



WWF THAILAND ANNUAL REPORT FY25

FY25

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MESSAGE FROM CEO

2025

was a transformative year for WWF Thailand. Amid intensifying climate pressures and accelerating biodiversity loss, our teams, partners and community networks delivered clear, measurable progress across the landscapes and seascapes that shape Thailand's natural heritage.

At the Dawna Tenasserim Landscape—one of Southeast Asia's most critical strongholds for wildlife—we advanced protection efforts and deepened cross-border cooperation essential to long-term conservation success. Thailand's growing leadership in safeguarding the region's biodiversity is reflected in the expansion of human-wildlife coexistence models to Thap Lan National Park, the encouraging recovery of prey species in the Western Forest Complex, and new joint initiatives with Laos and Malaysia.

Our marine work also accelerated. Urgent interventions for dugongs and the continued momentum of our Plastic Smart Cities programme show how targeted, scalable action can drive system-wide change. These efforts demonstrate our commitment to safeguarding iconic species and restoring the ecosystems on which communities rely.

The forces behind this progress are evident: the power of science, the wisdom of local communities, and the strength of partnership. To our supporters, government partners, businesses, civil society, and the frontline rangers and community leaders who inspire us daily—thank you. Your trust drives our mission forward.

As we look to 2026, the window for action is narrowing, yet our determination has never been stronger. WWF Thailand will continue to champion science-based, community-led conservation and ensure that Thailand plays a pivotal role in securing Southeast Asia's biodiversity.

Together, we can forge a future where people and nature thrive.

Natalie Phaholyothin
Chief Executive Officer
WWF Thailand



ABOUT US

WF Thailand began operations in 1995 and was formally established as a NGO in 2001. Today, more than 80 staff work in our Bangkok office and key conservation

landscapes, including Kuiburi, Mae Wong, and Khlong Lan National Parks. Thailand's rich biodiversity and strategic regional position make it central to WWF's conservation mission in Southeast Asia.

Our long-term focus remains the Dawna Tenasserim Landscape (DTL), supported by nationwide programmes spanning freshwater, oceans and plastics, advocacy, and community-led stewardship.

In FY2025, stronger partnerships and donor support enabled WWF Thailand to accelerate conservation impact, expand policy engagement, and deepen science-based management across forest, river, and marine ecosystems—progress reflected throughout this Annual Report.



