



WWF

NEWSLETTER

SEPTEMBER 2012

INSIDE THIS EDITION:

Illegal Wildlife Trade
Our New 'No Shark Fins' Initiatives



THE PANDA TIMES

© naturepl.com / Richard Du Toit / WWF-Canon

TEDxWWF SINGAPORE

A stellar line-up of inspirational speakers and an enthusiastic audience, hungry for brave new ideas towards a sustainable future, gathered at the INSEAD Asia Campus on 14 July 2012. Missed the event? Catch the videos at tedxwwf.com!



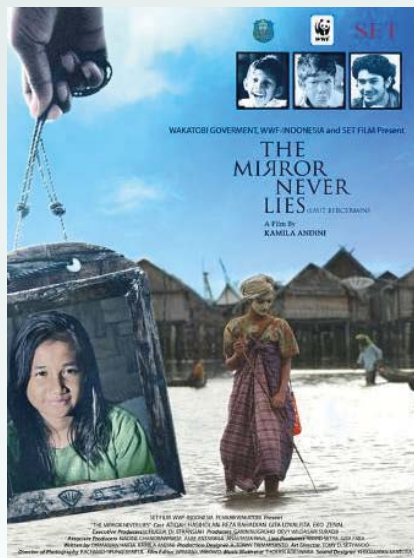
'OCEANWORLD' AT EAST COAST PARK ON 9 JUNE

About 1,000 happy picnickers tucked into their own sustainable seafood dinners while enjoying the sea breeze, along with breathtaking footage of underwater habitats, from the film 'Oceanworld'.



'THE MIRROR NEVER LIES' AT CITY SQUARE MALL ON 21 JULY

About 180 people viewed this film which highlighted the stunning marine environment of Wakatobi and the priceless cultural heritage of the Bajo tribe in the heart of The Coral Triangle.



CAN THE PLANET LIVE FOREVER?

Questions came fast and furious at this informative talk by Dr Chris Hails at Singapore Botanic Gardens on 16 June. Some 230 participants filled up venue to find out more about the health of our planet, Singapore's unsustainable carbon footprint and how we can reduce our impact.

GALLERY R

Renowned photographer James Wilkins' (centre) artwork inspired 7-year-old Rohinish Gupta (right) to say "Global warming stands for global warning", thus inspiring Gallery R's mission to draw the link between fine art and environmental concerns. Gallery R will be contributing up to 20% of the sales proceeds from ORIGINS, James Wilkins' first exhibition in Singapore, to WWFS. Find out more at <http://www.galleryr.com.sg/>



FITNESS FIRST

Last year, over 1.4 million single use plastic bags were handed out in Fitness First Singapore's (FFS) 11 clubs. In a laudable move to bring this number down, FFS has phased out the offer of free plastic bags in changing rooms. Instead, members can purchase reusable or biodegradable bags, with part of proceeds coming to WWFS.



ILLEGAL WILDLIFE TRADE



© naturepl.com / Vivek Menon / WWF-Canon

Tiger skull and bones taken from illegal trade, India

comparable to the drugs and arms trade, illegal wildlife trade may well overturn decades of conservation successes, especially for key species like rhinos, elephants and tigers.

Singapore's role

Singapore is an excellent, efficient trading hub. Unfortunately, this holds true for illegal wildlife trade too. Large volumes of wildlife species and products continue to pass through our borders. These enter Singapore from source countries in Southeast Asia and Africa, and are shipped out to large consumer markets such as China and Europe.

Singaporeans also fuel the demand for wildlife in the form of traditional medicine (such as those containing tiger bones, rhino horns and bear bile), luxury items (e.g. lucky charms, skins

and furs for fashion), pets and food (e.g. exotic meats).

Visit wwf.sg/wildlifecrime to find out more!

What you can do

- 1 | **Don't buy** or consume any products from endangered species
- 2 | **Report** any suspicious activities or sale of illegal wildlife products
- 3 | **Donate!** Your donations will support WWF's conservation work.

TRAFFIC-WWF SINGAPORE: Illegal Wildlife Trade Workshop



To learn more about the issue, WWF Singapore and guests from local conservation organisations such as ACRES, Nature Society Singapore and Wildlife Reserves Singapore attended a full-day workshop conducted by Dr. Chris Shepherd, Deputy Director of TRAFFIC Southeast Asia on 16 July. Most participants were shocked by the extent and heartlessness of illegal wildlife trade.

WWFS took advantage of Chris's presence and the release of the Solomon Island bird trade report to drum up interest from the local media.

There has been an unprecedented spike in illegal wildlife trade across the world in recent years due to escalating demand, enforcement shortcomings and an absence of political will. An organised crime

A JUMBO JOURNEY: Virtual event for World Elephant Day



©Martin Harvey / WWF-Canon

From 12-19 August, we featured a whole week of elephant-themed posts! On top of an exclusive Expert Online Forum with Dr Tammie Matson, we highlighted elephant conservation issues from poaching for ivory and the captive trade, to habitat loss and human-elephant conflict.

