



Working together to
protect wildlife and
conserve critical habitats
in Asia



3-YEAR IMPACT REPORT

WWF X AGODA PARTNERSHIP



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WWF-SINGAPORE

World Wide Fund for Nature (WWF) is one of the world’s largest and most respected independent conservation organizations. WWF’s mission is to stop the degradation of Earth’s natural environment and to build a future in which humans live in harmony with nature.

WWF-Singapore works closely with local stakeholders towards a greener and more sustainable Singapore and the region around us. We work to address key areas, such as climate change, sustainable finance, deforestation, illegal wildlife trade, marine conservation, as well as sustainable production and consumption, through collaboration, education, and outreach efforts involving communities, businesses, and governments.



AGODA

Agoda, a digital travel platform, helps anyone see the world for less with its great value deals on a global network of 3.9M hotels and holiday properties worldwide, plus flights, airport transfers, and more. Agoda.com and the Agoda mobile app are available in 39 languages and supported by 24/7 customer support.

Headquartered in Singapore, Agoda is part of Booking Holdings (Nasdaq: BKNG) and employs more than 6,700 staff in 31 markets, dedicated to leveraging best-in-class technology to make travel even easier.

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“
AS A COMPANY THAT AIMS TO MAKE TRAVEL POSSIBLE FOR MORE PEOPLE, WE ARE COMMITTED TO PRESERVING DESTINATIONS THROUGH OUR PARTNERSHIP WITH WWF, CHAMPIONING INITIATIVES FOR THE PRESERVATION AND PROTECTION OF THE WORLD FOR FUTURE GENERATIONS.
”

OMRI MORGENSHTERN
CHIEF EXECUTIVE OFFICER, AGODA

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ABOUT THE PARTNERSHIP

In 2022, [WWF-Singapore](#) partnered with global digital travel platform [Agoda](#) under their Eco Deals Programme, an initiative aimed at protecting wildlife and conserving critical habitats across Southeast Asia. This collaboration enables travellers to enjoy discounts of up to 15 per cent on bookings with participating hotels while contributing US\$1 to WWF’s conservation efforts with each booking made.

The Asia-Pacific (APAC) region is renowned for its rich biodiversity, and plays home to iconic species such as the Sumatran orangutan, Asian elephants, and Malayan tigers. Yet, these ecosystems are increasingly under threat. Habitat loss and degradation, driven largely by unsustainable food systems, remain the most significant threat to wildlife populations. Compounding this crisis are overexploitation, invasive species, disease, and pollution—pressures that have caused alarming population declines and placed many of the region’s unique species at risk of extinction.

In its first year, with support from Eco Deals, WWF focused on restoring critical marine habitats, targeting degraded coral reefs and mangrove forests in the Coral Triangle—recognized as the world’s richest marine biodiversity hotspot, which supports over 120 million livelihoods. The programme also addressed climate-related challenges by contributing to wildlife protection efforts in flood-affected areas of Australia and raising awareness of marine conservation in Indonesia.

Recognizing the urgent need to strengthen conservation efforts in Asia, WWF and Agoda expanded their collaboration in 2023 to enhance the

protection and sustainable management of the region’s vital ecosystems. The expansion included wildlife protection and habitat conservation projects across eight countries. This phase concentrated on training and supporting rangers to combat illegal poaching and logging while restoring critical habitats, such as Indonesia’s Sumatran rainforest, and fostering sustainable livelihoods for local communities to alleviate pressure on forest resources. Projects supported also focused on the protection of threatened species, including Malayan tigers in Malaysia, elephants in Thailand and Viet Nam, and the Nilgiri Tahr in India, while supporting marine rangers in the Philippines and combating illegal wildlife trade in Singapore through the Cyber Spotters Programme.

In 2024, WWF and Agoda launched the renewed Year 3 partnership, significantly scaling up the campaign with an increased contribution goal of US\$1,000,000, supporting wildlife projects across eight countries in Asia. Conservation efforts supported under this initiative included the monitoring of marine life in Singapore, protection of tigers in Malaysia, ecosystem restoration in Indonesia, protection of whale sharks in the Philippines, ranger support in Cambodia, and the protection of elephants in Thailand. New projects included Saola conservation in Viet

Nam and the improvement of urban wetlands in Laos.

Between 2022 and 2024, Agoda contributed a total of US\$1,394,000 towards WWF’s conservation efforts. This report documents the progress and outcomes of WWF projects supported by Agoda during this period.



BETWEEN
2022 AND 2024,
AGODA
CONTRIBUTED
A TOTAL OF
USD \$1,394,000
TOWARDS WWF’S
CONSERVATION EFFORTS.



DISCLAIMER

The project highlights in this report are the result of the combined efforts of WWF’s partners, with Agoda’s support contributing to this collective impact.

WILDLIFE RECOVERY IN THE WAKE OF AUSTRALIA'S DEVASTATING FLOODS

Between February and March 2022, record-breaking rainfall and devastating floods swept across New South Wales and Queensland, leaving a profound impact on Australia's native wildlife and forest landscapes. Rising floodwaters forced animals from their habitats, with many perishing as the deluge destroyed entire ecosystems.

The Northern Rivers region in New South Wales, a focal point for ongoing habitat restoration in light of its significance to koalas and many other species, was one of the hardest hit communities. A large number of ongoing conservation and restoration projects were impacted and wildlife care facilities were overwhelmed.

As part of the Year 1 partnership with Agoda, emergency funding enabled WWF-Australia to mobilize efforts for wildlife rescue, provide resources for carers and vets, assess the damage, and repair affected sites. This facilitated the development of a comprehensive flood response framework:

Immediate Action:

Wildlife response, damage assessment, and advising government bodies.

Refuge Recovery and Ecosystem Restoration:

Forest protection, species recovery, and Indigenous-led initiatives.

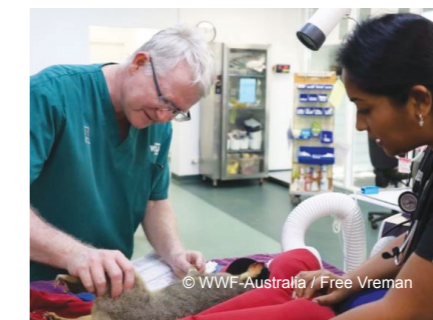
Long-term Adaptation and Resilience of Natural Systems:

Climate change mitigation, adaptation strategies, and innovative solutions.

Through the emergency flood response, funding was deployed to one of WWF-Australia's key partners in the

region, the Byron Bay Mobile Wildlife Hospital, which experienced a 50 per cent surge in admissions. Support also helped the flood-struck Currumbin Wildlife Hospital, where staff treated an additional 200 animals including freshwater turtles, seabirds and more, in the first week alone. Hospitalisation rates rose by one-third as carers became isolated by floodwaters and dangerous conditions delayed releases.

Further emergency support was deployed for immediate wildlife rescue, care, and recovery efforts led by Friends of the Koala, the Ipswich Koala Protection Society, and Sydney Wildlife Rescue. This aid enabled rapid response and essential care for affected or displaced wildlife. Landscape restoration initiatives were also bolstered through the Border Ranges Richmond Valley Lancare Network to aid restoration and recovery efforts.

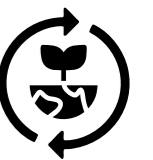


THE DEVELOPMENT OF A COMPREHENSIVE FLOOD RESPONSE FRAMEWORK:

IMMEDIATE ACTION



REFUGE RECOVERY AND ECOSYSTEM RESTORATION



LONG-TERM ADAPTATION AND RESILIENCE OF NATURAL SYSTEMS



WORKING TOGETHER TO DISRUPT ONLINE ILLEGAL WILDLIFE TRADE

The rapid evolution in internet technology has transformed global connectivity, bringing people closer together in ways once thought impossible. Yet, this progress has not come without severe consequences for wildlife. The widespread accessibility of online marketplaces has created an ideal landscape for the illegal wildlife trade (IWT) to flourish, placing some of the world's most iconic species at significant risk.

Recognized as the second-largest threat to species survival, IWT is driven by consumer demand for products such as ivory, rhino horns, pangolin scales, tiger claws, and live exotic animals. This demand has led to rapid population declines in the wild. For example, the population of Sunda Pangolin, native to Southeast Asia, continues to decline due to the demand for its scales and meat in the illegal markets leading to them being classified as Critically Endangered on the IUCN Red List.

Southeast Asia's role in the global IWT crisis cannot be overstated. It functions as both a source and a transit point, with ASEAN nations estimated to account for 25 per cent of global demand for wildlife products. Singapore, as a major regional trade hub, has become a critical link for the movement of illegal wildlife products throughout the region.

