

An aerial photograph of a large, calm lake surrounded by dense, green forested hills. The sun is setting on the right side of the frame, casting a warm, golden glow over the entire scene. The water reflects the sky and the surrounding greenery. In the background, more mountain ranges are visible under the hazy sunset sky.

WWF THAILAND ANNUAL REPORT 2024

MESSAGE FROM CEO

AS I REFLECT ON THE PAST YEAR, I AM FILLED WITH IMMENSE PRIDE FOR THE STRIDES WE HAVE MADE AND THE CHALLENGES WE HAVE FACED IN OUR COLLECTIVE MISSION TO PROTECT THE RICH BIODIVERSITY AND NATURAL RESOURCES OF THAILAND. OUR WORK IS URGENT, OUR TIME IS NOW, AND 2024 HAS BEEN A YEAR OF HOPE, RESILIENCE, AND DETERMINATION.



In the heart of our conservation efforts is a deep respect for nature—a respect that mirrors the values instilled by our elders and the wisdom of Thailand’s traditions. Just as nature sustains us, we must nurture it in return. And while the challenges of our time are great, so too is our capacity for change.

As we look ahead, we know our work is far from over. The interconnectedness of our world has never been more apparent, and we must approach conservation with a holistic mindset. In the coming years, WWF Thailand will continue to focus on creating land connectivity across vital corridors, such as the Dawna Tenasserim Landscape. By continuing our work with governments, local communities, and the private sector, we aim to ensure that these precious areas remain intact and thriving.

Moreover, education and youth engagement will play a central role in our future goals. Our young people are the torchbearers of conservation, and it is our duty to inspire and equip them to take the lead in protecting Thailand’s natural heritage. By fostering a deep connection between people and nature, we can build

a future where both thrive. Involving youth in the critical efforts to protect land and sea is a vital part of conserving our vulnerable forest and marine ecosystems.

2024 has taught us that with passion, persistence, and collaboration, we can overcome the greatest of challenges. The road ahead will not be easy, but with the dedication of our staff, the support of our partners, and the unbreakable spirit of Thailand’s people, I am confident that we will continue to make a lasting impact for the benefit of all life on Earth.

Together, we are not just conserving nature. We are safeguarding the future. And for that, I remain deeply hopeful and endlessly grateful.

Warm regards,

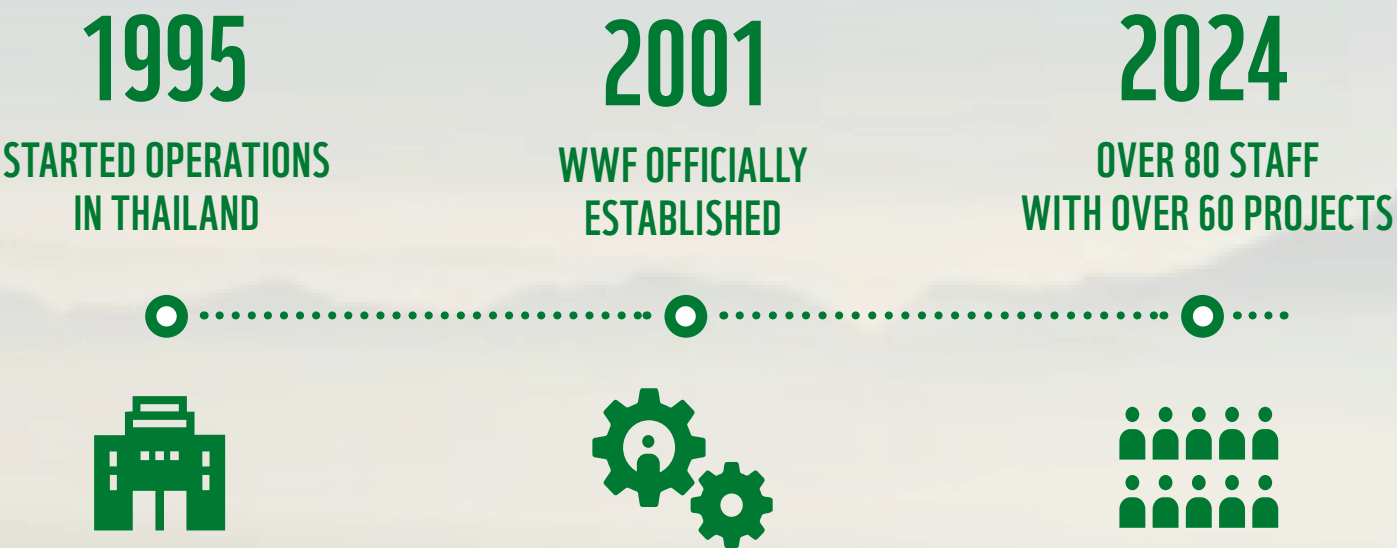
Pimpavadee Phaholyothin
CEO, WWF Thailand