1995

STARTED OPERATIONS
IN THAILAND

2001

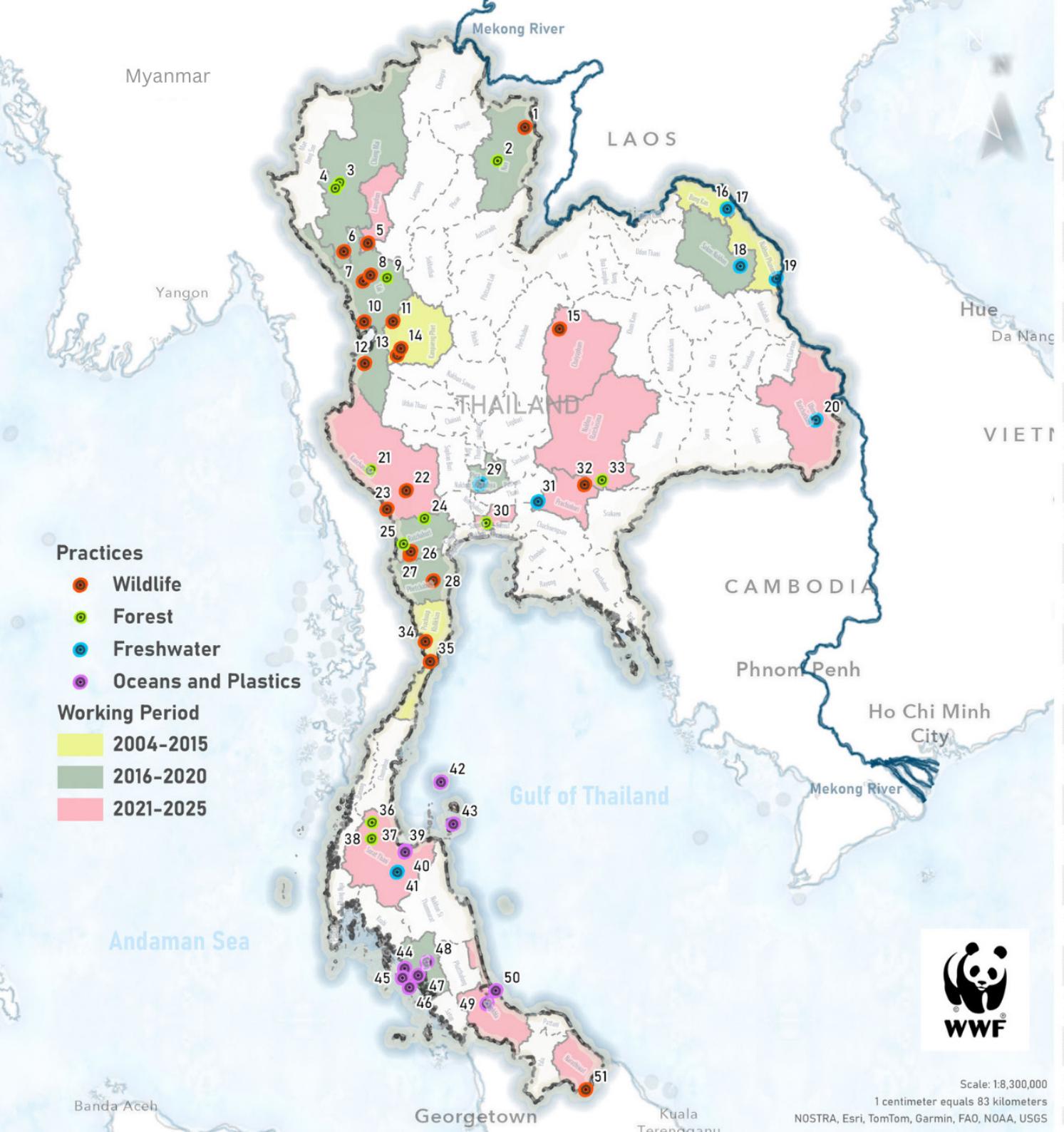
WWF OFFICIALLY
ESTABLISHED IN THAILAND

2025

MORE THAN 80 STAFF WORK IN
OUR BANGKOK OFFICE AND
KEY CONSERVATION LANDSCAPES



WWF THAILAND WORKING SITES FROM 2004 TO 2025



1 Wildlife Conservation (Elephant) - Doi Phu Kha NP
 2 Sustainable Consumption and Production (SCP) - Nan
 3 FLR349 - Mae Chaem
 4 Sustainable Consumption and Production (SCP) - Chiang Mai
 5 Wildlife Conservation (Tiger) - Mae Ping NP
 6 Wildlife Conservation (Tiger) - Omkoi WS
 7 Wildlife Conservation (Tiger) - Mae Tuen WS
 8 30x30 - Doi Soi Malai NP
 9 Forest Forward - Mae Ping Corridor
 10 30x30 - Namtok Phacharoen NP
 11 Wildlife Conservation (Tiger) - Khlong Wang Chao NP
 12 Wildlife Conservation (Tiger) - Umphang WS
 13 Wildlife Conservation (Tiger) - Mae Wong NP
 14 Wildlife Conservation (Tiger) - Khlong Lan NP
 15 Wildlife Conservation (Tiger) - Phu Khieo WS
 16 Forest Forward - Lower Songkhram River Basin
 17 Freshwater - Bueng Kan and Nakhon Phanom
 18 Freshwater - Nong Harn
 19 Freshwater (Leading the Change) - Lower Songkhram River Basin
 20 Freshwater (LTF III) - Ubon Ratchathani
 21 Connectivity - Sai Yot NP
 22 Wildlife Conservation (Tiger) - Salakpra WS
 23 Illegal Wildlife Trade - Phu Numron
 24 Connectivity - Khao Krachome
 25 Connectivity - Suan Penung (Kaeng Som Maew)
 26 Wildlife Conservation (Elephant) - Mae Nam Phachi WS
 27 Wildlife Conservation (Elephant) - Chaloem Phrakiat Thai Prachan NP
 28 Wildlife Conservation (Elephant) - Kaeng Krachan NP
 29 Freshwater - Khanom Jeen Canal
 30 Sustainable Consumption and Production (SCP) - Bangkok
 31 Freshwater - Lower Prachin River
 32 Wildlife Conservation (Elephant) - Thab Lan NP
 33 Forest Forward - Thap Lan NP
 34 Wildlife Conservation (Elephant) - Kuiburi NP
 35 Illegal Wildlife Trade - Dan Sighkhorn
 36 Agroforestry - Surat Thani
 37 Eyes on the Forest - Kaeng Krung NP
 38 Forest Forward - Kaeng Krung NP
 39 PSC-TVA - Surat Thani
 40 TCCF - Informal Waste Pickers - Surat Thani
 41 Freshwater - Nong Thung Thong Non-Hunting Area
 42 MA-RE-DESIGN - Koh Tao
 43 PSC-TVA - Koh Samui
 44 MA-RE-DESIGN - Pak Meng
 45 MA-RE-DESIGN - Koh Mook
 46 MA-RE-DESIGN - Koh Libong
 47 PreZero Dugong - Kantang
 48 PreZero Dugong - Trang
 49 PSC-TVA - Hat Yai
 50 PSC-TVA - Songkhla
 51 Wildlife Conservation (Tiger) - Hala-Bala - Royal Belum Transboundary