This growing crisis highlights the urgent need for collective action to safeguard our planet's biodiversity and prevent further harm to our natural ecosystems.

In response to this urgent issue, the Cyber Spotter Programme was developed to combat IWT online through community action. In Year 2 of Agoda's partnership with WWF, the programme engaged and trained 154 volunteers across four sessions.

Equipped with essential skills to identify, record, and report suspicious online listings, volunteers flagged over 7,300 entries, disrupting an essential channel for illegal trade.

The extensive dataset from the Cyber Spotter Programme was subsequently used to train an Artificial Intelligence (AI) model, enhancing the programme's capability to verify listings more efficiently and enabling more rapid action in future monitoring efforts. The Cyber Spotter Programme continuously adapts its training and methods to stay ahead of evolving tactics employed by wildlife traffickers in the digital space. This ensures that volunteers can effectively monitor such activity and promptly report them for further actions.



**ENGAGED
& TRAINED**
DURING FY24

154
VOLUNTEERS



7,300+
LISTINGS FLAGGED



ADDRESSING THE DATA GAP IN SOUTHEAST ASIA'S SHARK AND RAY HABITATS

Sharks and rays worldwide face an escalating threat of extinction due to climate change, habitat loss, and overfishing. With their unique life histories, each species is impacted differently by these changes, making it essential to focus on species-specific research to understand their particular needs and vulnerabilities. While global conservation efforts continue to advance, a significant knowledge gap persists in Southeast Asia, hindering effective conservation measures in the region.

Singapore presents a unique opportunity to bridge this knowledge gap. The island nation's waters, particularly the Singapore Strait, provide a unique case study of how sharks and rays navigate a heavily urbanized marine environment affected by pollution, sedimentation, and heavy boat traffic. Understanding how these species adapt to such conditions can yield important insights for broader conservation strategies in urban coastal areas.

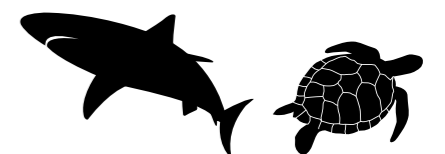
To address this critical need for data, WWF-Singapore has collaborated with Dr Zeehan Jaafar from the National University of Singapore (NUS) to study these species and their habitats. This collaborative research targets key marine biodiversity hotspots in the waters surrounding Sentosa Island and the Southern Islands of Singapore. Deploying Baited Remote Underwater Video Systems (BRUVS) and Non-Baited Remote Underwater Video Systems (RUVS), the project captures vital footage of marine life.

BRUVS, equipped with underwater cameras and bait, are designed to attract predatory species, allowing researchers to document detailed

evidence of their presence and behaviours. Complementing this, RUVS, deployed without bait, offers a comprehensive view of the ecosystem by recording other marine life. This dual approach deepens our current understanding of both predatory and broader ecosystem dynamics within these urban marine environments to inform future conservation strategies.

In Year 3 of Agoda's partnership with WWF-Singapore, they supported one deployment of BRUVS and RUVS across six sites. Analyses of previous surveys have revealed the presence of black-tip reef sharks, turtles, and bluespotted ribbontail rays, among other species. By the close of 2025, the goal is to complete eight comprehensive sets of BRUVS and RUVS deployments.

The insights gained from this project will play a crucial role in shaping targeted conservation strategies, helping us better understand and address human impacts on marine ecosystems. This collaborative effort enables proactive measures to safeguard endangered species and protect essential marine habitats for future generations.



ANALYSES OF PREVIOUS SURVEYS
HAS REVEALED THE PRESENCE OF

**BLACK-TIP
REEF SHARKS,
TURTLES, AND
BLUESPOTTED
RIBBONTAIL
RAYS,**

AMONG OTHER SPECIES.



WILDLIFE CONSERVATION IN KUIBURI: A MODEL FOR SUSTAINABLE COEXISTENCE

The Kaeng Krachan Forest Complex (KKFC) is a vast mountainous area of connected evergreen rainforests which lies in the Tenasserim Range on the boundary between Thailand and Myanmar. Conjoining Myanmar’s Tanintharyi Region, the forest complex covers 4,702 square kilometres and spans four natural reserves, including the Mae Nam Phachi Wildlife Sanctuary, the Kaeng Krachan, Kui Buri and Chaloem Phrakiat Thai Prachan National Parks. It is home to Asian elephants and Siamese crocodiles, and is recognized as a priority site for tiger recovery.

Kuiburi National Park, located in Prachuap Khiri Khan Province, Thailand, holds immense significance as one of the most intact natural landscapes within the Greater Mekong region. The park’s mountainous terrain is part of the Tenasserim Hills Range, which spans several protected areas in both Thailand and Myanmar, with diverse ecosystems that provide a sanctuary for a variety of wildlife.

The conservation project in Kuiburi National Park was supported by Agoda in Years 2 and 3 of the partnership, focusing on wildlife protection, habitat improvement, and community engagement to address and mitigate human-wildlife conflict. In Year 3, Agoda’s support extended to the wider KKFC.

WILDLIFE PROTECTION AND MONITORING

In Year 2, eight patrol teams conducted 915 patrol days, covering 10,950.14 kilometres across Kuiburi. Using the Conservation Oriented Patrol Standards (COPS), Kuiburi achieved a protection score of 80.2 per cent. This score reflects progress in strengthening protection and enforcement, with the ultimate goal of “zero poaching”.

Mae Nam Phachi Wildlife Sanctuary was also patrolled, with five teams covering over 5,086.95 kilometres in 549 days. Key threats identified within the sanctuary include poaching and illegal acquisition of Non-Timber Forest Products (NTFP).

NUMBER OF PATROL TEAMS
8 TEAMS

TOTAL PATROL DAYS
915 DAYS

TOTAL AREA COVERED
10,950.14 KM

KEY ILLEGAL ACTIVITIES IDENTIFIED
**POACHING,
ILLEGAL
LOGGING,
SNARING**

PROTECTION SCORE ACHIEVED
80.2%

Spatial Monitoring and Reporting Tool (SMART) technology patrol training was conducted to enhance the skills of 85 rangers from Mae Nam Phachi Wildlife Sanctuary, Chaloem Phrakiat Thai Prachan, and Kuiburi National Parks, covering data collection methods to monitor wildlife, case recording, and basic first aid.

To better monitor wildlife and human interactions, 30 camera traps were deployed throughout Mae Num Pachi Wildlife Sanctuary over a four-month period, and 10 in Kuiburi National Park. The camera traps employed distance sampling techniques, documenting wildlife species such as elephants, gaur, sambar deer and leopards. These findings highlight the importance of protecting and restoring this landscape to ensure the continued survival of wildlife.

HABITAT IMPROVEMENT

In Year 2, 200 rai (32 hectares) of grassland were improved and maintained in both Kuiburi and Kaeng Krachan National Parks. This included clearing invasive weeds in grassland areas that had overrun and reduced the space available for planted grasses essential for wildlife to feed and forage on.

COMMUNITY ENGAGEMENT AND HUMAN-WILDLIFE CONFLICT SOLUTIONS

Workshops were held in the KKFC and Kuiburi National Park to promote sustainable wildlife conservation and foster community development, with a focus on reducing human-elephant conflict (HEC). By engaging various stakeholders, these sessions helped build a shared understanding of conflict management and inspired the development of innovative, community-driven solutions for peaceful coexistence between humans and elephants.

Among the solutions discussed were:



Monetary Support

Securing funding for government initiatives to manage HEC, such as construction of protective fences to protect agricultural areas.

Collaborative Efforts

Strengthening collaboration between WWF Network, government agencies and private sectors to facilitate sharing of knowledge and experiences on HEC.

Technology Integration

Introducing innovative technologies like elephant collaring and radios to improve monitoring and communication in rapid response teams.

Alternative Livelihoods

Exploring alternative livelihood opportunities, such as alternative crops or animal farming, to reduce conflict caused by damaged crops.

Elephant Trend Studies

Gathering data on elephant populations, migration patterns, and food sources to inform management strategies.

Elephant Control

Developing sustainable food and water sources to reduce the occurrence of elephant intrusions.

HEC continues to be a major issue within KKFC. Support from Agoda enabled the implementation of an early warning system and the provision of essential equipment to support rapid response teams in managing human-elephant conflicts and wildlife monitoring activities. As a result, camera traps detected approximately 35 per cent of elephant incursions, while the integration of drone operations further enhanced the efficiency of rapid response teams. The destruction of agricultural plots decreased by 7.2 per cent compared to the previous year, down from 10.9 per cent.