ABOUT US

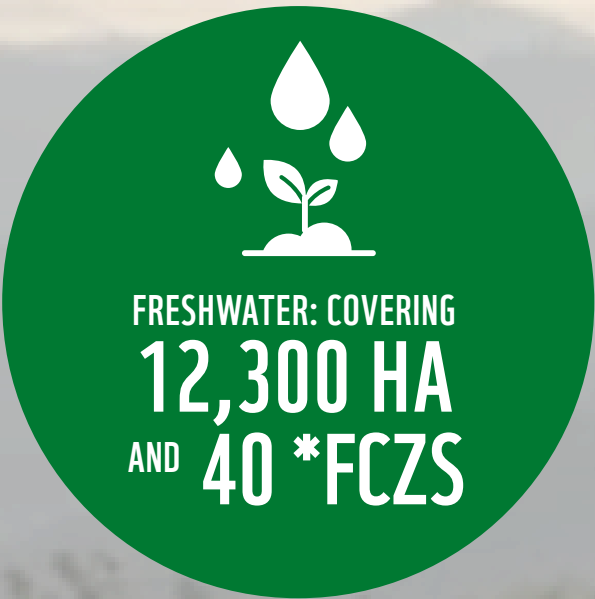
Having started operations in the country in 1995, WWF Thailand was formally founded in 1999. WWF Thailand employs over 80 staff based in Bangkok as well as other important conservation locations across the country, such as Kuiburi, Mae Wong, and Khlong Lan National Parks.

Thailand’s rich natural resources and biodiversity make it a key strategic location for conservation in Southeast Asia. Four regional ecological areas—wildlife, forest, freshwater and oceans & plastics—are the focus of and effort by WWF Thailand.

In the 2024 fiscal year, WWF Thailand focused its resources on environmental conservation efforts. Thanks to the unwavering support of our donors and partners, we have a positive outlook for the upcoming fiscal year, as reflected in the highlights of this Annual Report.



4 FOCUS AREAS:



**FCZS stands for Fish Conservation Zones*

PREFACE



2024: A PIVOTAL YEAR OF CONSERVATION FOR WWF THAILAND

2024 has been an exciting year for WWF Thailand, marked by significant progress across our four key strategic focus areas: Wildlife conservation for tigers, banteng, sambar deer, and elephants; Forest conservation in the Dawna Tenasserim Landscape (DTL); Freshwater protection for the transboundary Mekong River; and Oceans and Plastics conservation in Koh Tao, Koh Libong, Surat Thani, Songkhla, and Hat Yai. Each of these focus areas addresses a unique aspect of the complex environmental challenges we face, from protecting endangered species to promoting sustainable practices.

WWF THAILAND WORKING SITES 2024



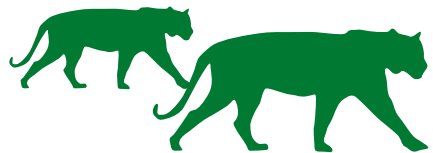
- Practices**
- Wildlife
 - Forest
 - Freshwater
 - Oceans and Plastics

- 1 Tiger Conservation - Mae Wong NP
- 2 Tiger Conservation - Khlong Lan NP
- 3 Tiger Conservation - Khlong Wang Chao NP
- 4 Tiger Conservation - Umphang WS
- 5 Tiger Conservation - Salakpra WS
- 6 Tiger Conservation - Omkoi WS
- 7 Elephants - Kuiburi NP
- 8 Elephants - Kaeng Krachan NP
- 9 Elephants - Chaloem Phrakiat Thai Prachan NP
- 10 Elephants - Mae Nam Phachi WS
- 11 IWT - Phu Nam Ron
- 12 IWT - Dan Sing Khon
- 13 Connectivity - Suan Phueng (Kaeng Som Maew)
- 14 Connectivity - Sai Yok NP
- 15 Connectivity - Khao Krachom, Ratchaburi
- 16 EoF - Kaeng Krung NP
- 17 SCP - Mae Chaem
- 18 IKEA - Tha Chana, Surat Thani
- 19 Leading the Change II - Nong Han
- 20 LTF III - Ubon Ratchathani (Transboundary)
- 21 PSC-TVA - Songkhla
- 22 PSC-TVA - Hat Yai
- 23 PSC-TVA - Surat Thani
- 24 PSC-TVA - Koh Samui
- 25 PSC-TVA - Koh Tao
- 26 Marine Guardian - Koh Libong
- 27 Marine Guardian - Pak Meng
- 28 MA-RE-DESIGN - Pak Meng
- 29 MA-RE-DESIGN - Koh Mook
- 30 MA-RE-DESIGN - Koh Libong
- 31 MA-RE-DESIGN - Koh Tao
- 32 PreZero Dugong - Trang
- 33 PreZero Dugong - Kantang

WILDLIFE



Thailand became the first country in Southeast Asia to increase tiger numbers from 148-189 individuals in 2023 to 179-223 in 2024.



2024: A PIVOTAL YEAR OF CONSERVATION FOR WWF THAILAND

AS A COUNTRY BLESSED WITH SOME OF THE WORLD'S MOST EXTRAORDINARY WILDLIFE, THAILAND HOLDS A SPECIAL PLACE IN THE GLOBAL CONSERVATION ARENA, AND THIS YEAR HAS SHOWN JUST HOW IMPACTFUL OUR EFFORTS CAN BE.