Scale: 1:8,300,000

1 centimeter equals 83 kilometers

NOSTRA, Esri, TomTom, Garmin, FAO, NOAA, USGS

PREFACE

2025 was a defining year for WWF Thailand, with strong progress across priority programmes. Our work remains centred on the Dawna Tenasserim Landscape, one of Southeast Asia's most important wildlife and forest strongholds, while partnerships and national advocacy gained momentum.

Across river basins, forests and mountain corridors, we strengthened transboundary conservation from the Mekong River to Doi Phu Kha highlands and the Hala-Bala-Royal Belum complex. We also advanced dugong conservation, partnering with Australian experts on drone-based seagrass surveys to understand the pressures driving dugongs away from key sites in Trang, Krabi and Phuket. Our successful Kuiburi model is also now being replicated in Tap Lan National Park, helping scale effective human-wildlife coexistence.

These collaborations power our mission and enable innovative solutions that safeguard nature while securing a sustainable future for people and wildlife. The achievements in this report reflect both our progress and our determination to accelerate Thailand's contribution to global conservation goals. As we move into 2026, our commitment is unwavering: to intensify Thailand's contribution to global conservation and safeguard the natural systems that sustain us all.



EXECUTIVE SUMMARY

The past year marked decisive progress for WWF Thailand, reinforcing its role as a regional leader in science-led, community-centred conservation. Building on nearly three decades of work, WWF Thailand delivered tangible impact across forests, freshwater and marine ecosystems, while helping shape conservation policy and partnerships across Southeast Asia.



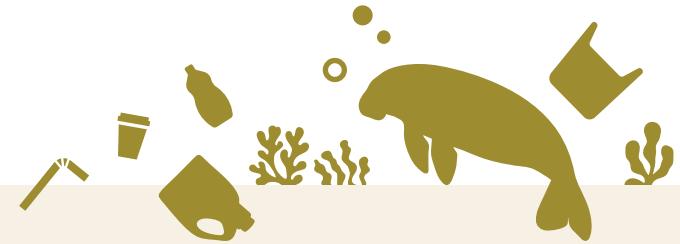
With the Dawna Tenasserim Landscape (DTL) as our long-term anchor, we strengthened one of the region's most important ecological strongholds through integrated forest restoration, wildlife recovery, and technology-driven monitoring. Our models for coexistence—pioneered in Kuiburi and now replicated in Thap Lan—helped reduce human–elephant conflict and expanded opportunities for community livelihoods. Advances in tiger and prey recovery, including Thailand's first sambar reintroduction milestone, reflect the long-term

value of consistent field protection and collaboration with government agencies.

Across borders, WWF Thailand played a pivotal role in coordinating transboundary conservation efforts with Laos and Malaysia. From harmonised Mekong River management to joint ranger training in Doi Phu Kha and Hala-Bala-Royal Belum, these partnerships strengthened shared stewardship of landscapes that are central to Southeast Asia's biodiversity.



