340 hectares) which has an estimated 500 orangutans (*Pongo pygmaeus wurmbii*).

COMMUNITY AND CULTURE

In July 2010, for the first time FORMADAT (Alliance of the Indigenous Peoples of Highlands of Borneo), joined the World Rainforest Music Festival in Sarawak, Malaysia. FORMADAT representatives gave several music performances and presented Green and Fair products which are produced from the highlands. It is planned that FORMADAT will regularly participate in this annual event.

SUSTAINABLE FINANCING

The 'HoB Sustainable Financing Feasability Options' assessment was completed in collaboration with the three HoB governments. The report was presented by WWF at the 4th HoB Trilateral Summit, whereby the three HoB governments requested WWF to continue its support to advancing the sustainable financing work. Under the National HoB Working Group, the Indonesian government has taken major steps to value and mainstream natural capital in order to create ecosystem based long-term financing. Together with WWF the Government of Indonesia also began innovative mapping of key ecosystem services and values within the Heart of Borneo. The outputs are being used to develop Indonesia's new National Strategic Area designation for HoB. The first-ever HoB Development Partners Roundtable was held jointly with the Government of Indonesia and 12 donor agencies in July.



WWF-INDONESIA



SEAFOOD SAVERS:
A STEP CLOSER TO
BEST PRACTICES
FOR SUSTAINABLE
FISHERIES

MARINE PROGRAME

Successful conservation efforts depend on integrated commitment from many parties - government, business sector, and public – to reduce as much ecological footprint as possible. In order to strengthen business sector's commitment for best practices in sustainable fisheries WWF-Indonesia established the Seafood Savers initiative in 2009.

It is a forum where financial institutions, seafood producers and retailers are encouraged to do business differently to reach the gold standard of sustainability from the Marine Stewardship Council (MSC) or Aquaculture Stewardship Council (ASC). WWF's role is to encourage and guide Seafood Savers' members to obtain the certificate.

The general objective of Seafood Savers is to create collaboration and collective action in the corporate sector to achieve sustainable fisheries.

Specifically, Seafood Savers has five goals:

1. Advocating and supporting companies to implement sustainable practices in fisheries;
2. Assisting companies that aspire to achieve MSC/ASC certification;
3. Facilitating information exchange among members with regard to sustainable fisheries;
4. bridging initiatives between producers and buyers of sustainable seafood products;
5. Recognizing companies who have made improvements through the assessment program developed by WWF.

Today, Seafood Savers has eight members in two categories: conditioning phase and identification phase, with several other members in the Letter of Intent phase. While the journey to market reform is a long one, Seafood Savers can bring us a step closer to reach our destination.



KOMUNTO: LOCAL WISDOM GOES INTERNATIONAL

KOMUNTO - Komunitas Nelayan Tomia (Tomia Fishermen Community) - was founded on Tomia Island on 15 September 2006. It is one of four fishermen fora which exist in Wakatobi National Park. Wakatobi itself is a part of The Coral Triangle - the most biodiverse marine area in the world.

For generations, local fishermen of Wakatobi apply traditional wisdom with regard to sustainable utilization of fisheries. By using a combination of their experience and knowledge of the local area, KOMUNTO members monitor the Marine Protected Area (MPA) and are actively involved in guarding its sustainability. In addition to re-mapping and re-zoning the MPA, they have become leading agents of change in socializing sustainable fisheries practices to a wider community. KOMUNTO works with local communities to identify solutions to the challenges of reduced catch sizes, bleached coral reefs, instability in fish prices, and poor resource governance.

Since 2006, KOMUNTO has established three fish banks in Onemay and Waha villages. The three areas have been declared as no-catch zones where extractive activities are prohibited. The agreement is based on a common understanding and unwritten law, and social sanctions apply for offenders. The no-catch zones are fish spawning areas and important for food security and the livelihoods of local fisherfolks. Since the establishment of the fish banks, fish that had disappeared from these waters such as snappers, groupers and dogtooth tuna, are coming back.



