

**World Wide Fund for Nature (WWF)
Singapore
Annual Report (FY2012)**



FY2012 in review

CEO's remarks

As one of the world's largest independent conservation organisations, the World Wide Fund for Nature (WWF) is focused on its mission – to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature. With the support of five million people in more than 100 countries, WWF champions conservation of the world's biodiversity, ensures the sustainable use of natural resources and promotes the reduction of pollution and waste.

Since the establishment of the WWF-Singapore office six years ago, we have been raising corporate and public awareness on conservation issues. WWF-Singapore was able to build upon the generous support from everyone concerned about the environment, for both people and nature, using an integrated and strategic approach that reached out to all levels of the Singapore community.

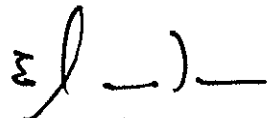
This approach started small, but has since seen very encouraging results. Earth Hour 2012 was a good example. The world's largest environmental movement received the highest level of support since its inception in Singapore in 2009. WWF-Singapore saw more than 6,000 participants gathered at Ngee Ann City for the official Lights-Out celebration, and over 400 organisations pledging their support, from switching off their lights to proactively engaging staff, customers and other stakeholders in various initiatives to protect the environment.

Corporations also committed to long-lasting action to safeguard the future of our natural environment. Cold Storage, the second largest supermarket chain in Singapore and a member of the WWF-Singapore Sustainable Seafood Group, decisively removed all shark fin and shark products across its 42 outlets in Singapore. This move prompted similar action from other supermarket chains in Singapore. This, and other successes from FY2012 were made possible because of your support and alliance with us.

WWF cannot sufficiently underscore the inextricable linkage between the well-being of people, wildlife and the environment. To drive and spread this conservation message, the support of like-minded individuals and corporations, like yourselves, is crucial. Every contribution will go a long way in helping WWF fulfil our mission to protect our natural environment and build a sustainable future for many generations to come.

In the year ahead, we hope you will join us to act and inspire others in coming forward to support environmental conservation.

*Let us continue
the conversation
on conservation!*



Elaine Tan
Chief Executive Officer
WWF-Singapore

Role of WWF-Singapore

Formation and Objectives

WWF incorporated its Singapore office on 20 February 2006, and was registered as a charity on 10 March 2006. The office operates as a branch of WWF International, headquartered in Gland, Switzerland.

WWF-Singapore promotes interest in and awareness of critical conservation and footprint issues to the public and garners support for local, regional and global initiatives to protect, conserve and create a sustainable planet.



Initiatives and Programmes

WWF-Singapore funds local, regional and global initiatives identified as priorities by WWF internationally. These include the conservation of priority areas such as the Coral Triangle and Heart of Borneo, as well as the protection of endangered species and habitats.

Our key conservation outcomes are reduction in the ecological footprint, the development of sustainable livelihoods for local communities; and the protection, restoration and conservation of species, habitats and eco-regions. We focus our efforts on awareness building through public education and campaigning, public advocacy and engagement with the local government and agencies on policy issues. We work simultaneously with corporations to inculcate sustainable business practices, to fulfil their corporate social responsibility for environmental conservation.

WWF-Singapore also manages the Conservation Fund, which supports Singapore-based activities, where the objective is to promote interest in and awareness of environmental conservation amongst the local community.

These initiatives include:

- Public campaigns such as sustainable seafood and Earth Hour
- School-based education programmes that:
 - Raise awareness on conservation issues via talks, exhibitions and online engagement
 - Guide and empower school management and student leaders to develop and execute conservation activities
- Corporate outreach to drive market transformation and sustainable business practices

Governance

Organisational Structure

WWF-Singapore reports directly into the WWF-International office in Gland, Switzerland. The team in Singapore is led by its Chief Executive Officer, together with its Board of Directors.