EXECUTIVE SUMMARY



Our ocean and plastics programmes accelerated national progress toward a “No Plastic in Nature” future, with Plastic Smart Cities and circular tourism initiatives delivering measurable reductions in waste at source. Emergency dugong conservation—supported by international experts—gave Thailand a strengthened roadmap for safeguarding one of the world’s last viable dugong populations.

On land, our leadership in sustainable consumption and production helped shift food systems toward biodiversity-friendly practices, training more than 1,600 smallholders and embedding nature-positive solutions into national climate policy tools.

Throughout FY2025, WWF Thailand combined technical expertise, local knowledge, and strategic partnerships to widen conservation impact across the country and the wider region. As Thailand faces the accelerating pressures of climate change—seen clearly during recent Southern floods—our work is increasingly vital. The year ahead will focus on scaling the solutions we know work: restoring forests and freshwater ecosystems, securing wildlife populations, reducing plastic pollution, and supporting communities as central partners in protecting nature.

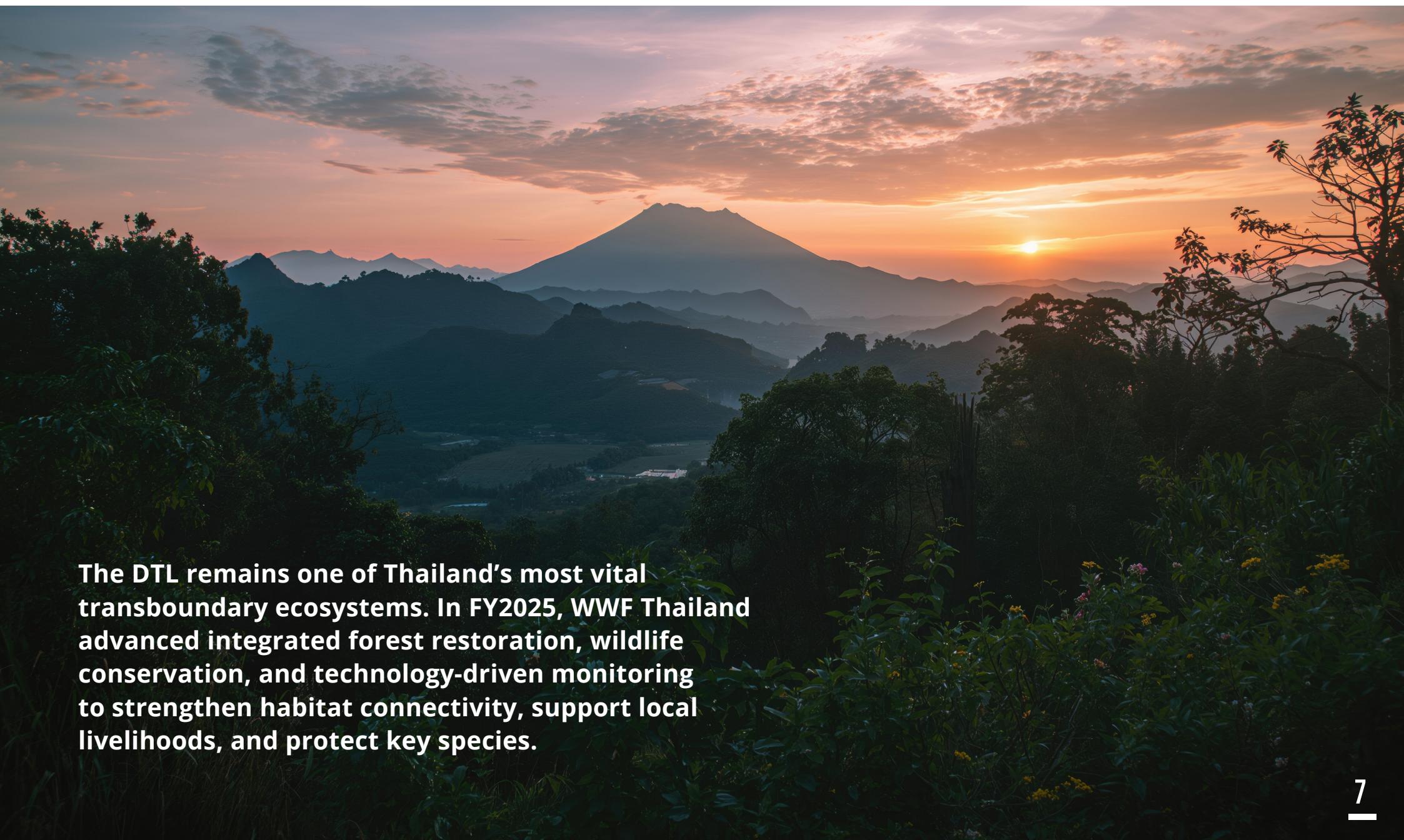
WWF Thailand enters 2026 with renewed urgency and confidence. By pairing robust science with strong collaboration across government, business, and civil society, Thailand is well-positioned to help drive Southeast Asia’s conservation agenda and contribute meaningfully to global biodiversity and climate goals.



