

Malaysian Conservation Alliance for Tigers Annual Report 2014



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1. Introduction

The only such conservation partnership in the world, the Malaysian Conservation Alliance for Tigers (MYCAT) is an alliance of the Malaysian Nature Society (MNS), TRAFFIC Southeast Asia (TRAFFIC), Wildlife Conservation Society-Malaysia Programme (WCS) and WWF-Malaysia (WWF). Established by the Malaysian Government in 2003, MYCAT is supported by the Department of Wildlife and National Parks Peninsular Malaysia (DWNP) for joint implementation of the National Tiger Conservation Action Plan for Malaysia (NTCAP), the national blueprint for saving wild Malayan tigers.

MYCAT's objective is to provide a formal yet flexible platform for information exchange, collaboration and resource consolidation among the conservation organisations, united by the shared vision of achieving thriving wild tiger populations in Malaysia. Towards this objective, the MYCAT Secretariat's Office (SO) has been the backbone of the alliance, mainly to: 1) provide a platform and facilitate communication between partners; 2) coordinate collaborative efforts and manage MYCAT projects; 3) implement decisions jointly made by the partners; 4) develop and implement joint communication strategies; and 5) monitor the implementation of NTCAP. This report outlines MYCAT's involvement in the implementation of NTCAP, as well as the activities and accomplishments of MYCAT projects in 2014.

The main collaborative effort between MYCAT partners, as well as with DWNP, was determining the current status of the Malayan tiger (Section 2b). Multiple meetings were held between the biologists to compile data from various research projects and to figure out the most suitable analytical method. MYCAT also put in a recommendation to the International Union for Conservation of Nature (IUCN) to list the Malayan tiger as Critically Endangered in the IUCN Red List. The population was estimated at 250 to 340, replacing the 20 over years old estimate of 500 wild tigers.

The only function of MYCAT SO that is independent from the partner NGOs is the monitoring of NTCAP implementation, where the SO supports the Ministry of Natural Resources and Environment (NRE). MYCAT SO was officially appointed to the Monitoring Committee in 2010. The implementation of the NTCAP has been monitored since 2008, and during this period, MYCAT SO has worked with at least nine different personnel at NRE.

This hinders the monitoring process due to a lack of understanding on NTCAP among the officers. Recommendations that a permanent technical team be set up in NRE to coordinate and monitor NTCAP implementation have been repeatedly made since 2012, but to no avail. However, there was one good news as the overall implementation received a passing grade for the first time, mostly because of diligent and detailed reporting by DWNP (Section 3).

The past 10 years of tiger conservation efforts in Malaysia has shown that the future of the Malayan tiger cannot lie only in the hands of the government or NGOs, but that real change will come only when the silent majority also stands up for wildlife. MYCAT continues to involve the public as a key stakeholder in tiger and wildlife conservation efforts through creating various volunteering opportunities and an avenue to report wildlife crime. Having managed the Wildlife Crime Hotline 24-7 since it was set up in 2007, one of the most rewarding moments came in 2014 when reports to the hotline contributed to the rescue of a sun bear and multiple other wildlife by DWNP (Section 4).

MYCAT Tiger Roadshows were held to reach out to Malaysians, to cultivate wildlife stewardship and reduce the illegal trade and consumption of wildlife (Section 6). Meanwhile, the Citizen Action for Tigers (CAT) programme (Section 7) continues to be MYCAT's flagship volunteering programme. Despite facing some difficulty in sourcing for funding, CAT Walk achievements have increased, in part thanks to hardworking volunteers who helped maintain a watchful presence in the Sungai Yu Tiger Corridor.

Although not all important things can be measured, we are proud of the following numbers in Table 1, which indicates the depth and breadth of MYCAT collective achievements over the years.

Table 1. MYCAT in numbers. Unless otherwise stated, the number is a cumulative total since the beginning of the respective project, with the starting year indicated in parenthesis.