Annual Audit

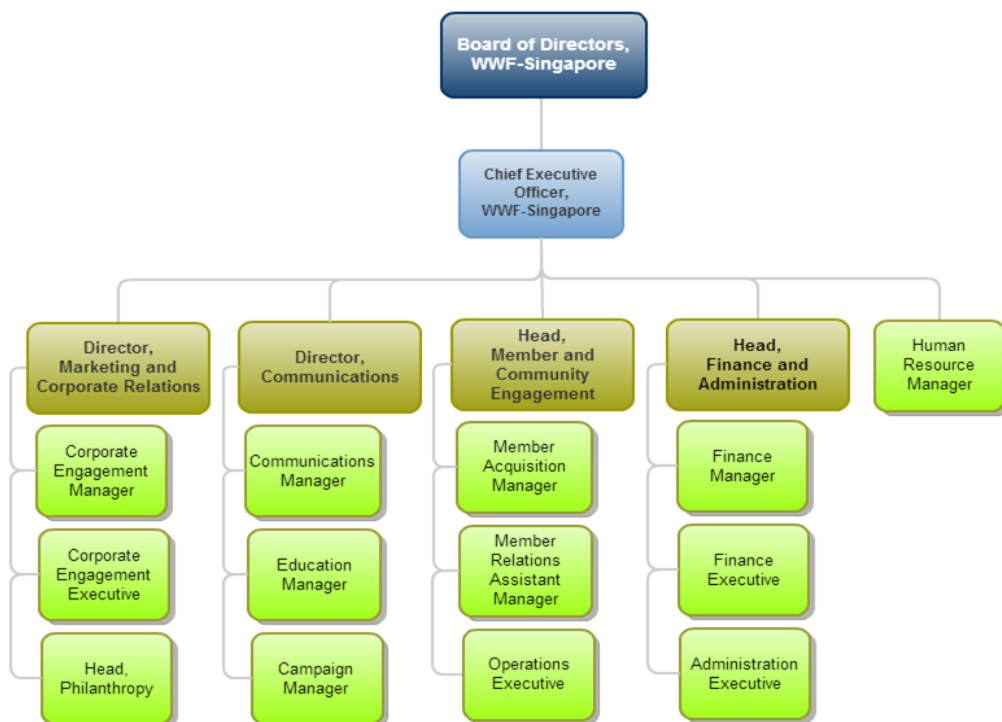
The accounts for the year were audited by Deloitte & Touche LLP. The financial statements of WWF-Singapore for the year ended 30 June 2012 are prepared in accordance with the provisions of the Singapore Companies Act, the Singapore Charities Act Chapter 37 and Singapore Financial Reporting Standards.

Governance

WWF-Singapore has policies to ensure financial accountability and sustainability. We make reference to the *Code of Governance for Charities and Institutions of a Public Character* and have established principles and practices of good governance for the organisation. The Governance Checklist that we adhere to serves as a regular evaluation.

WWF-Singapore also implemented its fraud and corruption policy in FY2012, based on the global policy from WWF-International. It reflects WWF's zero tolerance principle to fraud and corruption, and is designed to prevent, deter, detect and communicate potential fraud and corruption.

Please refer to the financial statements for the Statement of Financial Position as at 30 June 2012, Statement of Comprehensive Income for FY2012 and significant accounting policies adopted by WWF-Singapore.



Public Campaigns – Earth Hour

Taking Earth Hour Beyond the Hour

The world's largest grounds-up environmental movement reached new heights in Singapore in 2012. Leveraging the “I Will If You Will” theme, Earth Hour 2012 mobilised businesses, associations, community groups and schools across the island to participate in different activities, ranging from a simple lights switch-off to helping spread the word on protecting our environment.

Earth Hour saw strong support from over 400 businesses and associations in 2012. Supermarket chain Carrefour sold eco-bags for three evenings leading up to Earth Hour and pledged to donate every dollar collected from this sale to WWF-Singapore, if 10,000 customers said no to plastic bags. Starhub fulfilled its promise to plant 30 trees if the public recycled 3,000kg of electronic waste between Earth Hour and Earth Day.