© MA-RE-DESIGN project, GIZ Thailand



DAWNA TENASSERIM LANDSCAPE (DTL)



The DTL remains one of Thailand's most vital transboundary ecosystems. In FY2025, WWF Thailand advanced integrated forest restoration, wildlife conservation, and technology-driven monitoring to strengthen habitat connectivity, support local livelihoods, and protect key species.

FOREST & WILDLIFE CONSERVATION

Through the Forests Forward programme (supported by SIG), we helped deliver Thailand's 30x30 commitments across 60,000 hectares. This year, 63.52 hectares were restored and 24 community forests covering 9,113 hectares were strengthened, improving ecological integrity and community resilience. Alongside restoration, human-wildlife coexistence saw measurable improvements: in Thap Lan National Park, human-elephant conflict decreased by 8% with no fatalities, thanks to enhanced rapid-response capacity replicated from the Kuiburi model, improved ranger capacity and strengthened wetland-based livelihood opportunities for local communities. Persistent challenges—such as land-use conflicts and expectations around compensation—continue to be addressed through expanded community dialogue, transparent communication, and participatory forest governance.



Connectivity efforts advanced wildlife-friendly infrastructure, joint monitoring, and cross-agency policy work, alongside livelihood enhancement with increased commitment to support conservation approaches. Education programmes in 20 schools and habitat strengthening at Khao Krachome further deepened community engagement. Wildlife monitoring also marked a milestone, recording the first gaur sighting outside a protected area in over a decade.

Technology-led forest protection expanded through the Eyes on the Forest (EoF) initiative, integrating UAVs, GIS, real-time camera traps, and a new Geo-spatial Conservation Database. In FY2025, 400 plots were verified, 78 encroached areas reclaimed, and 3.2 hectares restored.

The Phase 7.2 Forest Landscape Restoration Project accelerated community-led forest recovery in Surat Thani province, helping villages shift from monoculture to agroforestry and supporting coexistence with elephants. Phase 8 will expand this work across new communities.



WILDLIFE CONSERVATION



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DEMAND REDUCTION

work targeting Chinese tourists reached more than 7.2 million people, reducing future intention to purchase ivory.



CAMERA TRAPS

in the Kaeng Krachan Forest Complex confirmed four tigers—including a tigress with three cubs—alongside healthy prey populations



Wildlife conservation in Thailand is advancing through both action and collaboration under the Tiger Recovery Programme. The first-ever sambar release in Salakpra Wildlife Sanctuary marked a major milestone, completing five years of effort with 149 sambar reintroduced across the Western Forest Complex. The programme has now expanded to nine breeding centers under three government agencies, with new partnerships involving the Zoological Park Organization of Thailand and the Department of Livestock Development, in addition to the Department of National Parks, Wildlife and Plant Conservation.

Alongside this, the Thai Park Ranger book—the remarkable outcome of strong collaboration between the Department of National Parks, Wildlife and Plant Conservation, the Faculty of Forestry at Kasetsart University,

and WWF Thailand—shines a light on the dedication of park rangers in maintaining ecological balance and conserving natural resources for future generations, and helps inspire public awareness and collective action to protect Thailand's natural heritage.

Camera traps in the Kaeng Krachan Forest Complex confirmed four tigers—including a tigress with three cubs—alongside healthy prey populations. Elephant-human conflict dropped from 5.31% to 3.24%, supported by rapid response teams, drones, and habitat restoration.

Demand reduction work targeting Chinese tourists reached more than 7.2 million people, reducing future intention to purchase ivory. More than 200 enforcement officers received advanced training, strengthening Thailand's defences against wildlife trafficking.