Raising Awareness and Reaching Out to the Public	
Rural Outreach (since 2005)	10,369 people reached face-to-face in 51 programmes 2014 – 47 in 2 programmes 2013 – 716 in 5 programmes 2012 – 889 in 8 programmes 2011 – 119 in 1 programme 2010 – 3,189 in 15 programmes 2009 – 1,760 in 10 programmes 2008 – 2,800 in 6 programmes 2007 – 549 in 3 programmes 2005 – 300 in 1 programme
Urban Outreach (2007)	33,378 people in 105 programmes 2014 – 3,055 in 20 programmes 2013 – 3,396 in 28 programmes 2012 – 2,814 in 10 programmes 2011 – 2,798 in 6 programmes 2010 – 7,398 in 23 programmes 2009 – 4,140 in 10 programmes 2008 – 1,520 in 7 programmes 2007 – 8,257 in 1 programme
Yahoo e-news (2003)	5,469 emails sent to 332 subscribers
Facebook (2010)	3,888 Likes
MYCAT WATCH column in the <i>Malaysian Naturalist</i> (2006)	33 articles
Empowering Malaysians	
Volunteers (2005)	1,321 2014 – 239 2013 – 410 2012 – 168 2011 – 69 2010 – 175 2009 – 46 2008 – 30 2007 – 174 2005 – 10
Repeaters each year	2014 – 65 2013 – 51 2012 – 62 2011 – 34 2010 – 42 2009 – 9 2008 – 8
Supporting Law Enforcement: Wildlife Crime Hotline (2007)	
Calls with reliable information	2014 – 120 2013 – 102 2012 – 76 2011 – 106 2010 – 100

	2009 – 24 2008 – 22
Actions taken by the Wildlife Department	2014 – 112 2013 – 78 2012 – 56 2011 – 97 2010 – 61 2009 – 17 2008 – 9
Protecting Tiger Habitat: Citizen Action for Tigers (2011)	
Distance covered by volunteers	2014 – 712km, 233 individual volunteers 2013 – 374km, 280 volunteers 2012 – 210km, 125 volunteers 2011 – 81km, 29 volunteers 2010 (pilot) – unrecorded, 25 volunteers
Threats recorded and snares/traps deactivated	2014 – 40 and 27 2013 – 49 and 59 2012 – 12 and 24 2011 – 8 and 25
National Tiger Conservation Action Plan (2008)	
Assisting the govt. in developing the Plan	1 plan
Assisting the govt. in monitoring the progress	6 reports and 5 stakeholder meetings
Actions with known implementation status in 2013*	63 (100%)
Total actions completed in 2013* by all agencies	38 (60%)
Facilitated Communication Among Partner NGOs (2005)	
Working Group Meetings	27
E-group	5,355 messages
Advocacy and Technical Support (2007)	
Supporters for a better wildlife law	56,062 worldwide
Wildlife Conservation Act 2010	1 Act passed
Moratorium on deer hunting	6 years (2009-2015)
Member of the IUCN Cat Specialist Group	Since 1999
Assessor of the Malayan tiger for the IUCN Red List	Since 2008

* The result of 2014 assessment is made available in 2015.

2. Communication Platform for Tiger Conservation

With ever-limited resources at hand, the need for a strong partnership is vital as it can facilitate the flow of concerted attention, information, funds and other relevant support, even occasional emotional support, to the areas that need it most. MYCAT SO is the engine that maintains the various communication channels related to the implementation of the NTCAP, not just between the NGOs involved but also to disseminate information on tiger conservation efforts in Malaysia. The target audience includes volunteers, supporters, donors, the media and general members of the public.

a. Communication channels

The main communication within MYCAT takes place in the MYCAT Working Group (WG), which comprises representatives from partner organisations and the MYCAT SO (Appendix 1). MYCAT welcomed three new members to the WG in 2014, while three existing members left the group. Regular turnovers in WG membership is unavoidable due to staff changes at respective NGOs, but

fortunately a few founding members remain, and they provide necessary institutional memory for the continuity of our work.

The MYCAT Annual Meeting for 2013 was held on 27 May 2014 to highlight the joint accomplishments of the past year and to chart out a course for the coming one. MYCAT WG members and the heads of MYCAT partner organisations were present, as were key representatives from DWNP, Forestry Department Peninsular Malaysia (FDPM) and NRE. Government partners were invited to present updates on tiger-related work, and a list of specific information were requested beforehand to allow time to prepare respective presentations. The continual presence of government agencies at the MYCAT Annual Meeting bodes well for continued collaboration between government and NGOs for tiger conservation.

In addition to the annual meeting, two formal WG meetings were convened on 3 April and 11 August 2014. These meetings provided MYCAT WG members, who are generally involved in other duties besides tiger-related work, with the opportunity to give undivided attention to tiger conservation issues. It is where WG members exchange updates and information with colleagues from other NGOs working in other tiger landscapes, and also a platform to discuss pertinent issues and challenges as well as to brainstorm for solutions. At each WG meeting, MYCAT SO reports project, personnel and financial updates to the partner NGOs, and each NGO in turn provides relevant updates. In 2014, the WG also began receiving updates from the newest tiger conservation project based in the Kenyir/Taman Negara area in Terengganu.