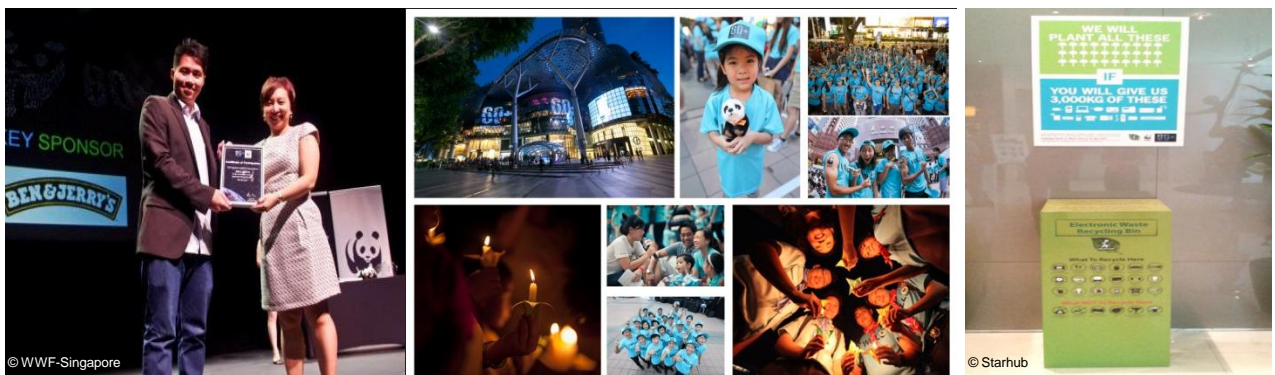
These activities culminated in the Official Lights-Off celebration on Singapore's iconic shopping belt Orchard Road on 31 March 2012, with Singapore Minister for the Environment and Water Resources, Dr. Vivian Balakrishnan, as the Guest-of-Honour.

More than 6,000 people took part in the symbolic switch-off, and together with corporations such as Schneider Electric, Appco and Keppel Group, they came together for the first-ever Earth Hour “60+” human formation, in support of a low carbon future for our planet.

We thank the following companies and associations for their contribution in funds and in-kind towards the realisation of Earth Hour 2012. Our valued partners were:

Ben & Jerry's, IKEA, Nokia, The Body Shop, Leo Burnett, Weber Shandwick, Mindshare, Philips, G.G Alliance Pte Ltd, MacDonalds, Singapore Scouts Association, Ngee Ann City and Orchard Road Business Association.

Partners, sponsors, corporations and organisations were also recognised through the Earth Hour Appreciation Awards held in May 2012, to acknowledge their efforts and commitment towards our environment.



Public Campaigns – Sustainable Seafood

Driving Sustainable Seafood Demand and Supply

An average of 100,000 tons of seafood is consumed each year in Singapore, making it one of the biggest seafood consumers in the Asia-Pacific region. Most of this is imported from the Coral Triangle, the world's most diverse marine environment and one of WWF's global initiatives.

As a major seafood consumer, Singapore's consumption habits has a big impact on seafood and fish stocks in the Coral Triangle. This formed the premise of the Sustainable Seafood campaign WWF-Singapore started three years ago. In 2012, this ongoing effort to encourage consumers and businesses to choose seafood from sustainable sources focused on outreach to consumers via roadshows, as well as working with retailers, hotels, restaurants and traders.

The WWF-Singapore Sustainable Seafood Group, comprising members of the seafood industry, committed to improving its sourcing of sustainably harvested seafood for the local market.

Corporate Commitment

In October 2011, Cold Storage, a member of the WWF-Singapore Sustainable Seafood Group became the first supermarket chain to not only stop selling shark fin and shark products at its 42 outlets, but also committed to sustainable sourcing of seafood to be sold. This move set an example for the industry to follow - supermarket chain NTUC Fairprice also stopped selling shark fin at its outlets from April 2012 .



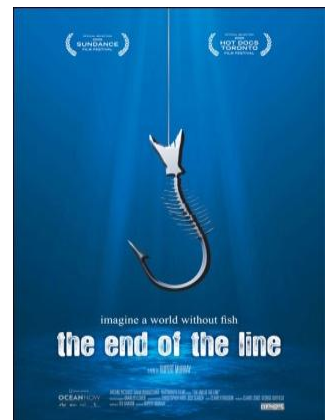
Public Outreach

To maximise the impact of our message, we partnered with Cold Storage in November 2011, and the Singapore Cruise Centre from January to February 2012, to organise roadshows,



raising the public's awareness on sustainable seafood, and WWF's work on the ground in the Coral Triangle.