At the heart of our work is tiger conservation and this year has seen major progress. In the Dawna Tenasserim Landscape, we have been restoring tiger populations through strategic habitat protection and comprehensive monitoring programmes. We are proud to announce that Thailand is the only country in Southeast Asia to have seen an increase in tiger populations this year—a testament to the effective collaborative efforts alongside our partners.

In addition to tigers, our commitment to protecting banteng, sambar deer and other ungulate remains stronger than ever, especially as their habitats face mounting threats. These magnificent creatures are not only vital to maintaining ecosystem balance but are also ingrained in Thailand's cultural heritage. Ensuring their continued survival is a reflection of our shared responsibility to protect both our wildlife and environment.



In 2024, 24 sambar deer were released, totalling 114 since 2021.



WILDLIFE



HUMAN-ELEPHANT CONFLICT MITIGATION

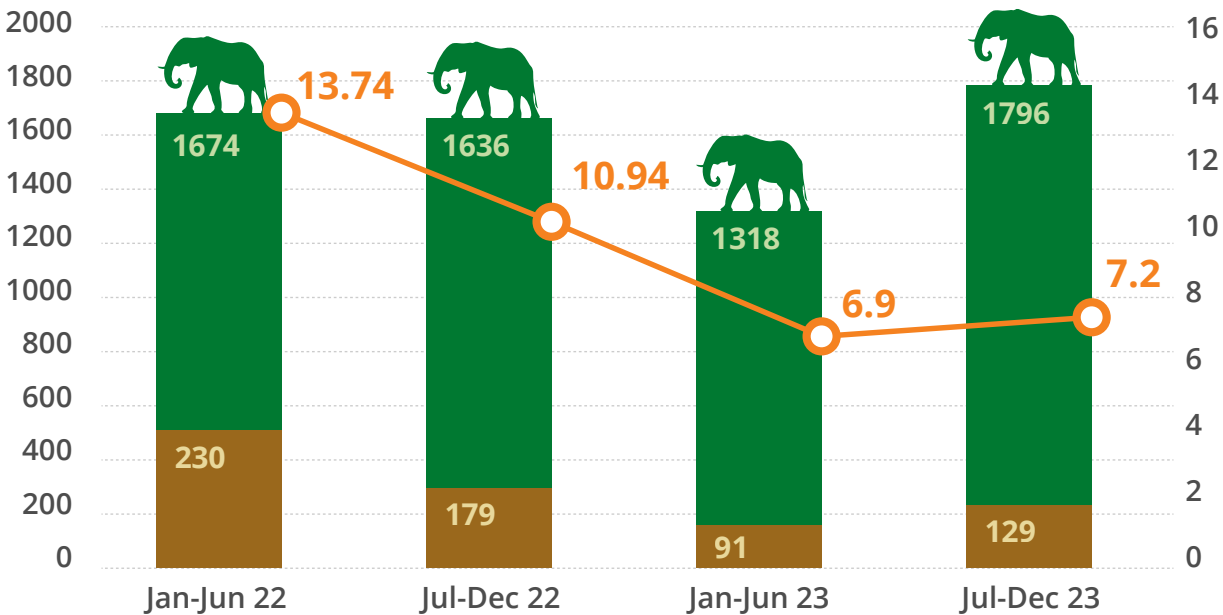
We implement a SMART early warning system and thermal drones to improve the safety of rangers monitoring wild elephants in the Human-Elephant Conflict Mitigation.

We supply materials and food to these teams in Kuiburi National Park, enhance 285 rai (about 45 hectares) of grassland, and maintain artificial salt licks and water pans. Automatic camera traps have been installed to monitor wildlife usage of these resources. Additionally, we partner with Kuiburi National Park to raise conservation awareness in local schools and train the Kuiburi Wildlife Conservation Tourism Club.

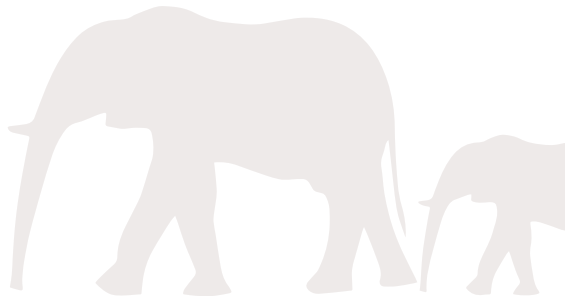


285 RAI

Enhance 285 rai (about 45 hectares) of grassland and maintain artificial salt licks and water pans.