35%

Between 2004 and 2007,
Indonesia's shrimp production
has increased by up to 35%
per year



PROMOTING SUSTAINABLE SHRIMP FARMING

A survey on consumers' seafood consumption habits conducted by WWF-Indonesia shows that shrimp is the most popular seafood among Indonesians compared to other kind of seafood such as lobster, tuna, grouper and snapper.

A survey on consumers' seafood consumption habits conducted by WWF-Indonesia shows that shrimp is the most popular seafood among Indonesians compared to other kind of seafood such as lobster, tuna, grouper and snapper. In the export market, Indonesia is the second largest shrimp exporter to Japan and the fourth largest exporter to the United States. Between 2004 and 2007, Indonesia's shrimp production has increased by up to 35% per year, and in 2008 the production expanded to more than 400.000 tons per year.

The expansion of shrimp aquaculture in Indonesia has generated good income for residents but also caused environmental damages. One of the major concerns is the clearing of mangrove areas for shrimp aquaculture.

Globally, standards for responsible shrimp farming have been developed through The Shrimp Aquaculture Dialogue (ShAD). The standards, when applied, minimize the negative environmental and social impacts of shrimp farming.

WWF-Indonesia and the ShAD Global Steering Committee (GSC), supported by the Ministry of Marine Affairs and Fisheries, hosted the first two days of a total 60-day public consultation period to socialize the standards. This meeting was attended by 96 people. There were large- and small-scale shrimp producers, academics, representatives from food companies and social /environmental groups. Ten countries were represented, mainly from Southeast Asia.



WWF-INDONESIA



**FORGING STRONGER
PRIVATE SECTOR
TIES IN THE CORAL
TRIANGLE**

CORAL TRIANGLE INITIATIVE

WWF's work in the Coral Triangle in the past year focused on building stronger engagements with the private sector on different levels, creating win-win solutions in conserving this region's valuable marine resources while helping sustain the thousands of businesses and livelihoods that depend on such resources.

The business relationships WWF has built on the ground in different countries came together in two newly created regional platforms: the Coral Triangle Initiative Business Summit and the Coral Triangle Fishers Forum.

WWF's Coral Triangle Programme started 2010 with the Coral Triangle Initiative Business Summit in Manila, where business and policy leaders from across Asia and the Pacific identified opportunities for more sustainable growth in this world's most diverse marine environment. Organized by the Philippine Government and WWF, the Summit opened networking opportunities for key



2010 CORAL TRIANGLE

WWF's Coral Triangle Programme started 2010 with the Coral Triangle Initiative Business Summit in Manila

sectors in the Coral Triangle interested in reducing their ecological footprint and provided a platform for financial support and investment for businesses willing to commit to sustainability and green growth. Seafood, travel and tourism businesses in the Coral Triangle also drafted a set of industry statements outlining a shared intention to reduce the impact of their trade on the world's most important marine region.

Six months later, WWF co-organized with the Indonesian Government an unprecedented Coral Triangle Fishers Forum, where large fishing companies and small-scale fisherfolk in the Coral Triangle, together with fisheries experts and relevant government agencies gathered for the first time to collaboratively address some of the challenges plaguing this region's fishing industry, particularly the problem of bycatch. More than 50 percent of the participants were fishers from the Coral Triangle region who discussed ways to adopt better fishing practices through market-based partnerships that respond to rising demand for more responsibly-caught seafood. All participants also supported a shared communiqué at the end of the 3 day meetings.

These two new regional platforms, aimed at transforming business practices in the Coral Triangle will help advance WWF's national work on the ground.

60+
EARTH
HOUR

Earth Hour is WWF biggest
campaign in the world that
invite people to make a
difference





CLIMATE AND ENERGY PROGRAM

Forest conversion and degradation has been recognized as a major source of Greenhouse Gasses (GHG) emissions in Indonesia. Several studies have suggested that forest degradation may contribute up to 20 percent of total global emissions. Hence, international climate negotiators have fought to seal a global deal which accommodates the importance to save the forests for combating climate change, which was not previously mentioned specifically in the Kyoto Protocol.