Additionally, 20 new guides from the Kuiburi Community-based Wildlife Tourism Club received training on local wildlife within the park, tourism regulations and national park management.

FUTURE GOALS AND CONTINUED SUPPORT

By the end of 2025, the project aims to strengthen SMART patrol and law enforcement efforts in KKFC, providing training for 120 rangers and improvements to the SMART Patrol Monitoring Centre in Kuiburi National Park. The project will also provide critical field supplies and equipment, set up camera traps and deploy thermal drone technology to monitor wildlife populations.

STRENGTHENING TIGER CONSERVATION IN THE BELUM-TEMENGOR FOREST COMPLEX

Tigers, once abundant across Malaysia, now face significant threats to their survival. From an estimated population of 3,000 in the 1950s, Malayan tiger numbers have plummeted to fewer than 150 individuals today. Habitat loss and poaching have pushed this magnificent species to the brink of extinction. Yet, hope remains. In the heart of Peninsular Malaysia lies the Belum-Temengor Forest Complex (BTFC), a crucial sanctuary that remains one of the last strongholds for the Malayan Tiger.

Spanning over 3,400 square kilometres, the BTFC is home to an estimated 50 tigers, based on a baseline study conducted between 2009-2011. However, a subsequent survey between 2015-2018 revealed a sharp decline to approximately 23 tigers – a loss of more than 50 per cent. The complex comprises two major management areas: the Royal Belum State Park, the second largest protected area in Peninsular Malaysia and also the first site in Southeast Asia to achieve Conservation Assured | Tiger Standards (CA|TS) accreditation, and the Temengor Forest Reserve, Malaysia's second largest forest reserve. Despite their ecological significance, these areas face ongoing threats from poaching and human encroachment, highlighting the urgent need for active conservation efforts. Agoda supported these ongoing conservation efforts in Years 2 and 3 of the partnership, contributing to the protection of the Malayan tiger population and its habitats.

GUARDIANS OF THE FOREST

Wildlife monitoring is central to protecting the Malayan Tiger in the

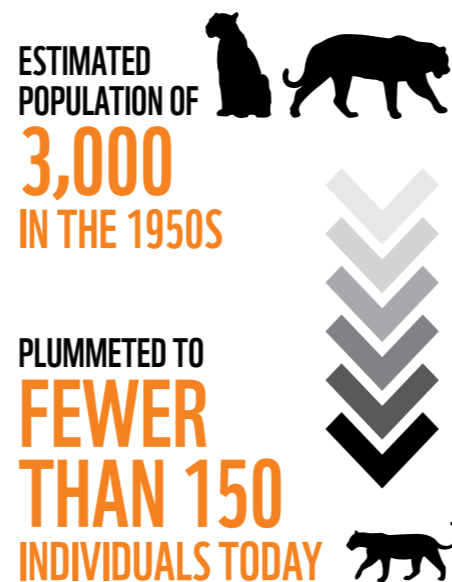
BTFC. To combat poaching effectively, the project focuses on increasing the number of boots on the ground and leveraging technology, particularly in areas identified as poaching hotspots.

Patrols are conducted both independently and in collaboration with local authorities such as the Perak State Parks Corporation (PSPC) and the Department of Wildlife and National Parks. By utilizing Spatial Monitoring and Reporting Tool (SMART) technology and deploying surveillance camera traps, teams can track and monitor illegal activities, enhance operational efficiency and ensure transparent reporting of anti-poaching efforts.

In Year 2, patrol teams covered 56,215 kilometres, surpassing the target of 150 patrol days per month, with an average of 319 patrol days monthly. This success reflects strong collaboration between local and external experts. Regular coordination with PSPC and Persatuan Pelindung Harimau Malaysia (RIMAU) has strengthened joint operations, facilitated effective information sharing, and ensured coordinated action. During patrols,

ESTIMATED
POPULATION OF
3,000
IN THE 1950S

PLUMMETED TO
**FEWER
THAN 150**
INDIVIDUALS TODAY




teams detected 34 inactive snares, and one active snare targeting large mammals.

Camera traps play a crucial role in documenting human-wildlife interactions and tracking tiger populations and other species. In Year 2, over 500 camera traps were deployed in high-risk areas, capturing valuable data on tiger movements, behaviours, and human activity. Preliminary footage identified at least 29 distinct tigers, offering insights into population health and behaviour to guide future conservation strategies. The data is securely stored in the SMART database, enhancing the management of tiger habitats and informing ongoing conservation efforts.

By the end of 2025, patrol efforts across the Belum-Temengor landscape will continue, with teams primarily composed of local Indigenous communities working independently and alongside authorities such as PSPC and the Department of Wildlife and National Parks.

Additionally, camera-traps will be installed or replaced in hotspot locations to monitor human activities, and wildlife. This integrated approach will enhance tiger habitat management by bolstering patrol efforts and ensuring sufficient manpower.


BUILDING CAPACITY, EMPOWERING COMMUNITIES

The BTFC is safeguarded by 24 dedicated Orang Asli patrol teams. These teams are also responsible for installing and monitoring camera traps to track both tiger and human activities. Through targeted training programmes, they are equipped to carry out effective patrols, dismantle snares, and collect data on poaching activities. This also helps to create alternative livelihood opportunities for those living within the vicinity of the complex.

In Year 2, 123 patrollers participated in two refresher courses, refining skills like GPS navigation, contour map reading, patrolling protocols, professional conduct, and other essential field techniques.



IN YEAR 2, PATROL TEAMS
**COVERED
56,215 KILOMETRES,**
SURPASSING THE TARGET OF
150 PATROL DAYS PER MONTH,
WITH AN AVERAGE OF
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MONTHLY**



**OVER 500
CAMERA TRAPS**



WERE DEPLOYED IN HIGH-RISK AREAS, CAPTURING
VALUABLE DATA ON TIGER MOVEMENTS, BEHAVIOURS,
AND HUMAN ACTIVITY.

Specialized training from experts at the Wildlife Justice Commission (WJC) and Justice for Wildlife Malaysia (JWM) provided advanced techniques in intelligence gathering and data reporting. Additionally, focused sessions with PSPC rangers enhanced knowledge on camera trapping, GPS usage, and SMART data management.

By the end of 2025, the project will broaden its scope to include new initiatives aimed at engaging and supporting local communities. In collaboration with community-based organizations, WWF-Malaysia is establishing the Community Conservation Enterprise (CCE) to provide economic opportunities, strengthen social and cultural ties, and equip the Orang Asli with valuable skills. Planned activities include community consultations, capacity-building programmes, and the development of sustainable livelihoods.

Project Stampede, an Indigenous patrol initiative, will be integral to this expansion. These experienced guardians will not only continue their patrol duties but also share their conservation expertise within their communities, fostering knowledge exchange through training sessions and advocacy.

Inclusivity and active participation are central to this project. It actively engages the Orang Asli community to encourage collective action, enhance tiger conservation efforts, protect indigenous rights, promote economic well-being, and preserve cultural heritage.

COMMUNITY-DRIVEN CORAL RESTORATION IN THE CORAL TRIANGLE

Mabul Island, located off the coast of Sabah within the Semporna Priority Conservation Area in the Coral Triangle, is renowned for its exceptional marine biodiversity. Surrounded by coral reefs, seagrass meadows, and sandy beaches, this unique island is home to diverse marine species, including endangered sea turtles and sharks. Mabul’s vibrant ecosystems support a thriving tourism industry, providing vital income for local fishing communities.

However, activities such as mass tourism, poor waste management, and illegal, unreported, and unregulated (IUU) fishing have significantly damaged Mabul’s coral reefs. Climate change further exacerbates these threats, as warming seas lead to more frequent coral bleaching events, while rising sea levels worsen saltwater intrusion and coastal erosion, directly impacting the lives of coastal communities.

Rallying in response to the pressing challenges facing their environment, the local community has shown strong support for coral reef restoration as an adaptive measure against climate change. The community has called for the restoration of natural barriers through coral reef rehabilitation as a safeguard for their coastal ecosystems. Beyond enhancing climate resilience, healthier coral reefs are expected to boost dive tourism and traditional fishing industries, bringing significant socioeconomic benefits to Mabul’s residents.

In Year 1 of the partnership, coral restoration activities were conducted and led by 25 trained participants from IKLIM (now known as Mabul Eco Youth), a local youth climate group, and Scuba Junkie SEAS, a not-for-profit marine conservation organization, as well as Green Semporna. These efforts have rehabilitated 148.8 square metres of degraded reefs, deploying approximately 2,800 coral fragments across three sites around Mabul Island.