- No. of timesfound elephant heading to agricultural area
- No. of crop damage
- % of crop



WILDLIFE

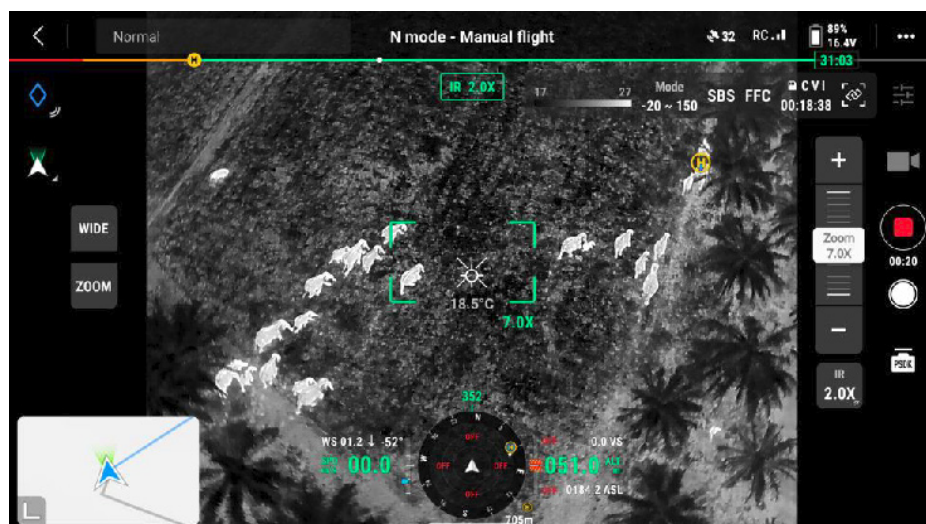


Image from thermal drone in rapid response activity with DNP.



The ranger collects data from the camera trap.

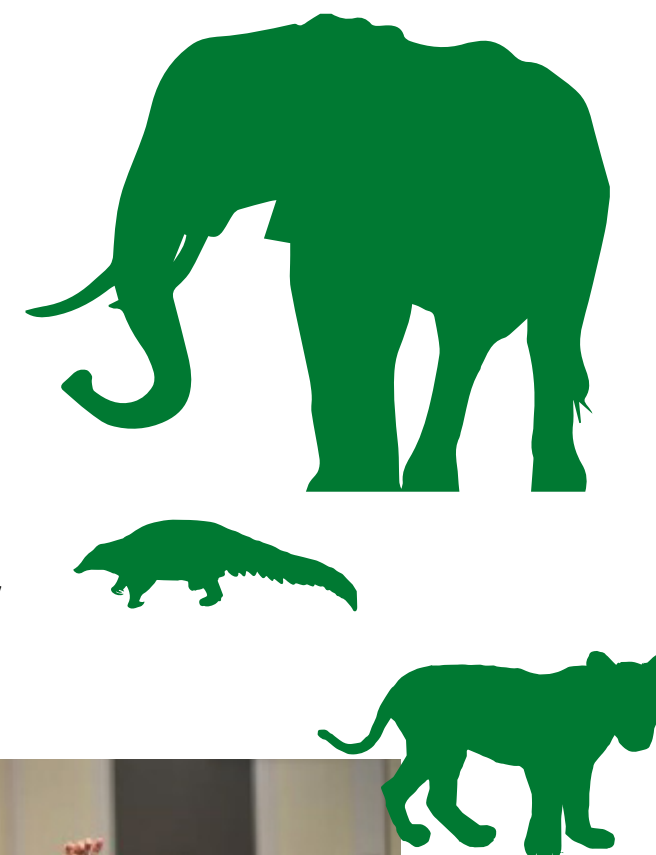


School outreach activities to raise awareness on wildlife protection.



ILLEGAL WILDLIFE TRADE

In 2024, we reinforced our leading role in the fight against illegal wildlife trade (IWT), a persistent threat to the country's biodiversity. By partnering closely with law enforcement agencies and local communities, we've enhanced our ability to combat wildlife trafficking. These collaborative efforts ensure that Thailand's most vulnerable species such as pangolins, tigers and elephants, continue to thrive in their natural habitats.



THE DAWNA TENASSERIM LANDSCAPE

The Dawna Tenasserim Landscape (DTL) has large tracts of contiguous tropical moist and deciduous forests; these forests still cover most of the region, and a vast network of protected areas is nestled inside a matrix of remaining forests. This landscape is characterised by its rich natural resources, diverse wildlife, and unique habitats that support biodiversity.

The DTL is rich in biodiversity; it is home to numerous endemic species as well as globally significant populations of endangered species, such as tiger, Asian elephant, banteng, and several endemic species. A patchwork of lush evergreen and deciduous forests make up the vegetation. The intact ecosystems provide an array of ecosystem services that support both natural and human communities.