There were 733 emails registered in the official WG email group over the year, an increase from 440 the previous year. Exchanges in this official correspondence channel, open to all WG members, fluctuates based on membership, current issues or upcoming events. Aside from formal meetings and official group email exchange, MYCAT partners and the SO are in constant communication over phone and email as well as through the occasional get together, which enhances the working relationship and mutual understanding among colleagues. These are not monitored by MYCAT SO.

Additional meetings on-demand are sometimes convened to discuss specific issues. On 8 May 2014, a meeting to discuss the status of the Malayan tiger was called (as a follow up to the 3 April WG meeting and prelude to annual meeting on 27 May) as the IUCN had invited the MYCAT General Manager to reassess the status of the Malayan tiger for the IUCN Red List of Threatened Species (see section 2b). From 1 to 2 December 2014, WWF-Malaysia organised and hosted an Open Tiger Forum which brought together the heads of all partner NGOs as well as staff working on tiger conservation.

The forum was conducted using Open Space Technology, and the issues discussed included engaging the larger public, relooking at how the alliance functions, roles of the SO and how to move forward strategically. A special sharing session on enforcement efforts with non-MYCAT partners was also held, where Pemantau Hijau (that works in Kenyir) and Wildlife Reserves (that works in Belum-Temengor) were invited to share information about their work. All MYCAT partners acknowledged the importance of working together and reiterated their commitment to the alliance. For non-WG members, it was an opportunity to learn about the challenges and opportunities of working in an alliance.

MYCAT SO also communicates with the public on tiger conservation issues and MYCAT projects. General communication is maintained through the MYCAT [e-group](#), [website](#), [Facebook](#), and [Twitter](#). Tiger conservation news from around the world is sent out to the e-group to keep members updated. The number of members subscribed to the e-group increased slightly in 2014, from 326 to 332 subscribers. The MYCAT e-group remains small as it caters to a niche group of individuals who have a special interest in tigers, be it for personal or professional reasons.

The number of e-news sent out in 2014 reduced by 15% from the previous year, from 219 to 187 emails. The e-group is mostly maintained by MYCAT SO although members occasionally contribute. The decrease was primarily due to the lack of capacity to maintain the e-group as funds to support MYCAT

SO's role in general communication with the public had ceased, and therefore less time was spent on sourcing for news.

Meanwhile, the number of Likes on the MYCAT Facebook page increased by 20% from 3,241 in 2013 to 3,888 in 2014. This is much lower than the 75% increase in Likes from 2012 to 2013 which was primarily due to the publicity generated by the *Wild Tiger Run* held in November 2013. Facebook is a useful tool as an informal and general platform to engage members of the public and to disseminate information.

Education, information dissemination and engagement are key instruments to empower Malaysians to proactively support tiger conservation. A regular flow of information to the public is crucial to keep the plight of the Malayan tiger visible in the public eye, while gradually instilling in people a deeper appreciation of tigers and recognition of the factors threatening their survival. Once the public are aware of how they can do their part, even for those outside the conservation field, it will encourage them to leave their comfort zones to offer a hand. Constant communication with the public through channels like Facebook keeps them informed and involved while building a sense of ownership among the Malaysian public towards our wildlife.

The cause of tiger conservation received a boost from a non-traditional source in 2014, when the Minister of Youth and Sports, YB Khairy Jamaluddin, acknowledged MYCAT's contribution during the launch of a new tiger-stripe jersey design for Malaysian athletes. Previously in 2013, the same Minister had flagged off the *Wild Tiger Run*. The tiger has always been used as a symbol of inspiration in Malaysian sports, but this was the first time that a public link to wild tigers has been made in the sporting arena. Through the National Sports Council, a donation was also made to MYCAT.

b. Media collaboration and publications

Overall, compared with 52 media pick-ups in 2013, 66 media pick-ups were recorded in 2014. These were from the press release and letter issued, as well as interviews, events and efforts of MYCAT partners and donors (Appendix 7).

At the end of 2013, a preliminary analysis of data from a number of camera-trapping studies conducted between 2010 and 2013 began to show that tiger numbers were likely lower than the estimated 500, as feared by many who have worked on the ground for many years.

Incidentally, the MYCAT General Manager was assessing the status of the tiger generally, but more specifically the Malayan tiger, for the IUCN Red List and felt that not only the new population status but the whole conservation status of the Malayan tiger warrants the "Critically Endangered" listing. She presented her findings and draft recommendations to IUCN at WG meetings and also at the MYCAT Annual Meeting. MYCAT partners felt that for the purpose of conservation biology, such information should be conveyed to the Malaysian public, to highlight the urgency of tiger conservation efforts and to galvanise more support from the masses. This was supported by the NRE representative at the Annual Meeting.