BENEFITS OF HEALTHY REEFS

ENHANCED CLIMATE RESILIENCE

BOOSTS TO DIVE TOURISM AND FISHING INDUSTRIES

INCREASED BIODIVERSITY AND MARINE HABITAT HEALTH



13 youths participated in four sessions of specialized training to gain the skills necessary for coral restoration activities, including:

- Open Water SCUBA diving certification
- Advanced Open Water SCUBA diving certification
- Ecodiver certification
- Coral restoration training

Beyond coral restoration efforts, the project strengthened the capacity of Mabul Island’s youth through essential training to build their skills and prepare them for leadership roles in conservation and community-based education initiatives. By improving communication and organisational skills, these efforts help enhance employability while cultivating a new generation of environmental advocates who will champion sustainable practices and drive positive change for the environment.

To foster a sense of ownership, the project facilitated community and stakeholder engagement through activities such as government office visits and focus group discussions with the local community. These efforts ensured active collaboration and participation, reinforcing local commitment to the ongoing conservation work.

Interviews with Mabul youth and community members from Omdal and Larapan Islands were conducted to identify themes for the Community Learning and Innovation Hub, which will form the foundation of the future training modules. This preliminary assessment also evaluated the readiness of the three islands (Mabul, Omdal and Larapan) to be part of the Hub.

The overall goal of the project is to inspire the Mabul community to take pride in preserving their marine environment, ensuring the long-term health and resilience of ecosystems that their future generations will depend on.



13 YOUTHS PARTICIPATED IN FOUR SESSIONS OF SPECIALIZED TRAINING TO GAIN THE SKILLS NECESSARY FOR CORAL RESTORATION ACTIVITIES



EMPOWERING THE GUARDIANS OF TUBBATAHA

The Tubbataha Reefs Natural Park (TRNP) stands as the Philippines' largest no-take marine protected area (MPA) and is the only purely marine UNESCO World Heritage Site in Southeast Asia.

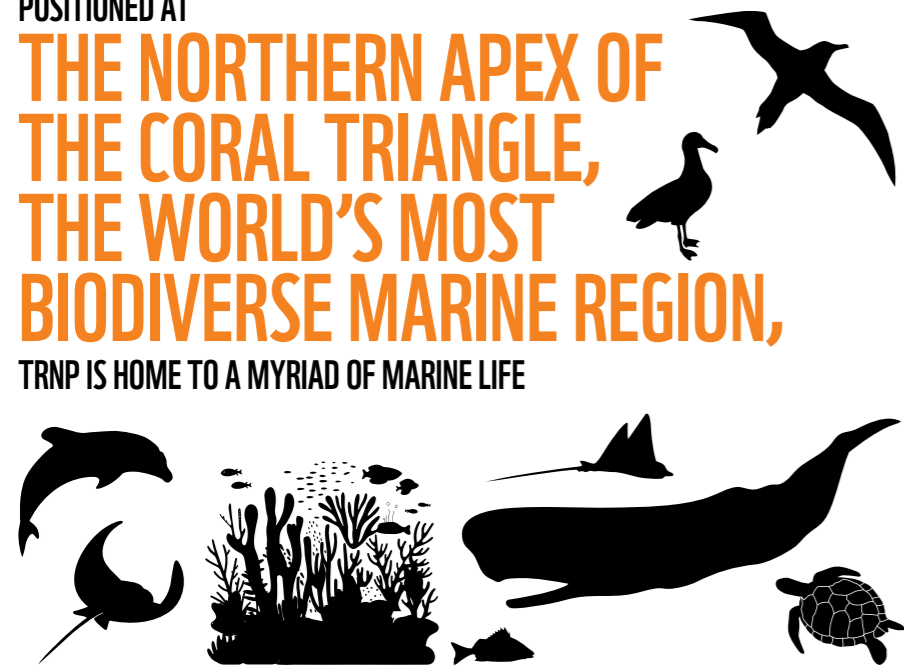
Positioned the Northern apex of the Coral Triangle, the world's most biodiverse marine region, TRNP is home to a myriad of marine life, including:

- **360 coral species, representing 80 of the world's 119 coral genera;**
- **14 species of dolphins and whales;**
- **28 species of sharks, skates, and rays;**
- **Two species of marine turtles;**
- **More than 700 species of fish;**
- **Over 120 bird species with seven resident seabirds**

Yet, this crucial habitat faces ongoing threats from climate change, marine debris, escalating shipping activities outside park boundaries, and illegal or destructive fishing practices, such as illegal fishing. Safeguarding this invaluable ecosystem has become more urgent than ever.

At the forefront of TRNP's defense are the Tubbataha Marine Park Rangers (MPRs), who play a critical role in enforcing park regulations and protecting against illegal, unreported, and unregulated (IUU) fishing and other threats to marine life. Beyond conservation efforts, these rangers act as first responders in emergencies, ensuring visitor safety and swift action when incidents arise.

POSITIONED AT
**THE NORTHERN APEX OF
THE CORAL TRIANGLE,
THE WORLD'S MOST
BIODIVERSE MARINE REGION,**
TRNP IS HOME TO A MYRIAD OF MARINE LIFE



EMPOWERING THE TUBBATAHA MARINE PARK RANGERS (MPRS)

To strengthen the MPRs' protection efforts, Agoda supported the project as part of the Year 2 partnership, supplying essential equipment and resources for the long-term protection and conservation of the park. This included:

Patrol boat repair: In November 2023, the twin-engine patrol boat sank due to sudden large waves. The boat, a key asset for law enforcement, research, and monitoring, was restored to full operation. This repair enabled the research team to travel between permanent monitoring sites and is used to implement the day-to-day duties of MPRs;

Fuel procurement: more than 6,000 litres of fuel were supplied for 162 patrols of MPRs within the park this calendar year;

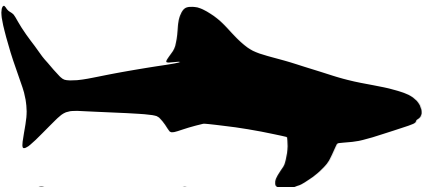
Diving equipment: Supplied a set of SCUBA diving regulator and dive computer that aided three underwater research surveys and supported the repair and maintenance of mooring buoys across the reefs.

Communication and awareness tools: The Communication, Education & Public Awareness (CEPA) team was equipped with a laptop and camera accessories to conduct educational activities, as well as to document the daily field activities of researchers, scientists, and MPRs while in the park.

The project spotlights the crucial role MPRs play as protectors of TRNP's unique marine ecosystems and biodiversity. By supplying essential resources to the rangers, this initiative has strengthened ongoing conservation efforts and enhanced the park's long-term resilience.

PROTECTING THE WHALE SHARKS OF DONSOL

The Philippines, celebrated for its pristine coastlines and rich marine biodiversity, is home to Donsol - a sanctuary for one of the world’s largest whale shark populations. Locally known as “butanding”, these gentle giants play an important role in maintaining the balance of marine ecosystems by feeding on and regulating plankton populations, their primary food source.



ABOUT WHALE SHARK:

LARGEST FISH SPECIES

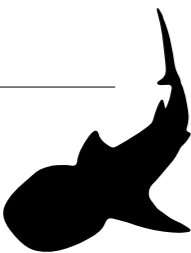
MIGRATORY BEHAVIOUR

ECOSYSTEM ROLE:

REGULATE PLANKTON POPULATIONS

NUTRIENT CYCLING

MAINTAIN ECOSYSTEM BALANCE



Each year, between November and June, blooms of plankton and algae attract an aggregation of whale sharks to Donsol’s nutrient-rich waters. This species is vital to the country’s eco-tourism industry, bolstering the local economy and enhancing the quality of life for the community.

To protect this species, the partnership with Agoda in Year 3 supported the Whale Shark Conservation initiative in Donsol. This project is designed to deepen scientific understanding while strengthening the capacity of local Butanding Interaction Officers (BIOs) and boat operators who are essential to whale shark tourism and conservation efforts.

Central to the initiative is a science-based approach that utilizes photo identification to capture the unique spot patterns of whale sharks. This method allows for the identification of individuals and accurate tracking of their movement and migration, providing critical insights into their behaviour and habitat use. Through this scientific approach, the project not only enhances research but also strengthens the local community’s capacity to contribute effectively to conservation.