The 15th COP of the UNFCCC held on 7-18 December 2009, in Copenhagen, Denmark has brought the spotlight on forests, forestry, and REDD (Reducing Emissions from Deforestation and Degradation). Although there was no legally binding global agreement agreed, some 40 countries had developed their own national REDD strategies and policies by 2009. At the national level, the Indonesian government has also recognised the importance of REDD and WWF-Indonesia coordinates with the relevant ministries the development of several carbon projects. The areas for our REDD pilot projects are: Bukit Baka Bukit Raya National Park in West Kalimantan; Unurum Guay subdistrict in Jayapura; Tesso Nilo National Park in Riau; and Sebangau National Park in Central Kalimantan.

The activities in the pilot projects include: community mapping, High Conservation Value Forest (HCVF) analysis, socio, economic, and governance profiling, as well as carbon stock estimations. In addition, WWF is also assessing the overall potential to develop carbon projects in the areas, and what specific locations will meet the Voluntary Carbon Standard (VCS) regulatory requirements and have the potential to produce significant carbon credits.

Currently, WWF is preparing to start a similar project in Kutai Barat, East Kalimantan. This district is situated between Kayan Mentarang NP, Betung Kerihun NP and Muller-Schwanner mountain areas in the Heart of Borneo, and therefore it will serve as a key wildlife corridor.





65%

THE TOTAL GLOBAL CO₂ EMISSIONS WHICH
COME FROM THE ENERGY SECTOR IS 65%
AND THE REST 24% IS COME FROM
ELECTRIC POWER GENERATION



2100

UP TO YEAR 2100, AN INCREASE
OF AVERAGE EARTH TEMPERATURE
ESTIMATED TO OCCUR REACHES
BETWEEN 1.4 DEGREES CELSIUS UP
TO 6.3 DEGREES CELSIUS.

2 DEGREES CELSIUS INCREASE IN
TEMPERATURE CAN ACCELERATE
THE EXTINCTION OF LIVING
CREATURES THAT HAVE LOW
ADAPTING CAPABILITIES, ESPECIALLY
IN POLAR AREAS AND THE TROPICS.



THE WWF INDONESIA FOUNDATION

STATEMENTS OF FINANCIAL

THE WWF INDONESIA FOUNDATION
STATEMENTS OF FINANCIAL POSITION
JUNE 30, 2010 and 2009

	Audited 2010 Rp	Audited 2009 Rp
ASSETS		
CURRENT ASSETS		
Cash and cash equivalents	32.585.180.961	38.218.074.329
Project funds	7.320.622.096	5.164.529.852
Accounts receivable from donors	1.733.864.774	9.187.364.909
Inventories	0	196.530.215
Prepaid Expenses	42.688.000	27.223.195
Other current assets	2.297.466.917	2.335.593.330
Total Current Assets	43.979.822.748	55.129.315.830
NONCURRENT ASSETS		
Restricted cash in bank	8.541.642.879	6.254.139.006
Property and equipment-net of accumulated depreciation of Rp 12,126,834,211 in 2010 and Rp 7,558,596,177 in 2009	18.359.742.285	12.798.341.240
Total Noncurrent Assets	26.901.385.164	19.052.480.246
TOTAL ASSETS	70.881.207.912	74.181.796.076
LIABILITIES AND NET ASSETS		
CURRENT LIABILITIES		
Accounts payable	493.979.359	574.138.999
Taxes payable	2.171.486.574	2.475.948.467
Accrued expenses	29.144.666.342	23.834.066.463
Unearned Revenues	0	2.864.330.800
Total Current Liabilities	31.810.132.275	29.748.484.729
NET ASSETS		
Unrestricted	7.934.839.506	14.145.445.806
Restricted	31.136.236.131	30.287.865.541
Total Net Assets	39.071.075.637	44.433.311.347
TOTAL LIABILITIES AND NET ASSETS	70.881.207.912	74.181.796.076