'Like' our [Facebook](#) page to keep up to date with illegal wildlife trade news!

OUR NEW 'NO SHARK FIN' INITIATIVES



©WWF Hong Kong

After success with the No Shark Fin Individual Pledge, we have launched the **No Shark Fin Corporate Pledge!** 14 organisations have signed the pledge so far. Have your company take the **pledge** to be added to the growing list of responsible companies and community leaders.

DID YOU KNOW?

Every year, over 73 million sharks are killed. That's equivalent to 138 dead sharks per minute. Due to the growing Chinese demand for fins, the number of threatened species soared from 15 in 1996 to 180 in 2010.

Our new **No Fin banquet cards** lets you share the conservation message with your guests. If you want to use the cards at your banquet, call 6730 8100 to make arrangements to collect them from our office!



© Rendy Aryanto / WWF-Singapore

Special thanks to Fuse Creative Singapore for the concept and design.



Mr and Mrs Timothy Soh was one of the first couples to use our No Fin banquet cards at their wedding dinner!



Another couple, Cheryl Goh and Keith Lim share, "We are glad to play our part. We received the thumbs up from many of our friends!"

EARTH HOUR SINGAPORE APPRECIATION AWARDS 2012

Organised at Marina Bay Sands on 18 May, WWF Singapore recognised its partners, corporates and organisations that put in remarkable efforts and commitment towards saving the planet. [Read more](#) about the award winners and their initiatives.



©Cassandra Lew / WWF-Singapore

Kenneth Lau, Brand Champion of Ben & Jerry's, the key sponsor for Earth Hour 2012, receiving a Certificate of Appreciation from Elaine Tan, CEO of WWF Singapore

Biggest Step Beyond the Hour

- Starhub

Most Embracing Community Outreach Initiative

- Punggol Community Club Youth Executive Committee

Most Significant "I Will If You Will" Challenge

- Carrefour Singapore

Most Inspiring Staff Engagement Initiative

- Colliers International

Most Engaging Earth Hour Event

- West Coast GROs & Nan Hua High School

LOOKING FORWARD

GELYN ONG - WWF SINGAPORE YOUNG AMBASSADOR

Talented 8-year-old artist Gelyn from Nanyang Primary School shares her environmental aspirations



"I am honoured to be WWF Singapore's Young Ambassador. I hope to

- Use my paintings to raise funds for WWF
- Educate the public especially children on things they can do to help save Mother Earth
- Help to design WWF merchandise

In my daily life, I remind my parents to keep the air-con at 24 degrees. We bring reusable bags when we shop for groceries. To reduce paper usage, I use the white board when revising my work with my parents. Finally, I adopt a vegetarian diet which is more environmentally-friendly."

A SUSTAINABLE SEAFOOD RECIPE

Cooking time : 15 minutes
Serves 2

Ingredients :

- 1) 100g (or 8 large) fresh oysters, washed and drained
- 2) 3 eggs, beaten
- 3) 125ml water
- 4) 2 tablespoons sweet potato flour
- 5) 1 tablespoon rice flour
- 6) 2 tablespoons vegetable oil
- 7) 3 teaspoons fish sauce
- 8) 2 teaspoons rice wine
- 9) 1 pinch of white pepper
- 10) 1 teaspoon chilli paste
- 11) Coriander sprigs
- 12) Lime, halved



OR LUAK (OYSTER OMELETTE)

Recommended Seafood
Oyster
Farmed from Canada or China



Method:

Mix sweet potato flour, rice flour and 1 teaspoon of fish sauce in water to make a very thin batter.

© Song / WWF-Singapore


Heat a large flat frying pan until very hot and add oil. Pour in the batter and cook for about 15 seconds until the batter is half set. Add in beaten eggs.

When the egg and batter mixture turns crispy on side down, divide into smaller pieces.

Season with the remaining fish sauce, rice wine, pepper and chilli paste. Add oysters and toss until heated through. (Tips : oysters are best cooked lightly in a matter of seconds.)

Garnish with coriander leaves and serve immediately with lime wedge.

This will be the last quarterly Panda Times! We will continue to send out regular eDMs to keep you updated on our latest issues and events.

	<p>Why we are here</p> <p>To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.</p> <hr/> <p>wwf.sg</p>
---	---

WWF - World Wide Fund For Nature (Singapore) Limited
WWF Singapore is a registered charity
Tel : +65 6730 8100
Email : info@wwf.sg
Website : wwf.sg

Our financial statements are audited by PricewaterhouseCoopers

www.facebook.com/wwfsg www.twitter.com/wwfsg