Collected data undergoes evaluation before being uploaded to a global database for further verification. This system enables well-informed



whale shark conservation strategies, evaluation of whale shark population health, and supports sustainable practices that promote the long-term survival of this species.

By 2025, the project is set to enhance whale shark conservation efforts by significantly increasing the frequency of MB Miraya’s monitoring trips. As WWF-Philippines’ dedicated research and service vessel for whale shark observation, MB Miraya will enable more comprehensive data collection during the whale shark season. Furthermore, the project aims to achieve 100 per cent of whale shark ID photos uploaded to the global database, enabling timely cataloguing and tracking.

To enhance whale shark conservation and sustainable tourism, between three to six annual training sessions will be held for an estimated 150 participants, including BIOs, tourism staff, and uniformed personnel. The sessions will focus on interaction protocols, guest handling, and equipment use. Updated Information, Education, Communication materials and a new Whale Shark Interaction video will also be introduced in schools, hotels, and resorts.

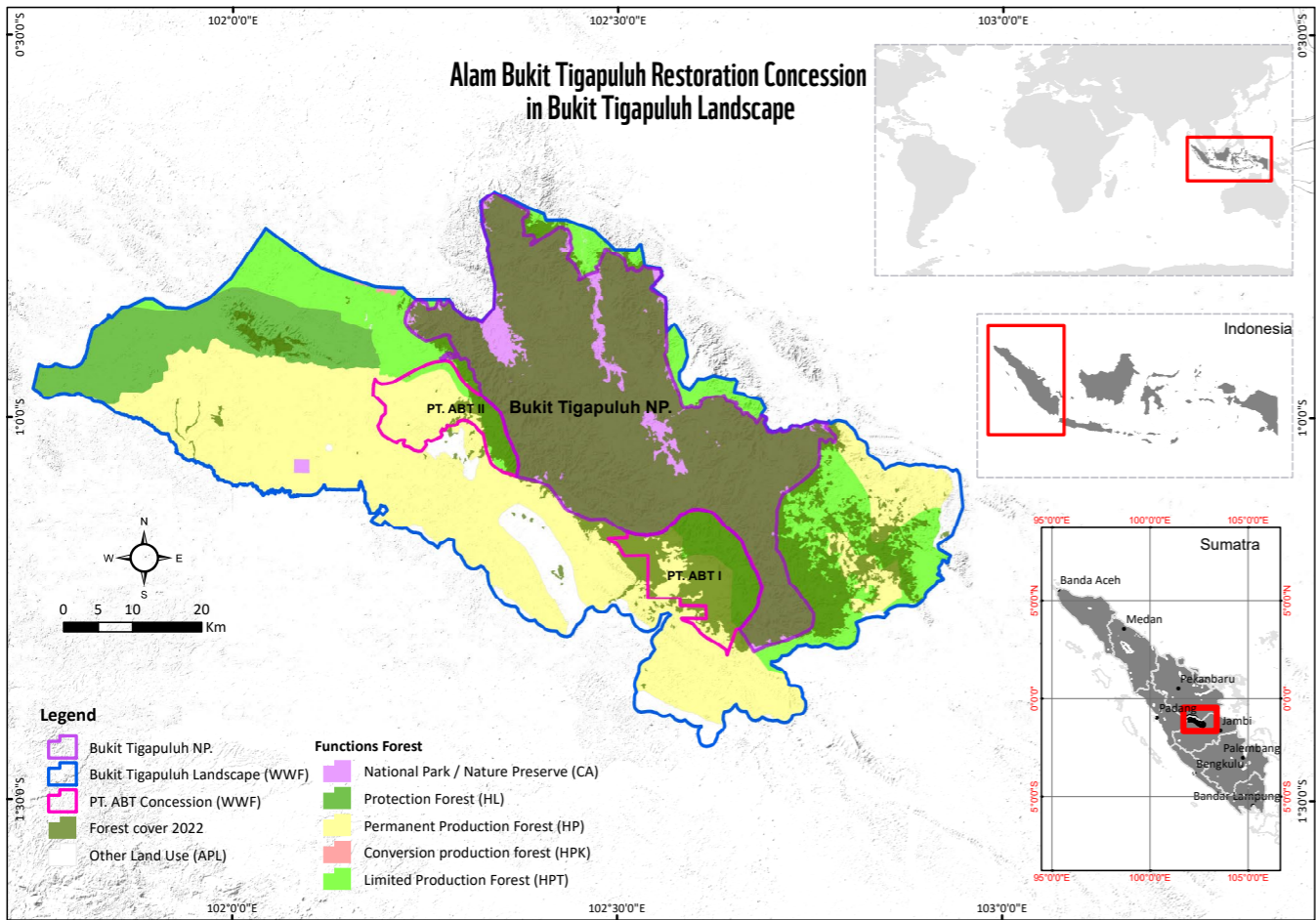
In addition, post-season evaluations with stakeholders will address challenges and refine strategies to continuously improve whale shark protection and promote responsible tourism.

The project integrates research, community engagement, and capacity building to tackle the key threats facing whale sharks.



THRIVING TOGETHER: A COLLABORATIVE APPROACH TO RESTORING THIRTY HILLS

Bukit Tigapuluh, or “Thirty Hills,” stands as a beacon of hope for Sumatra’s rainforests. As one of the last remaining lowland forests in Central Sumatra, it provides essential environmental services, stores significant carbon reserves, and serves as a haven for endangered species such as the Sumatran Tiger, Elephant, and Orangutan. It is also the ancestral home of the Talang Mamak and Orang Rimba peoples, whose cultural heritage and traditional practices are deeply intertwined with the forest’s survival.



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Unfortunately, the Thirty Hills ecosystem faces escalating threats from deforestation and habitat degradation. In response, the Thirty Hills Forest Company (PT Alam Bukit Tigapuluh, or PT ABT) was formed to operate and manage a 38,000-hectare Ecosystem Restoration Concession (ERC) within Bukit Tigapuluh National Park. Founded in 2015 by WWF, in partnership with the Frankfurt Zoological Society (FZS) and The Orangutan Project (TOP), the ERC pursues two core goals:

1. Protect and restore Central Sumatra’s last intact lowland forests and its iconic wildlife.
2. Develop replicable models of sustainable forest management that can inspire conservation efforts across Southeast Asia.

FOREST RESTORATION EFFORTS

Restoration is at the heart of the project, with a mission to reforest degraded forest and protect the remaining forest within the ERC. This ambitious target combines natural regeneration, enrichment, and active replanting to rejuvenate degraded landscapes. 1,750 hectares will be restored and enriched through agroforestry plots by the end of 2025 through collaborative support. The project aims to foster community involvement in the coming months, creating shared stewardship and delivering lasting benefits for local communities.

In Year 2, reforestation efforts expanded significantly, embracing agroforestry as a means to blend ecological restoration with improved livelihoods for the locals. Drawing insights from the collaborative Free, Prior, and Informed Consent (FPIC) consultation process, an agreement was forged with community members to retain existing cultivation boundaries while integrating agroforestry into restoration activities.

This approach has contributed to the enrichment of forests, transforming degraded landscapes into thriving ecosystems. A total of 41,772 seedlings have been planted across 363.92 hectares, with mixed-species plots supporting 68 households.

ADVANCING CONSERVATION THROUGH RESEARCH AND MONITORING

Innovation is key to understanding and protecting Thirty Hills’ unique biodiversity, and PT ABT has embraced a proactive approach to monitoring the landscape’s biodiversity and ecosystem health. In Year 2, 42 paired and five single camera traps were deployed, documenting 30 wildlife species including Critically Endangered Sumatran tigers and elephants. Tracks discovered along the installation routes also highlighted the area’s rich and diverse wildlife, offering further insight into its vibrant ecosystem. This support also enables PT ABT to monitor critical environmental factors like



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rainfall, humidity, and water discharge to prevent fire risks. This data is used to inform fire prevention strategies and mitigate the risk of wildfires, which pose a significant threat to the region’s biodiversity.

COMMUNITY ENGAGEMENT AND SUSTAINABLE LIVELIHOODS

Engaging local communities remains central to PT ABT’s conservation approach. To date, partnerships with seven farmer groups have been formalized through Memoranda of Understanding (MoUs), directly benefiting 140 farmers.

To address complex social issues and conflicts within the community, PT ABT adopted a community development approach centred around engaging women—recognizing their potential as agents for change within the community. In Year 3 of the Agoda partnership, a 22-member women’s farmer group was established with PT ABT’s support. The initiative enables women to repurpose backyards into food gardens, create handicrafts, and engage in small-scale livestock farming, enhancing family welfare and combating food insecurity in the Talang Mamak settlement. The goal is to develop vegetable plots that meet daily needs and potentially supply food for local school programs, fostering both community resilience and self-sufficiency.