The first-ever sambar release in Salakpra Wildlife Sanctuary capped five years of progress with 149 sambar released across the Western Forest Complex.

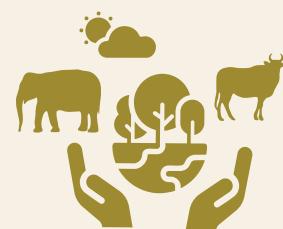
ADVOCACY: PROTECTING HABITAT & CONNECTIVITY

WWF Thailand advanced national advocacy to secure the Greater DTL Mae Ping Tiger Corridor, a critical ecological link in Southeast Asia. Through community partnership, stronger legal protection and cross-sector collaboration, we are helping restore a connected, climate-resilient landscape for tigers and wildlife.



© WWF Thailand

The corridor is already delivering results, with at least two tigers confirmed using the area, alongside five wild cat species: tiger, clouded leopard, marbled cat, Asiatic golden cat and leopard cat. Critically Endangered species such as the Chinese pangolin and dhole also depend on this habitat.



This work supports Thailand's Global Biodiversity Framework Target 3, advancing over 40,000 hectares towards the 30x30 goal through protected areas and OECMs, while strengthening long-term, community-led conservation.



SUSTAINABLE CONSUMPTION & PRODUCTION (SCP)



Through the IKI SCP Phase II – Future Food Together project, WWF advanced nature-positive food systems across major river basins in Thailand. In FY2025, 103.42 hectares of green space were rehabilitated, 1,628 smallholders were supported through biodiversity-friendly production, and nearly 10,000 consumers were engaged through school meal programmes and hospitality channels. In Chiang Mai, collaboration with the School Lunch Programme, Mae Chaem Green Market, and hospitality partners helped strengthen demand for locally sourced, biodiversity-friendly produce, contributing to more resilient local food systems.

In parallel, three SCP tools addressing transport, packaging, and food waste informed the integration of sustainable food practices into climate and transport policy discussions, supporting Thailand's broader transition toward low-carbon and sustainable food systems.


103.42
HECTARES OF
GREEN SPACE WERE
REHABILITATED



1,628
SMALLHOLDERS
SUPPORTED

 
NEARLY
10,000
CONSUMERS ENGAGED

TRANSBOUNDARY CONSERVATION

WWF Thailand strengthened transboundary conservation with Laos and Malaysia across shared rivers, forests, and mountain ecosystems.

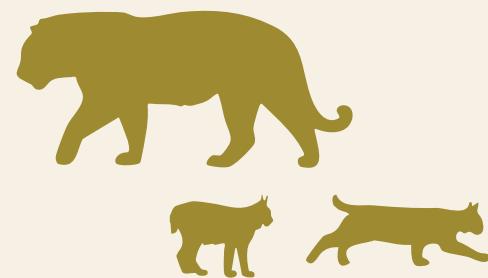
MEKONG CORRIDOR (THAILAND-LAO PDR)

We advanced community-led restoration across 13 villages, with 19.24 hectares of Fish Conservation Zones established and joint patrols improving ecosystem protection. Bilateral meetings helped harmonise regulations and strengthen shared stewardship.



HALA-BALA-ROYAL BELUM (THAILAND-MALAYSIA)

Camera trap-based monitoring has confirmed the presence of the Malayan tiger and at least six wild cat species. Enhanced cross-border collaboration and strengthened capacity through modern technology will support more effective management of this globally significant forest landscape.



DOI PHU KHA (THAILAND-LAO PDR)

SMART Patrols were institutionalised, 80 rangers trained, and 50 camera trap sets deployed across 48,000 hectares—supporting coordinated monitoring and future joint elephant conservation efforts.



OCEANS & PLASTICS

WWF Thailand continued building a plastic-free future through national-to-local action aligned with WWF's global "No Plastic in Nature" vision.

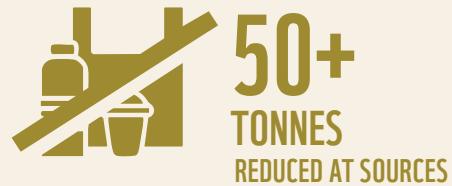
EMERGENCY DUGONG CONSERVATION

WWF launched an urgent dugong recovery initiative as populations in the Andaman Sea decline rapidly. Australian experts provided a science-based roadmap for stronger aerial surveys, expanded MPAs, and community-driven seagrass restoration. With strengthened partnerships and new data, Thailand is better positioned to protect one of the world's last viable dugong populations.