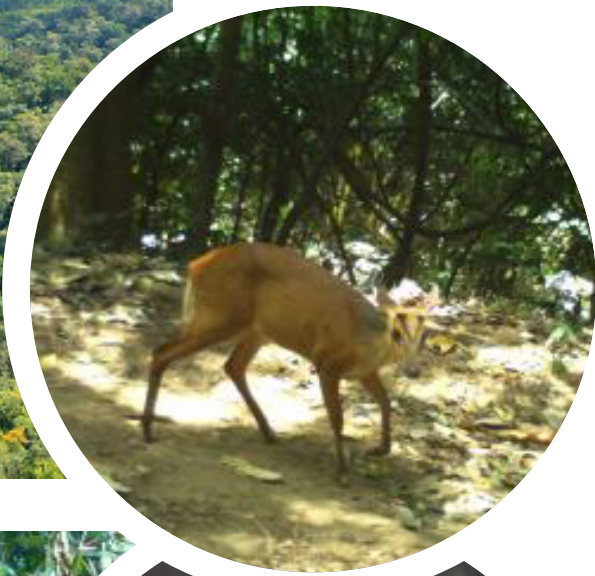
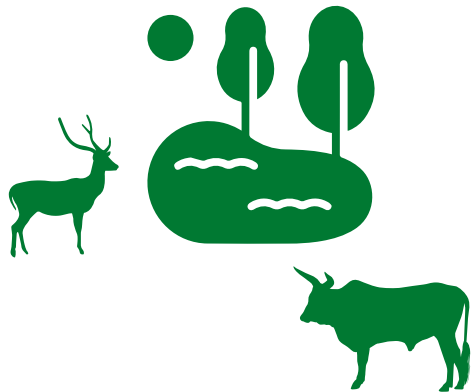


THE DAWNA TENASSERIM LANDSCAPE'S IMPORTANCE

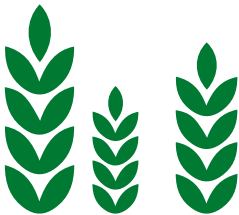
1 Biodiversity Hotspot: The DTL hosts numerous endemic and endangered species, making its conservation crucial for global biodiversity.



2 Cultural Significance: The landscape is a natural treasure with deep cultural and spiritual importance for indigenous communities who rely on its resources.



3 Economic Value: The DTL supports sustainable practices like ecotourism and forestry, ensuring long-term economic benefits for local communities.



4 Transboundary Conservation: Its location allows for collaborative conservation efforts between Thailand and Myanmar, enhancing biodiversity protection.



DTL is vital for ecological, cultural, and economic sustainability, and its protection is essential for the well-being of both the environment and local communities.



FOREST

Beyond wildlife, forest conservation has been another exciting focus for us this year. Thailand's forests are essential to the health of our planet, acting as natural "lungs" that absorb carbon and protect biodiversity. Through the implementation of Other Effective Area-Based Conservation Measures (OECMs) and landscape connectivity projects, we are working to ensure that animals can move freely across these forested areas, preserving the integrity of these ecosystems.



FOREST

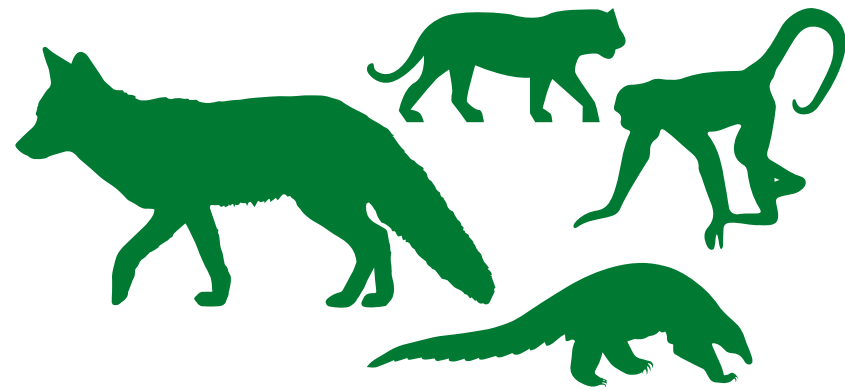
The Tenasserim Corridor along the Myanmar-Thailand border, connects Thailand's Western and Kaeng Krachan Forest Complexes and is vital for global biodiversity and tiger conservation. We work with government, private sectors, and communities to monitor wildlife, ecological restoration, raise youth awareness, and enhance livelihoods, promoting a balance between natural resource conservation and human wellbeing.



Organised 10 school outreaches and 2 nature youth camps



FOREST



25 mammals, 15 families, and 8 orders consisting of Dhole (*Cuon alpinus*) endangered and Sunda pangolin (*Manis javanica*) critically endangered species under the IUCN red list were found.



EYES ON THE FOREST



Our Eyes on the Forests (EoF) campaign has played a pivotal role in raising public awareness of deforestation and habitat loss, sparking urgent action to protect these vital landscapes. We use UAVs (Unmanned Aerial Vehicles), to prevent forest loss by providing high resolution, near real-time visuals. We support community consultations to disclose project information and get feedback for risk management, a mitigation plan, and a Stakeholder Engagement Plan (SEP). This helps reduce illegal deforestation and support natural resource management and natural habitat protection in Kaeng Krung National Park. In FY25, 40 camera traps for wildlife surveys were installed in Kaeng Krung National Park.