IMPROVING WASTE MANAGEMENT SYSTEMS

Progress has also been made to improve waste management within the concession. To prevent pollution and protect freshwater sources, a Semi-Wastewater Treatment Plant was inaugurated with the support from this partnership, treating grey water generated from household activities such as laundry and bathing. A hazardous waste management system was also introduced in Year 2 to safely process and transfer toxic materials, including batteries and medical waste, to a specialized partner for treatment.

Through the collective efforts of PT ABT, local communities, and other stakeholders, Thirty Hills is transforming from a landscape under threat into a recovering, balanced ecosystem. This collaborative approach demonstrates that when conservation and community engagement align, lasting change can be achieved for both people and nature.

SIGNING BLUE TO ENSURE RESPONSIBLE MARINE TOURISM IN THE CORAL TRIANGLE

Indonesia, located within the Coral Triangle, is home to unparalleled marine biodiversity, with over 6,000 fish species, 76 per cent of the world's coral species, and an awe-inspiring array of wildlife. This natural treasure has fueled Indonesia's growing tourism sector, contributing significantly to the nation's economy.



However, with such important marine ecosystems, responsible tourism management is essential to prevent pollution, protect fragile habitats, and safeguard marine life from potential threats. To address these challenges, WWF-Indonesia launched Signing Blue, an innovative initiative that champions sustainable coastal and marine tourism by fostering environmental awareness, promoting local cultural heritage, and empowering communities to adopt responsible practices.



In its first year, the partnership with Agoda supported the Signing Blue initiative, which reached audiences nationwide through an impactful online campaign. This included social media content and virtual Blue Talks that emphasized marine conservation and sustainability. These efforts focused on the importance of reducing tourism's environmental footprint while showcasing Indonesia's rich marine destinations. The campaign reached over 21,000 individuals, encouraging them to adopt eco-conscious habits and support community-driven tourism.

On the ground, community-led beach cleanups were conducted in Derawan and Labuan Bajo under the Plastic-Free Ocean Network programme. These hands-on activities gave participants

the opportunity to take action, reducing ocean plastic pollution while collecting vital data on the types of marine litter found. Citizen scientists were trained to identify and categorize debris, driving awareness and solutions for cleaner oceans across tourism hotspots.

Recognizing the importance of the private sector in promoting sustainable tourism, Signing Blue actively engaged tourism businesses to encourage more sustainable practices. Businesses were invited to join as members, gaining access to tailored support for implementing sustainable operations. A dedicated Marine Tourism Improvement Programme (MTIP) was introduced to five community member organizations, offering tools and resources to enhance their sustainability efforts. This programme includes an annual impact assessment to monitor progress, measure positive outcomes, and evaluate its impact on Indonesia's marine tourism industry, ensuring continuous improvement.



RESTORING BALANCE TO SAFEGUARD THE NILGIRI TAHR AND ITS HABITAT

The Nilgiri Tahr, an iconic species endemic to the Western Ghats, holds a special place in India's ecological and cultural heritage. As the only mountain ungulate from the subfamily Caprinae in Southern India, this endangered species now survives in fragmented pockets of its historical range, facing threats from habitat loss, hunting, land-use changes, linear infrastructure developments, and environmental degradation. To address these challenges, the Year 2 partnership with Agoda supported WWF-India's conservation efforts in the Western Ghats Nilgiris Landscape (WGNL), which aims to stabilize existing populations and re-introduce them across their historical habitats.

The native grasslands of the Nilgiri Tahr have been significantly altered by human activities, including hydroelectric projects, timber felling, road construction, and the expansion of monocultures such as eucalyptus, wattle, pine and tea. These pressures have left populations increasingly isolated and vulnerable. Studies on similar species reveal that populations with fewer than 50 individuals face a high risk of extinction within decades, highlighting the precarious future faced by this endangered species. For conservation efforts to effectively secure the future of the Nilgiri Tahr, it is imperative to identify smaller, vulnerable populations while working to reconnect and stabilize fragmented groups across their historical range.

Stakeholder collaboration has been essential in advancing conservation efforts for the Nilgiri Tahr. WWF-India, in partnership with Project Nilgiri Tahr, a conservation initiative launched

by the Government of the state of Tamil Nadu convened multi-stakeholder consultations to refine methodologies for the first-ever synchronized population estimate of this species. These consultations paved the way for a first-ever synchronized survey across the Nilgiri Tahr distributional areas of Tamil Nadu and adjoining populations from Silent Valley National Park and Eravikulam National Park in Kerala, which yielded crucial baseline data on population size and distribution. To complement this, capacity-building workshops engaged forestry and wildlife officials, equipping them with the skills and knowledge required to implement effective strategies for habitat restoration, population management, and long-term conservation tailored to safeguarding the Nilgiri Tahr.

To better understand and address potential risks to the species' long-term survival, field surveys identified



several Nilgiri Tahr with abnormal lumps on their bodies. Tissue samples were collected from an adult female for scientific analysis. These health monitoring initiatives demonstrate the project's commitment to addressing potential challenges and ensuring the resilience of this endangered mountain ungulate.

Public awareness has been another important focus of the project. With Agoda's support, Nilgiri Tahr Day was marked on 7 October 2023 in Tamil Nadu, a landmark event aimed at raising awareness about the species. State-wide celebrations

engaged schools and colleges across forest divisions, fostering public understanding of the importance of protecting such a unique species.

The project has seen significant progress, with WWF-India and Project Nilgiri Tahr successfully radio-collaring an adult Saddleback male Nilgiri Tahr in Mukurthi National Park, alongside a Light Brown male in the Anamalai Tiger Reserve. This initiative marks a critical step forward in understanding the movement patterns and habitat use of the Nilgiri Tahr, providing valuable insights to guide conservation strategies and habitat management efforts.



THE NILGIRI TAHR'S NATURAL HABITAT HAS BEEN SIGNIFICANTLY ALTERED BY HUMAN ACTIVITIES, INCLUDING

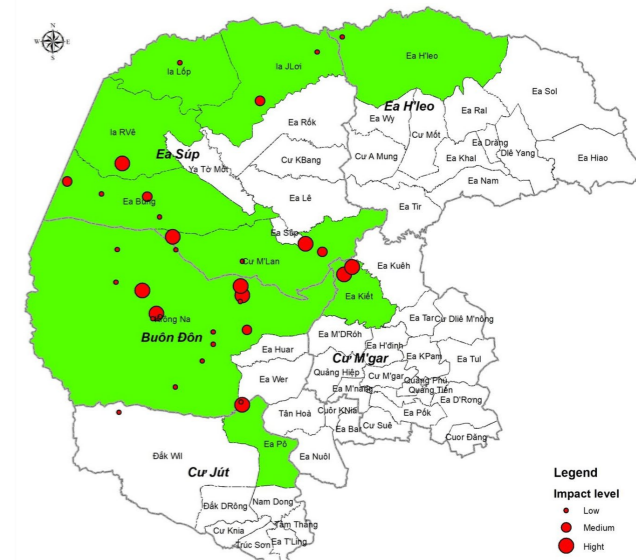
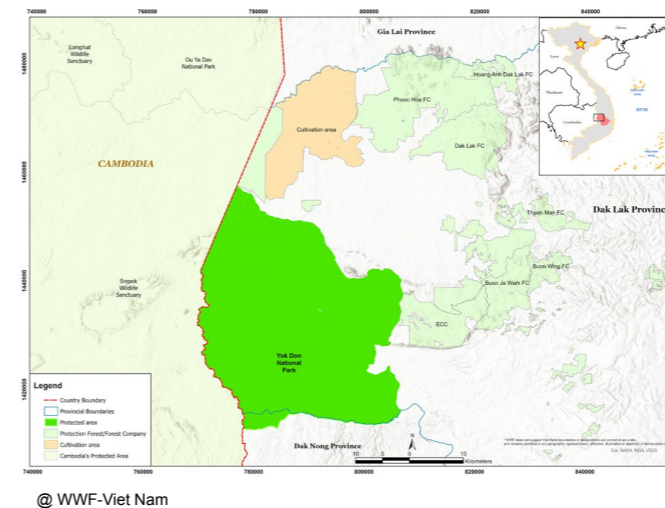


HYDROELECTRIC PROJECTS, TIMBER FELLING, ROAD CONSTRUCTION, AND THE EXPANSION OF MONOCULTURES SUCH AS EUCALYPTUS AND TEA.