PLASTIC SMART CITIES

Working with Surat Thani Municipality, Koh Samui Municipality, Hat Yai Municipality, and Songkhla Municipality, we prevented 50+ tonnes of plastic at source and recovered 2,000 tonnes for recycling. Schools, businesses, and local governments helped drive systemic change.



CIRCULAR TOURISM

The MA-RE-DESIGN initiative delivered Thailand's largest land-and-underwater cleanup—removing 1.8 tonnes of waste—and supported major reuse systems such as Spotlight Koh Tao, replacing 6,000 disposable containers.



LOOKING AHEAD

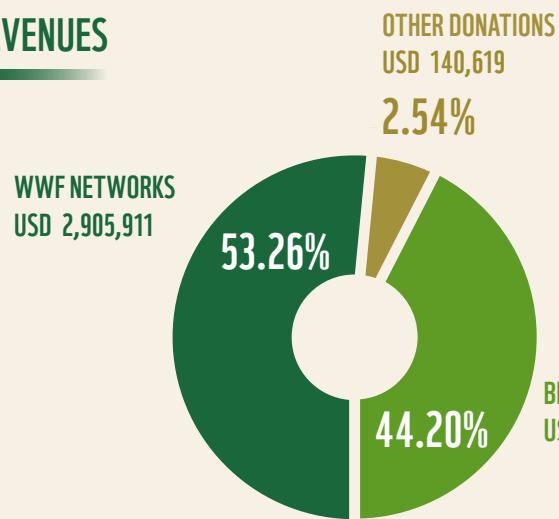


WWF Thailand enters 2026 with renewed determination and a sharpened sense of urgency. For this reason, we are accelerating the work that we know makes a difference — restoring forests, bringing wildlife back from the brink, cutting plastic pollution, and transforming food systems to be truly sustainable. Across Thailand, especially with the recent floods in Southern Thailand, communities are already feeling the strain of a warming world, but they're also part of the solution. By pairing the best available science with the voices of those on the frontline — and by building strong partnerships across government, business, and civil society — we're scaling up proven, practical models that protect both people and nature.

The climate is changing faster than anyone predicted, and the window to act is narrowing. This is a critical moment and if we act decisively now, Thailand's extraordinary landscapes and species can still thrive for generations to come — and play a vital role in the global effort to keep our planet healthy and resilient.

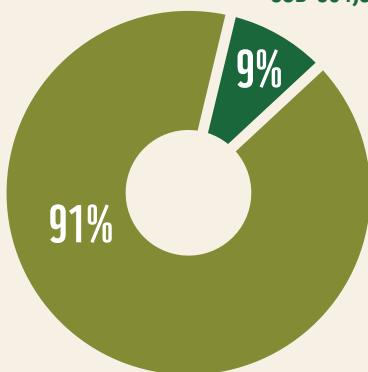
FINANCIAL STATEMENT OF FISCAL YEAR 2025

REVENUES



EXPENSES

CONSERVATION
FIELD AND POLICY
PROGRAMMES
USD 5,848,333



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 2025, JULY 2024 - JUNE 2025)

| REVENUES | FY2025 TOTAL (THB) | FY2025 TOTAL (USD) |
|---|--------------------|--------------------|
| WWF Networks | 92,989,160 | 2,905,911 |
| Bilateral Aid | 89,454,741 | 2,795,461 |
| Other donations | 4,499,806 | 140,619 |
| TOTAL INCOME | 186,943,707 | 5,841,991 |
| EXPENSES | | |
| Finance and Administration (Supporting Services Expenses) | 11,666,688 | 364,584 |
| Conservation Field and Policy programmes | 187,146,650 | 5,848,333 |
| EXPENSES TOTAL | 198,813,338 | 6,212,917 |
| CLOSING BALANCE | (11,869,631) | (370,926) |

** The exchange rate of Thai Baht against the US dollar is based on reference exchange rate at 32 Thai baht/USD.



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

together possible™

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