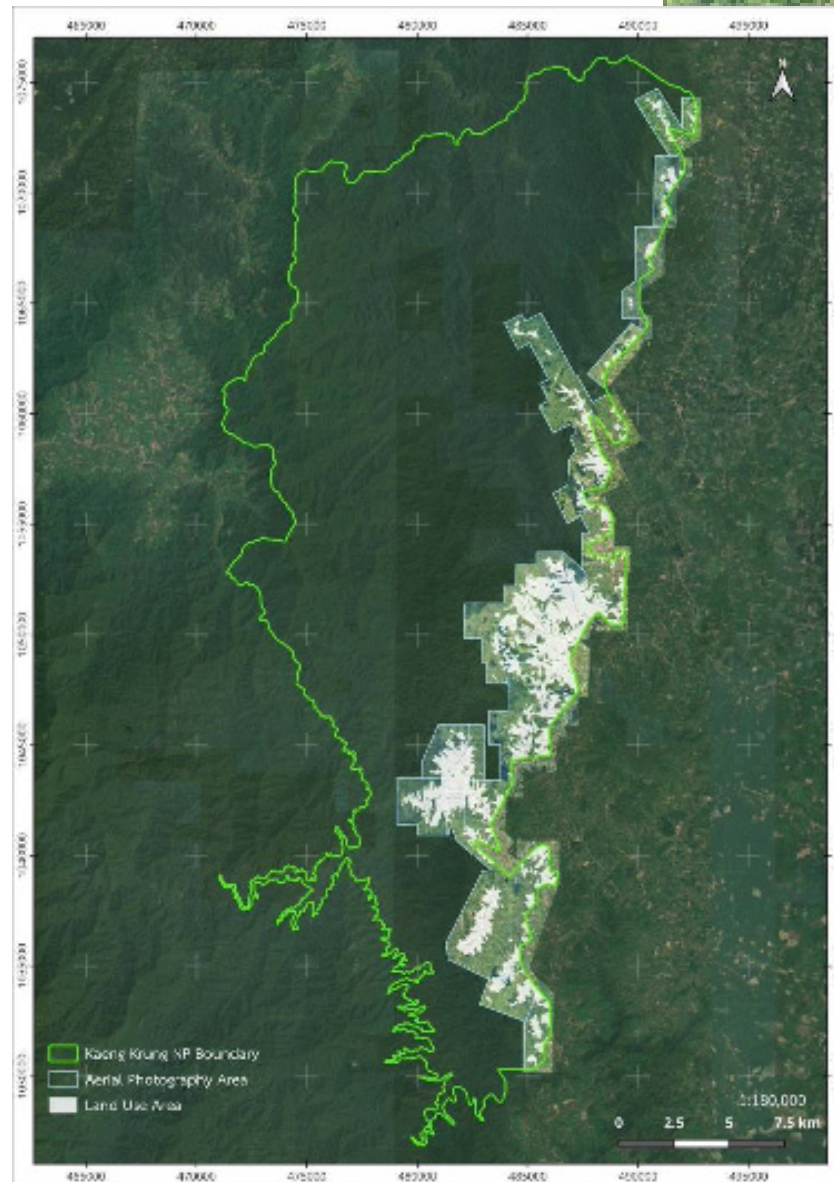


9 established patrolling teams covering about 70% of the total areas as targeted by DNP.



UAV system covers 100% (3,800 HA / 24,000 rai) of the targeted land-use and natural forest transition areas in Kaeng Krung National Park

EYES ON THE FOREST



The high-resolution aerial photography from UAV shows the prioritised management of areas under legal guidelines, particularly focusing on interface zones between natural forests and controlled land-use areas, known as “Control Zones” with the highest risk of encroachment and poaching.



SUSTAINABLE CONSUMPTION AND PRODUCTION



Industrial agriculture in Thailand is damaging the environment, from deforestation to soil contamination, while threatening food security and worsening climate change. Small sustainable farms struggle to compete, and many consumers are unaware of how their food choices affect the planet. WWF Thailand is tackling these issues by promoting Sustainable Consumption and Production (SCP) practices to create a more eco-friendly, resilient food system. Through consumer education, sustainable farming, and business engagement, we've already made progress.



Over 5,000 consumers participated in workshops



5 of businesses are reducing waste, plastics, and emissions



More than 500 farmers were trained in sustainable practices

FRESHWATER



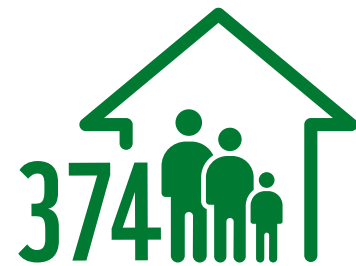
6 Fish Conservation
Zones (FCZ) from
6 villages



6 Fish Management
Committees with 72
representatives



6 Community
Patrol Teams with
42 members



6 FCZ Covering 19.23 HA
with 3,238 inhabitants,
374 households.

Freshwater conservation has also been an exciting frontier for us this year. We started the Laos Thai Fisheries projects III (LTF3) since January 2023 and continue working through February 2026. We aim to improve the sustainable management of freshwater and terrestrial ecosystems in the Phou Xiang Thong-Pha Taem corridor using nature-based solutions. This initiative addresses food and water security, climate change adaptation, and benefits vulnerable communities along the Middle Mekong. Key goals include preserving fish stocks, reducing reliance on fishing by promoting alternative livelihoods, and providing data to support development and conservation efforts. Ultimately, these actions seek to foster a healthier, more resilient environment for both communities and ecosystems in the region.