FOR THE YEARS ENDED
JUNE 30, 2010 AND 2009



THE WWF INDONESIA FOUNDATION STATEMENTS OF ACTIVITIES

FOR THE YEARS ENDED
JUNE 30, 2010 AND 2009

THE WWF INDONESIA FOUNDATION STATEMENTS OF ACTIVITIES FOR THE YEARS ENDED JUNE 30, 2010 AND 2009

	Audited 2010			Audited 2009		
	Restricted Rp	Unrestricted Rp	Total Rp	Restricted Rp	Unrestricted Rp	Total Rp
REVENUES, GAINS AND OTHER SUPPORT						
Donations	164.477.922.965	1.757.507.579	166.235.430.544	166.461.085.573	4.840.752.353	171.301.837.926
Interest income	-	643.024.243	643.024.243	-	724.091.389	724.091.389
Others	18.947.900	13.658.968.995	13.677.916.895	172.018.830	8.367.719.212	8.539.738.042
Total Revenues	164.496.870.865	16.059.500.816	180.556.371.682	166.633.104.403	13.932.562.954	180.565.667.357
EXPENSES						
Project staff costs	52.400.036.418		52.400.036.418	40.900.777.142		40.900.777.142
Grants to non-WWF entities	21.613.140.854	229.930.000	21.843.070.854	24.240.895.697	83.469.600	24.324.365.297
Office operating costs	13.866.981.066	6.342.775.102	20.209.756.169	10.057.713.986	11.472.070.727	21.529.784.713
Meetings and conferences	15.792.131.362	1.026.486.496	16.818.617.857	15.016.913.393	878.051.327	15.894.964.720
Professional fees	16.408.547.757	7.458.601.328	23.867.149.085	12.596.740.633	1.236.987.858	13.833.728.491
Education and training	12.473.428.305	213.200.726	12.686.629.031	11.619.287.757	349.670.135	11.968.957.892
Travel and subsistence	12.519.552.782	593.129.463	13.112.682.245	11.098.637.218	856.383.749	11.955.020.967
Field costs	7.558.087.251		7.558.087.251	6.275.595.053		6.275.595.053
Printing and publication	2.480.212.067	2.428.579.498	4.908.791.565	3.224.791.989	907.334.500	4.132.126.489
Depreciation	4.645.768.034		4.645.768.034	2.815.859.815		2.815.859.815
Vehicle and equipment	2.395.480.532		2.395.480.532	1.939.003.745	887.500	1.939.891.245
Non-project staff costs	1.011.676.340		1.011.676.340	1.220.864.006	57.441.723	1.278.305.729
Audio/Video production	483.457.507		483.457.507	288.853.957	41.196.564	330.050.521
Foreign exchange loss - net		3.977.404.504	3.977.404.504	-	2.569.262.711	2.569.262.711
Total Expenses	163.648.500.275	22.270.107.117	185.918.607.392	141.295.934.391	18.452.756.394	159.748.690.785
NET INCREASE (DECREASE) IN NET ASSETS	848.370.590	(6.210.606.300)	(5.362.235.710)	25.337.170.012	(4.520.193.440)	20.816.976.572
NET ASSETS AT BEGINNING OF YEAR	30.287.865.541	14.145.445.806	44.433.311.347	4.950.695.529	18.665.639.246	23.616.334.775
NET ASSETS AT END OF YEAR	31.136.236.131	7.934.839.506	39.071.075.637	30.287.865.541	14.145.445.806	44.433.311.347

See accompanying notes to the financial statements which are an integral part of financial statements



THE WWF INDONESIA FOUNDATION

STATEMENTS OF CASH FLOW

THE WWF INDONESIA FOUNDATION
STATEMENTS OF FINANCIAL POSITION
JUNE 30, 2010 and 2009

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TOTAL LIABILITIES AND NET ASSETS	70.881.207.912	74.181.796.076

Catatan:

Laporan Keuangan Yayasan WWF Indonesia untuk periode 1 Juli 2009 – 30 Juni 2010 telah diaudit oleh Kantor Akuntan Publik Osman Bing Satrio & Rekan, member of Deloitte Touche Tohmatsu Limited menyatakan pendapat pada laporan audit/opini per tanggal 20 Juni 2011 dengan pendapat WAJAR (Fairly).