TECHNOLOGY-DRIVEN PROTECTION TO SAFEGUARD VIET NAM'S ELEPHANTS

Yok Don National Park (YDNP), the second largest National Park in Viet Nam, is a stronghold for biodiversity in the region and a vital refuge for elephant conservation in Southeast Asia. Situated within the Eastern Plains Landscape (EPL), YDNP is contiguous with Mondulkiri Protected Forest, representing one of the only sites in Vietnam with the potential for protection and recovery of the endangered Asian elephant. The Vietnamese government has declared this area a high priority for elephant conservation, yet its elephant population has tragically declined by 95 per cent, with only between 60-70 elephants remaining due to illegal poaching, habitat loss, and human-elephant conflict (HEC).



Despite the park's vast area and the efforts of its national park staff, significant gaps in technical capacity persist, hindering effective action to combat threats and ensure the long-term conservation of elephants. This lack of adequate technical support has compromised the park's ability to manage resources and law enforcement effectively, leaving its elephant population increasingly vulnerable.

The project aims to strengthen conservation efforts of Asian wild elephants in YDNP and its surrounding areas through enhanced management, protection, and monitoring. A central focus of these efforts is building the technical expertise of YDNP staff and frontline rangers, equipping them with the tools and knowledge needed to protect the elephants' habitat and reduce HEC.

With Agoda's contribution as part of the Year 2 partnership, WWF-Viet Nam collaborated closely with government partners to deliver two advanced training courses on the Spatial Monitoring and Reporting Tool (SMART) for 109 park staff and rangers. SMART is a powerful platform designed to help conservationists collect, analyse, and report data on wildlife activity and habitats, ensuring key information is shared with decision-makers for effective conservation action. These training sessions also introduced the latest SMART developments and techniques for adaptive management in conservation.

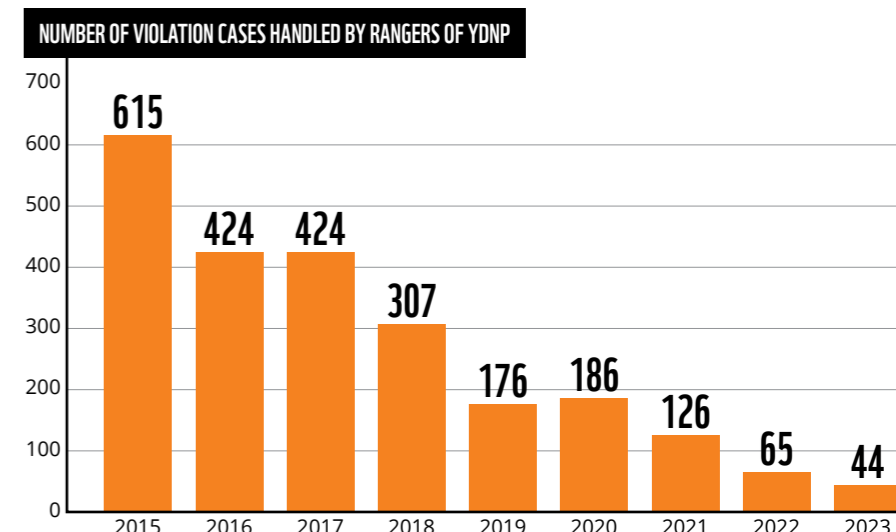
As one of Viet Nam's two Monitoring the Illegal Killing of Elephants (MIKE) sites, YDNP's rangers also received

specific training on MIKE data requirements, including standardized methods for recording elephant carcasses and data entry protocols.

To support rangers in their patrols, the project provided 13 GPS Garmin 65S units, enhancing their ability to manage protected areas and monitor elephant movements. These tools not only improve field efficiency but also serve as critical resources in ensuring that conservation strategies are informed by accurate, real-time data.

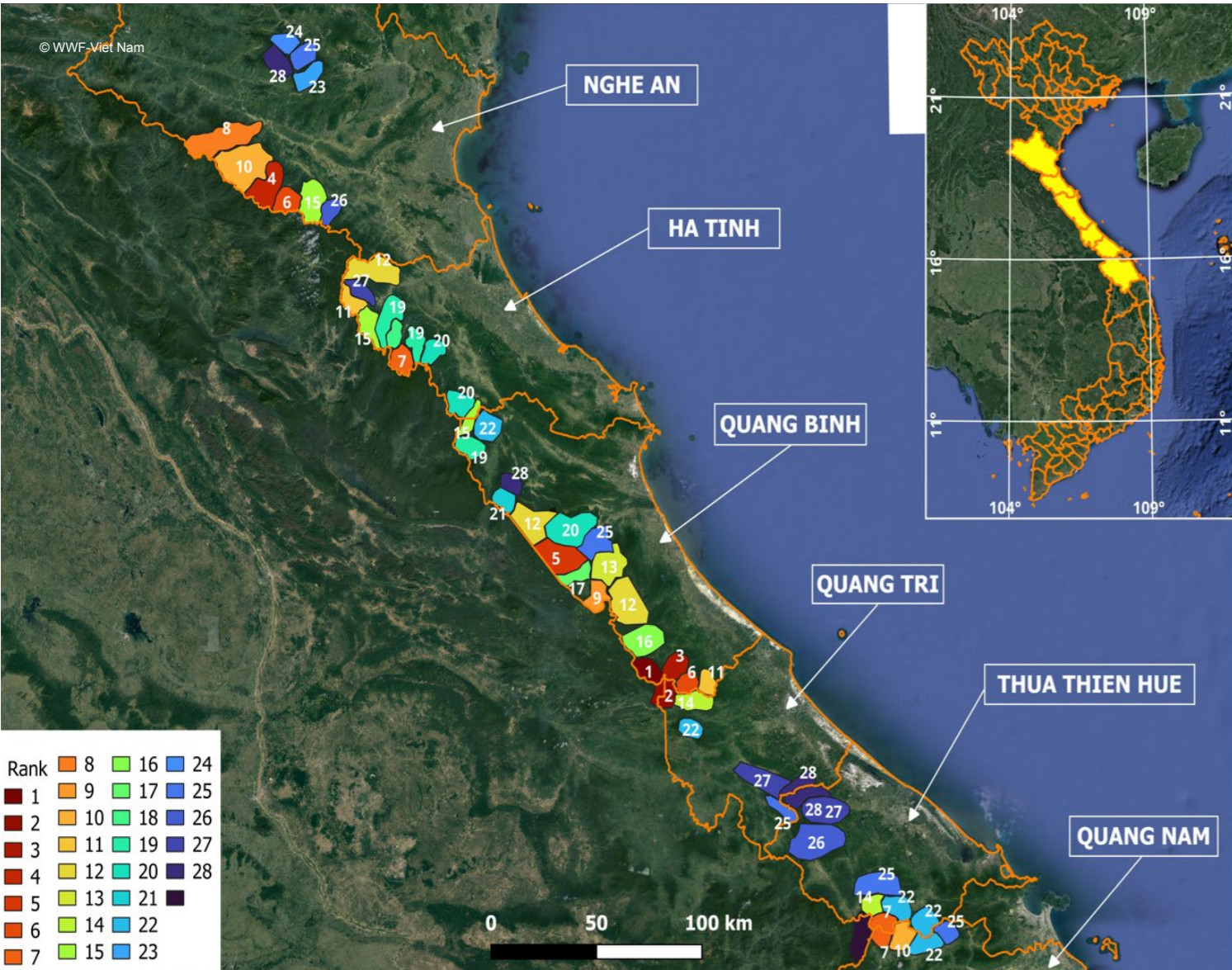
By supporting rangers with advanced resources and training, the project strengthens conservation efforts in YDNP. Integrating data-driven insights into park management allows for more targeted and strategic actions, ensuring the long-term protection of the park's elephants and the ecosystems they depend on. This approach has the potential to improve conservation outcomes in YDNP and set a standard for elephant conservation across Viet Nam.

ELEPHANT POPULATIONS HAVE TRAGICALLY DECLINED BY 95%, WITH ONLY BETWEEN 60-70 ELEPHANTS REMAINING DUE TO ILLEGAL POACHING, HABITAT LOSS, AND HUMAN-ELEPHANT CONFLICT



SECURING THE FUTURE OF VIET NAM’S ELUSIVE SAOLA

Viet Nam’s Central Annamites Landscape, spanning 2.3 million hectares, is recognized as a global biodiversity hotspot of distinct ecological significance. Within this vast area, over 420,000 hectares are designated as protected, safeguarding the habitats of numerous endemic species of high conservation priority. Among them, the Saola stands out as one of the most iconic and elusive.