LEADING THE CHANGE

As Thailand's freshwater ecosystems are vital to both wildlife and human communities, our Leading the Change (LtC) initiative has been instrumental in restoring key habitats. We aim to secure vibrant ecosystems and abundant biodiversity in places where people can live in a clean, secure, and sustainable environment. These efforts not only help to create resilient ecosystems capable of withstanding the pressures of climate change but also support local livelihoods by promoting sustainable water management practices. We are employed at the Tenasserim Ecological Corridor, Sakon Nakhon, and Nong Han Wetland.



34 FCZs managed by local communities covering 901 rai (144.16 HA)

17 Community forests protected and restored covering 6,749 rai (1,079.84 HA)



OCEANS & PLASTICS

2024 has not only been a groundbreaking year for forest conservation and terrestrial wildlife protection, but also in our work to safeguard marine ecosystems and wildlife. While we continued our vital efforts in protecting Thailand’s forests and iconic species like tigers, elephants, banteng, and sambar deer, we also made significant progress in addressing the escalating threats to Thailand’s oceans. Rich in biodiversity, our oceans are facing escalating challenges from pollution, unsustainable practices, and the impacts of global warming. This year, we’ve made strides in addressing these threats through innovative and community-driven conservation programmes to protect the country’s vulnerable marine ecosystems and ensure the long-term survival of marine species.

OUR PLASTICS PROJECTS COLLECTED
ALMOST 1,000 TONNES
OF WASTE



3.26
TONNES

Reduced
3.26 tonnes
of plastic
from 23
schools in
4 cities.

10 plastic sorting centres
partners (MRF)
collecting 884.1
tonnes of plastic
waste.



884.1
TONNES

39 communities’ waste banks
with 3,678 members, collected
almost 300 tonnes of plastic
waste going
to the
recycling
centres.



38 businesses joined
the Plastic ACTION
(PACT) initiative



Our Plastic Smart Cities (PSC) initiative and TV Action (TVA) initiative have been at the forefront of our fight against plastic pollution, a major hazard to marine life. By working with cities and local authorities, we supported the implementation of effective solutions that help to reduce plastic waste entering our seas. These programmes are paving the way for a cleaner, healthier marine environment, making it a pivotal year in the battle against ocean pollution.



OCEANS & PLASTICS



Community engagement has also been central to our mission, especially through our Marine Guardians Programme, which empowers coastal communities to actively participate in marine conservation. This initiative fosters a deep connection between locals in Trang province and their coastal environments, turning them into guardians of the sea and stewards of their own natural heritage.



Over 100 tonnes waste and marine debris successfully collected and removed from Libong island and Pak Meng beach in Trang.



277 youth members, 183 households and 40 local enterprises participated in Waste Bank Programme.



3 Big cleaning day on the beaches collected over 1,600 KGs



Our MA-RE DESIGN initiative has taken innovation in ocean sustainability to new heights this year, promoting creative and sustainable approaches to preserving marine ecosystems. Meanwhile, the PreZero Dugong conservation initiative has focused on protecting one of Thailand’s most iconic and endangered species—the dugong. Through targeted conservation efforts, we are working to safeguard the remaining dugong populations, ensuring that these gentle creatures continue to inhabit our waters for generations to come.