FOR THE YEARS ENDED
JUNE 30, 2010 AND 2009



PARTNER IN CONSERVATION

WE WOULD LIKE TO EXTEND OUR GRATITUDE TO ALL OUR PARTNERS IN CONSERVATION:

GOVERNMENT, UNIVERSITY, AND RESEARCH INSTITUTION PARTNERS

- Government of Brunei Darussalam
- Government of Malaysia
- Ministry of Agriculture
- Ministry of Culture & Tourism
- Ministry of Home Affairs
- Ministry of Finance
- Ministry of Foreign Affairs
- Ministry of Forestry
- Ministry of Marine Affairs and Fisheries
- Ministry of Public Works
- Ministry of Trade and Industry
- State Ministry for the Environment
- Coordinating Ministry for the Economy
- Coordinating Ministry for Political, Legal and Security Affairs
- National Development Planning Board (BAPPENAS)
- National Institute of Sciences (LIPI)
- National Spatial Planning Coordination Board (BKPRN)
- Bogor Agricultural University (IPB)
- Columbia University
- Gadjah Mada University
- Mulawarman University (Unmul)
- Nusa Cendana University (UNDANA) Kupang
- Pasundan University – Research Center for Food Technology and Industry
- Sam Ratulangi University
- Sorong Fisheries Academy (APSOR)
- Tanjungpura University
- Udayana University
- University of Indonesia
- University of Lampung (Unila)
- University of Mataram
- University of Papua
- Provincial and District Governments in all WWF-Indonesia work sites

FUNDING PARTNERS

- American Red Cross
- Australian Center for International Agricultural Research (ACIAR)
- Asian Rhino Conservation Program (ARCP)
- BMZ - Federal Ministry for Economic Co-operation and Development of Germany
- British Embassy
- Canadian International Development Agency (CIDA)
- Danish International Development Agency (Danida)
- Department for International Development (DFID)
- Critical Ecosystem Partnership Fund (CEPF)
- Department for International Development (DFID)

- Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ)
- Directorate General for Internationale Samenwerking (DGIS - Netherlands)
- DiStefano
- Dr. Goetz – Germany
- European Union (EU)
- Finnish Ministry of Foreign Affairs
- Ford Foundation
- HORNBACH-Baumarkt AG and Deutsche Investitions-und Entwicklungsgesellschaft (DEG)
- IKANO Private Ltd.
- International Rhino Foundation (IRF)
- International Red Cross (US)
- IUCN Forest Conservation Programme
- JP Morgan Chase
- Ministry of Foreign Affairs, Environmental and Water Department, The Hague, The Netherlands
- National Geographic
- National Oceanic & Atmospheric Administration (NOAA)
- Nationale Postcode Loterij, Amsterdam, The Netherlands
- Sall Foundation, USA
- Savcor Indufor Oy, Finland
- Seacology Foundation
- Standard Chartered Bank
- Swedish International Development Cooperation Agency (SIDA)
- Tahija Foundation
- The David and Lucille Packard Foundation (USA)
- The Hongkong and Shanghai Bank Corporation (HSBC)
- The European Union (EU)
- The Nature Conservancy (TNC)
- Standard Chartered Bank
- Swedish International Development Cooperation Agency (SIDA)
- Tahija Foundation
- The David and Lucille Packard Foundation (USA)
- The Hongkong and Shanghai Bank Corporation (HSBC)
- The European Union (EU)
- The Nature Conservancy (TNC)
- TRAFFIC South East Asia

- United Nations Development Programme (UNDP)
- United Nations Economic and Social Commission for Asia and the Pacific (ESCAP)
- USAID
- US Fish and Wildlife Service (USFWS)
- Walton Foundation
- Wetlands International
- Western Pacific Regional Fishery Management Council (WPRFMC)
- World Agroforestry Center (ICRAF)
- WWF-Australia
- WWF-Austria
- WWF-Denmark
- WWF-Finland
- WWF-France
- WWF-Germany
- WWF International
- WWF-Italy
- WWF-Japan
- WWF-Netherlands
- WWF Philippines
- WWF-Singapore
- WWF-South Pacific Program Office (SPPO)
- WWF-Sweden
- WWF-Switzerland
- WWF-United Kingdom
- WWF-United States
- World Bank



1962

WWF starts working in Indonesia in 1962. Currently, WWF-Indonesia has 27 field offices