Often referred to as the “Asian Unicorn”, the Saola is critically endangered, with fewer than 100 individuals remaining in the wild. Its rapid decline is driven primarily by habitat loss, hunting, and poaching, fueled by illegal wildlife trade.

This project is dedicated to conserving the Saola and its habitat. As part of the Year 3 partnership with Agoda, 20 rangers will receive training in advanced biodiversity monitoring techniques, including camera trapping and Spatial Monitoring and Reporting Tool (SMART) technology. To support these efforts, 120 camera traps will be deployed across two watersheds, enabling monitoring of the Saola’s presence and informing future conservation strategies.

A rescue and breeding center will also be established to support the recovery of the Saola and other threatened species endemic to the Central Annamites Landscape. This facility, developed through a partnership with Bach Ma National Park, Re:wild, Indo-Myanmar Conservation’s Asian Turtle Program, and WWF, will provide a secure environment for ex-situ populations that can serve as potential sources for reintroductions, once in-situ threats have been mitigated.

To foster long-term protection, the project will engage local communities, particularly youth aged 12-25 living near the Nature Reserve. Educational materials will be distributed to raise awareness of the importance of local biodiversity while addressing human-wildlife conflict and curbing poaching activities in the project area.

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RANGER-LED CONSERVATION EFFORTS IN CAMBODIA'S EASTERN PLAINS

Spanning 600,000 hectares, the Eastern Plains Landscape (EPL) is among the world's most biologically important regions, renowned for its species diversity and endemism. This vast and ecologically rich landscape is home to some of the planet's most iconic species, boasting the world's largest population of wild Banteng, the last remaining population of leopards in Indochina, and Cambodia's largest population of Asian elephants.

However, the future of these species and their habitat hangs in the balance. With only 99 rangers patrolling this expansive terrain, managing the protected area effectively remains a significant challenge. Illegal poaching and logging have taken a severe toll on wildlife populations, and tigers, once a powerful symbol of Cambodia's wilderness and cultural heritage, are now deemed functionally extinct in the region.

To protect this unique biodiversity hotspot, Years 2 and 3 of the partnership with Agoda supported close collaboration with community rangers to strengthen conservation efforts across two key protected areas: Srepok Wildlife Sanctuary (SWS) and Phnom Prich Wildlife Sanctuary (PPWS). By improving enforcement strategies and engaging local communities, the project aims to safeguard the EPL's remarkable wildlife and their habitats.

STRENGTHENING RANGER CAPACITY AND RAMPING UP PATROL EFFORTS

Rangers are at the forefront of wildlife protection in the EPL. Since the start of the partnership, five training sessions have equipped 60 rangers with Spatial Monitoring and Reporting Tool (SMART) technology. This tool enables rangers to collect and analyse data on threats, wildlife sightings, and illegal activities during their patrols, improving overall landscape management.

Supported by WWF, ranger teams conducted 986 patrols, covering over 82,000 kilometres across SWS and PPWS over 3,746 patrol days and 2,760 patrol nights. A new area-based patrolling strategy targeting high-risk hotspots resulted in a



THIS VAST AND ECOLOGICALLY RICH LANDSCAPE IS HOME TO SOME OF THE PLANET'S MOST ICONIC SPECIES, BOASTING THE WORLD'S LARGEST POPULATION OF WILD BANTENG, THE LAST REMAINING POPULATION OF LEOPARDS IN INDOCHINA, AND CAMBODIA'S LARGEST POPULATION OF ASIAN ELEPHANTS.



16 per cent increase in distance covered, despite a 12 per cent reduction in the number of patrols.

These patrols delivered tangible results including the confiscation of snares, chainsaws, motorbikes, bush meat, guns, illegal fishing equipment, and illegally harvested logs. Poaching incidents decreased by 10 per cent compared to the previous year, land clearance dropped by 70 per cent, and cases of illegal logging fell by 43 per cent. This strategic shift in patrol efforts has enabled more targeted and effective conservation actions, maximizing patrol efficiency and the impact of ranger activity.

In Year 2, 18 camera traps set up across SWS and PPWS captured photos of a critically endangered female Indochinese leopard. Another species identified from the footage retrieved included the endangered dhole.

By the end of 2025, the project aims to conduct additional training on SMART technology to improve data management and reporting, implement SMART Competency Standards and enhance field health and safety protocols to improve the effectiveness and working conditions of rangers in the EPL. Furthermore, the project plans to deploy additional camera traps to monitor human and wildlife activity in SWS and PPWS, conduct monthly ranger meetings and develop technology-informed patrol plans.

SUPPORTING THE NONG KHAM SEN WETLANDS

Nong Kham Sen (NKS), an 86-hectare urban wetland near Vientiane, stands as the last remaining natural ecosystem of its kind near Laos' bustling capital. This unique landscape holds significant cultural value and sustains a thriving freshwater habitat essential to the livelihoods of six surrounding villages.

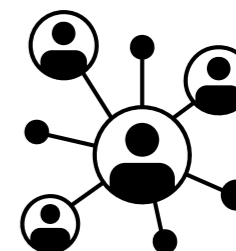
Recognizing its significance, this project seeks to raise awareness and educate about NKS's role in sustaining wildlife and local ecosystems. Through educational initiatives showcasing the wetland's rich biodiversity, particularly its diverse bird species, the project will create opportunities for both locals and visitors to connect with nature and learn about the importance of conservation. Community spaces are being developed to foster engagement, sharing, and a deeper connection to nature, ensuring NKS remains a source of pride and stewardship for future generations.

By the end of 2025, the project aims to install educational signs and construct bird hides, offering immersive opportunities to observe and learn about the wetland's unique biodiversity. Plans are also underway to establish an Educational Learning Centre, designed to welcome visitors and provide a dedicated space to explore the wetland's ecological importance and the need for its conservation.

Through these efforts, NKS will serve as a haven for its wildlife while fostering local community involvement in conserving their natural heritage. By promoting carefully managed sustainable tourism, the project seeks to balance visitor experiences with the wetland's ecological integrity, ensuring its protection for future generations.



NKS WILL SERVE AS
**A HAVEN FOR
ITS WILDLIFE**
WHILE FOSTERING LOCAL
COMMUNITY INVOLVEMENT IN
**CONSERVING
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“
WITH AGODA’S SUPPORT, WE ARE DRIVING
CRITICAL CONSERVATION EFFORTS TO
SAFEGUARD ASIA’S ECOLOGICALLY IMPORTANT
HABITATS AND PROTECT ENDANGERED SPECIES.
”

UMA SACHIDHANANDAM
DIRECTOR, CONSERVATION AND SCIENCE AT WWF-SINGAPORE

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LOOKING AHEAD

As Year 4 of the partnership with Agoda begins, WWF continues to build on the successes achieved so far, advancing a shared mission to protect wildlife and safeguard habitats across Asia.

Some of the highlights from previous years include forest restoration, wildlife monitoring, and community engagement projects in priority regions such as Thailand, Viet Nam, and Indonesia. These efforts have not only safeguarded iconic species but also empowered local communities to play an active role in conservation.

With a target donation of US\$1,500,000 in the coming year, the scope of the collaboration is set to reach new heights, extending support to 11 markets across Asia, including two new countries: Korea and Japan.

NEW PROJECTS, BROADER HORIZONS

Year 4 will see new efforts that expand WWF’s conservation footprint and deliver meaningful impact for nature:

- Singapore:** Wildlife Connectivity Monitoring to preserve natural corridors.
- Korea:** Spoonbill Conservation to protect a globally significant bird species.
- Japan:** Nansei Ecoregion Project focusing on marine and island biodiversity.

In addition to continuing support for ongoing projects from Year 3, Agoda and WWF-Singapore will launch the Sustainable Tourism Impact Fund in partnership with the [UnTours Foundation](#) to support small tourism businesses that promote environmental sustainability. The fund will provide flexible investment capital and resources to selected businesses, serving as a valuable addition to the partnership and amplifying conservation efforts across Asia.

TOGETHER POSSIBLE

This expanded partnership between WWF and Agoda reflects a shared commitment to addressing the urgent challenges facing Asia’s wildlife and ecosystems. With a vision of restoring balance between people and nature, WWF is charting a course for greater conservation impact and collaboration in the years ahead.

TOGETHER POSSIBLE: PROTECTING WILDLIFE AND CONSERVING CRITICAL HABITATS ACROSS ASIA



Working together to
protect wildlife and
conserve critical habitats
in Asia



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