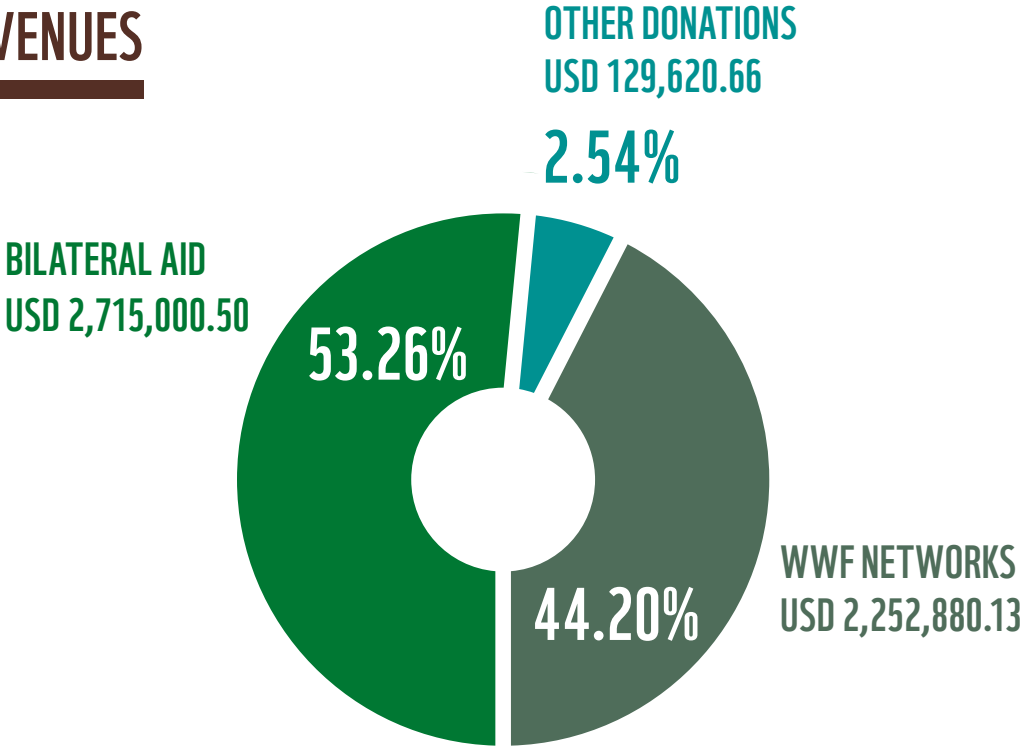
A COLLABORATIVE FUTURE FOR CONSERVATION

The exciting achievements of 2024 reflect WWF Thailand's deep commitment to creating a thriving, biodiverse world. Our success is driven by the support of our dedicated donors, corporate partners, local communities, and volunteers, all of whom share our passion for conservation. Together, we are not only protecting Thailand's natural heritage but also shaping a sustainable future.

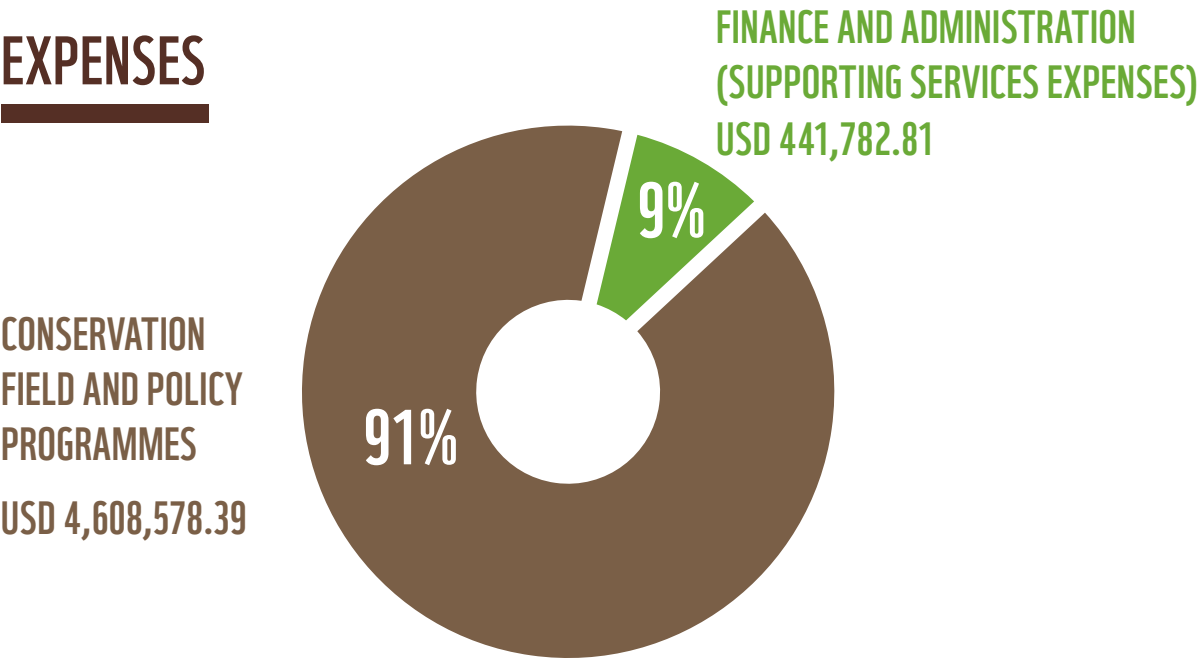
As we reflect on the incredible progress made this year, we are filled with optimism for the road ahead. With ongoing collaboration and innovation, we are confident that WWF Thailand's work will continue to have a lasting impact on the country's oceans, wildlife, and landscapes. We invite you to explore our efforts in this annual report and join us in our mission to restore and protect the natural world we all depend on.

FINANCIAL STATEMENT OF FISCAL YEAR 2024

REVENUES



EXPENSES



Expense spent on wildlife, natural resource and environment conservation through WWF Thailand’s research projects and activities stand at USD 4,608,578.39 accounting for 91% of total budget. Meanwhile, operations cost is USD 441,782.81 or 9% of the organisation’s total spending.

FINANCIAL REPORT (FY 2023, JULY 2023 - JUNE 2024)

REVENUES	FY2024 TOTAL (THB)	FY2024 TOTAL (USD)
WWF Networks	77,830,700.31	2,252,880.13
Bilateral Aid	93,795,665.17	2,715,000.50
Other donations	4,478,030.76	129,620.66
INCOME TOTAL	176,104,396.24	5,097,501.98

EXPENSES		
Finance and Administration (Supporting Services Expenses)	15,262,359.00	441,782.81
Conservation Field and Policy programmes	159,213,479.00	4,608,578.39
EXPENSES TOTAL	174,475,838.00	5,050,361.20

CLOSING BALANCE	1,628,558.24	47,140.78
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** The exchange rate of Thai Baht against the US dollar is based on reference exchange rate at 34.5472 Thai baht/USD.



Working to sustain the natural
world for the benefit of people
and wildlife.

together possible™

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