PROGRAM PARTNERS

- USAID/ACCESS
- MAN (Indonesian Indigenous People Alliance)
- ARuPA
- Asian Rhino and Elephant Action Strategy (AREAS)
- Biotrop
- Borneo Orangutan Survival (BOS) Foundation
- Conservation International Indonesia
- Care Indonesia
- Center for International Forestry Research (CIFOR)
- Dana Mitra Lingkungan
- Equinox Publishing
- Forest Stewardship Council (FSC)
- Forum for Sumatra Spatial Planning (For TRUST)
- Forum for Indonesian Elephant Conservation (FKGI)
- Forum Komunikasi Penyelamatan Hukum Lampung (FKPHL)
- Great Barrier Reef Marine Park Authority
- Global Coral Reef Monitoring Network
- Global Forestry Services (GFS)
- Indonesian Ecolabeling Institute (LEI)
- Indonesian Ecotourism Network (INDECON)
- Indonesia International Rural and Agricultural Development Foundation (INIRADEF)
- Indonesian Media Networks
- Indonesian Palm Oil Commission (IPOC)
- Indonesian Tuna Longline Association
- Indonesian Tuna Association
- Indonesian Working Group on Forest Finance (IWGFF)
- International Finance Corporation (IFC) Pensa
- Islamic Foundation for Ecology and Environmental Science (IFEES)
- IKEA
- JIKALAHARI
- JKTI (Indonesian Traditional Wisdom Network) West Kalimantan Region
- Kanume Tribal Council
- Komnasko Laut
- KOMPAKH (local tour operator), Kapuas Hulu, West Kalimantan
- KUALA (Koalisi Untuk Advokasi Laut Aceh)
- Lavazza SpA
- Lembaga Pengembangan dan Pemberdayaan Kerjasama Antar Daerah (LEKAD)
- Lembaga Pendidikan dan Pemberdayaan Masyarakat (LPPM), Pontianak
- Malind Anim Tribal Council in Merauke
- Lembaga Pengembangan dan Pemberdayaan Kerjasama Antar Daerah (LEKAD)
- Lembaga Pendidikan dan Pemberdayaan Masyarakat (LPPM), Pontianak



- Malind Anim Tribal Council in Merauke
 - National Forestry Council (DKN)
 - National Geographic Indonesia
 - National Park Management Authorities in all WWF-Indonesia work sites
 - Nokia Pte Ltd Representative Office in Indonesia
 - PT. Federal International Finance
 - PT. Surya Palace jaya
 - PERSEPSI
 - Papuan Traditional Council
 - Parisadha Hindu Dharma
 - Photovoices (USA)
 - PRCF Indonesia, West Kalimantan
 - PT Sucofindo
 - PT Rata Timber
 - PUSPIC - UGM
 - Rain Forest Alliance-Smart Wood
 - Ranch Market
 - Reef Check Indonesia Network
 - Roundtable on Sustainable Palm Oil (RSPO)
 - Sawit Watch
 - SHK-Kalbar
 - SHK-Kaltim
 - School of Environmental Conservation and Ecotourism Management (SECEM)
 - Tesso Nillo Community Forum
 - The Nature Conservancy (TNC)
 - The World Bank-IFC
 - Tropenbos International
 - Tropical Forest Foundation (TFF)
 - Walhi (Friends of the Earth)
 - World Fish Center
 - Yayasan Badak Indonesia (YABI)
 - Yayasan Dian Tama, West Kalimantan
 - Yayasan Lestari, North Sulawesi
 - Yayasan Padhi, Nanggroe Aceh Darussalam
 - Yayasan Pilang
 - Yayasan RASI, East Kalimantan
 - Yayasan Riak Bumi, West Kalimantan
 - Yayasan Terangi
 - Yayasan Tesso Nillo, Riau
 - Yayasan Titian, West Kalimantan
 - Yayasan TAKA
 - Yayasan Watala, Lampung
 - Yeinan Tribal Council
 - Yull Bule Gebze, Tribal Leader of Malind
 - rivate sectors partners
 - Media Networks
- and all our local partners and local communities that are working with WWF-Indonesia in all program locations