We also reached out to students, in the hope that they would make responsible choices as consumers in future. In November 2011, we conducted a talk around sustainable seafood and the Coral Triangle for 300 National Junior College (NJC) students.



The message was further reinforced with the screening of the award-winning movie "The End of the Line", a documentary on the negative effects of overfishing. The NJC students subsequently took the No Shark Fin pledge.

Stakeholder Engagement

Corporate Outreach

Business Alliance for Sustainability was an initiative that built on a collaborative approach and brought together decision makers from various industries to share best practices, engage their staff, network, develop new business models and learn about conservation and sustainability. In FY2012, WWF-Singapore welcomed three new members: Aamor Pte Ltd, Joinland Group and Singapore Cruise Centre.

The partnership with Credit Suisse was renewed in May 2012 as they continued their support for WWF's Heart of Borneo Green Economy

work to assess high conservation value forests in order to strengthen the foundation for responsible forest financing. Credit Suisse also planted 3,270 trees within this conservation site.



TEDxWWF Singapore

TEDxWWF in Singapore concluded successfully on 14 June 2012 with eight speakers, two TedTALK videos and capped off with a three-piece song performance by Eco-challenge ambassador Nathan Hartono. Speakers shared their endeavours and insights, challenging the way we think, live and work as we live on this planet.

The event reached out to an onsite audience of 200, concurrent online viewership of more than 400 and an overall online participation of 2000 viewers at the end of the event. TEDxWWF was made possible with the support and sponsorship from Audio-Visual Electronics Design and Services, INSEAD Asia, Sound Strategies, ServTouch, and Weber Shandwick.



Stakeholder Engagement

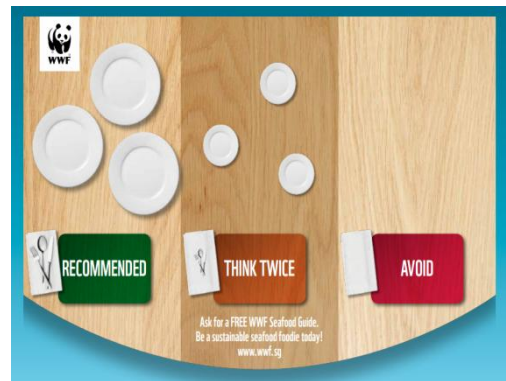
Community Outreach

WWF-Singapore organised roadshows around the island throughout the year, to raise public awareness around critical conservation issues. We engaged the public through interactive games, posters and information postcards, to bring their attention to environmental issues and what they can do to help.

The roadshows were held at locations such as:

- 313@Somerset
- AMK Hub
- The Forum Shopping Mall
- Parkway Parade Shopping Centre
- Suntec City
- Tampines 1
- Wisma Atria
- Hougang Mall
- City Square Mall

Regular events were also organised for the public to learn about conservation in different ways, such as talks and movie screenings. Dr. Chris Hails, WWF-Singapore's chairman, presented WWF's Living Planet Report 2012 findings through a public talk on 16 June 2012, and shared perspectives on our planet's future. We also organised a free movie screening of Oceanworld on 9 June 2012 to spread the message on the impact of overfishing.



Stakeholder Engagement

Schools Outreach

The Little Green Dot was a research grant project jointly organized by IKEA Singapore, WWF-Singapore and Nature Society Singapore (NSS). Funding for the grant came from proceeds collected from the sale of IKEA Singapore's No More Free Plastic Bags campaign and the project was jointly administered by WWF-Singapore and NSS. In the first year of the project, the grant supported student research on marine and freshwater conservation. From the 34 applications received, 11 teams of secondary and junior college students were selected for the grant. The teams comprised two to four members each and received grants of up to S\$5,000 each. They presented their findings at the Little Green Dot Student Research Grant Symposium in April 2012.

WWF-Singapore reached out to a total of 16 educational institutions ranging from primary schools to tertiary institutions, as part of the school-talk series. The content of the talks, delivered directly to over 8,000 students, was closely aligned to WWF-Singapore conservation focus, which included topics such as forest conservation in the Heart of Borneo and marine conservation in the Coral Triangle. The talks also delivered the message of conserving the environment through supporting WWF-Singapore campaigns such as Earth Hour and Save our Seas.