CORPORATE PARTNERS

- 21 Cineplex
 - Alila Hotel
 - Apartemen Aryaduta
 - Aston Denpasar
 - PT. Avon Kosmetik
 - BPLH DKI Jakarta
 - BCA
 - Bina Bangsa School
 - Blitz Megaplex
 - Centro Departemen Store
 - Citibank
 - PT. Coca Cola Indonesia
 - F1 Hotel, Menteng
 - Fish & Co. Restaurant
 - PT. Jaya Ancol Tbk.
 - Garuda Food
 - PT. Garuda Indonesia Tbk.
 - Garuda Food
 - PT. Garuda Indonesia Tbk.
 - Grand Sahid Jaya Hotel
 - Hard Rock Cafe
 - Hino
 - Initiative Project
 - Indonesia Siemens
 - Inresh Consulting
 - Kraft Food Inc.
 - Kuis Siapa Berani
 - PT. Martina Berto (Sari Ayu)
 - Majalah Bambini
 - Menshealth
 - Nestle Indonesia
 - Nokia
 - Pasific Place
 - Polygon
 - PT. Telkomsel
 - RS. Dharmais
 - Shangri-la Hotel
 - Sheraton Hotel
 - Sharp
 - SONY Ericsson
 - PT. Surya Boga Lestari (Ranch Market & Farmers Market)
 - Sushi Groove
 - Tempo
 - The Jungle, Bogor
 - Toyota Astra Motor
 - PT. Unilever Indonesia
 - PT. Excelcom Axiata
-

MARKETING PARTNERS:

- Balikpapan Trade Center
 - Binjai Mall. Medan
 - Botani Square, Bogor
 - Carrefour Group (Kali Rungkut-Sby, Citra Garden, Denpasar(Bali), Kebayoran)
 - Cibubur Junction
 - Ciputra Seraya Mall, Balikpapan
 - Deli Grand City
 - DP Mall, Semarang
 - Gajah Mada Plaza
 - Galeria Mal, Yogyakarta
 - Grand Indonesia
 - Gian Waru, Surabaya
 - Green Map
 - Istana Plaza, Bandung
 - Kelapa Gading Mal
 - Lembuswana Mal, Samarinda
 - Mal Artha Gading
 - Mal Taman Anggrek
 - Malang Town Square
 - Margo City Depok
 - National Geographic
 - Palembang Indah Mall
 - Paris Van Java, Bandung
 - Pasar Festival
 - Pejaten Village
 - Plaza Blok M
 - Plaza Senayan
 - Pluit Village
 - Pondok Indah Mall
 - Puri Indah Mall
 - Ratu Indah Mall, Makasar
 - Senayan City
 - SKA Mall, Pekanbaru
 - Sun Plaza, Medan
 - Soekarno-Hatta Airport
-

SCHOOL PARTNERS:

- Ade Irma School
- SD Lazuardi
- SMA Asisi
- SMAN 6
- SMAN 10
- SMAN 36
- SMAN 50
- SMAN 67
- SMAN 82
- SMKN 37
- SMKN 59
- Sekolah Tunas Muda
- Sevila International School
- Tarakanita
- Tiara Bangsa School

AD-AGENCY PARTNERS:

- Berakar
 - Hakuhodo Indonesia
 - JWT Indonesia
-

OUR HONORARY MEMBERS :

- Agustinus "Nugie" Nugraha
- Katon Bagaskara
- Christian Sugiono
- Davina
- Surya Saputra
- Nadine Chandrawinata
- Marcel Chandrawinata
- Mischa Chandrawinata
- Charles Bonar Sirait
- Eka "The Brandals"
- Jamaica Café



for a living planet®



WWF-Indonesia in numbers

1962

WWF starts in Indonesia in 1962 for Rhino Conservation in Ujung Kulon National Park

1961

WWF was founded in 1961

13.300

WWF-Indonesia has over 13.300 supporters



384

WWF-Indonesia has over 384 staffs nationwide

27

Currently, WWF-Indonesia has 27 field offices in 16 provinces



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

www.wwf.or.id