In 2014, the data from research conducted at seven sites across the three tiger priority areas by WWF, DWNP, MYCAT and an independent researcher were re-analysed by WWF's Lead Research Scientist. WCS analysed their data using the same method and the results were later combined. Multiple discussions were held between the researchers, who estimated that there may only be 250-340 wild Malayan tigers, down from the previous estimate of 500. This also means that the NTCAP goal of 1,000 wild Malayan tigers by 2020 is biologically unattainable.

The result from the new analysis was presented to the MYCAT WG and DWNP Director General (at a specially called meeting on 20 June 2014) separately. Initially planned to be announced at a press conference, TRAFFIC Southeast Asia Senior Communications Officer had given potential panelists a quick training on dos and don'ts at a press conference and arranged a mock press conference for MYCAT NGOs on 11 August 2014, where volunteers with a background in journalism acted as the reporters. Although the press conference was eventually called off, it was a useful media exercise for all

who participated as we learnt about possible angles that the media would pick up and questions that might be posed.

This news on the new status and a renewed commitment to ramp up efforts to reverse the situation was announced in a joint media statement between DWNP and MYCAT on 15 September 2015. The joint statement led to 30 media pick-ups by both local and international media, which signals wide interest and concern into the status of Malayan tigers.

One of the main needs that MYCAT has been advocating for is an increase in enforcement efforts. Therefore, when a joint patrolling programme between the Malaysian army and DWNP called 1MBEON (*1Malaysia Biodiversity Enforcement Operation Network*) was launched, announcing the arrests of 13 foreign poachers between February and October 2014 in Taman Negara, MYCAT issued a congratulatory letter, while also calling for more investment by the Malaysian government through making more human and financial resources available for enforcement work.

As in previous years, MYCAT partners took turns to contribute articles on current tiger issues to the MYCAT WATCH column (Appendix 4). Throughout 2014, MYCAT was also busy producing Volume 5 of MYCAT Tracks. MYCAT Tracks is a biennial report that has been published since 2005, which provides updates from MYCAT's work and the progress of NTCAP implementation. Extra effort was put into producing Vol. 5 as it was the 10th anniversary edition and chronicled 10 years of tiger conservation in Malaysia since 2003.

In the process of putting together the special edition report, a list of tiger-related milestones and happenings from 2003 to 2013 were compiled from partner NGOs and DWNP. These were eventually whittled down to the top 50 to be published, but a more extensive list is included in Appendix 6. MYCAT Tracks Vol. 5 may be downloaded [here](#).

3. Monitoring the Progress of the National Tiger Conservation Action Plan

The NTCAP lays out 80 actions to be undertaken between 2008 and 2015, towards the goal of recovering Malayan tiger populations by 2020. MYCAT SO was appointed to the NTCAP Monitoring Committee by NRE in 2010, and has been assisting relevant NRE staff to produce an annual progress report at the national level. The importance of transparency and accountability in conservation actions are implicitly stated in the Plan and are vital to its effective execution, therefore MYCAT SO's role in the Monitoring Committee is that of a neutral independent body, even towards MYCAT partner organisations.

The actions to be implemented are all listed out in a log frame that is referred to in the NTCAP as Table 15. It also outlines the implementing agencies, indicators, verifiers and timelines for all 80 actions. Each action to be implemented is led by specific leading agencies that are assisted by collaborating agencies. The leading and collaborating agencies may include various government departments, conservation organisations, and even individuals like independent researchers.

When submitting progress reports, implementing agencies need to fill in Table 15 and actions that have been taken need to be backed up with the relevant verifiers, for example minutes of meetings, reports, maps, etc. that show that a particular action has indeed been taken. Once the progress reports from all implementing agencies have been collected, the Monitoring Committee compiles all the reports, tabulates the achievements for each year and a Stakeholder Meeting is held to discuss implementation challenges and other issues.

Table 15 is a living document that is updated annually by the Monitoring Committee after each Stakeholder Meeting based on the achievements and challenges faced by the implementing agencies. When the next request for progress reports are sent to the stakeholders, they are also sent an updated Table 15 to be filled in.

a. NTCAP implementation in 2013

Out of the 80 actions in the NTCAP, 63 actions were scheduled to be implemented in 2013. In terms of the overall performance in 2013, 38 actions (60%) were completed, 16 actions (26%) were still incomplete and 9 actions (14%) were not yet started (Fig. 1). The implementation progress of NTCAP has been monitored ever since it was launched in 2008 and in 2013, for the first time ever, Malaysia received a passing grade. In all the previous years, the percentage of actions completed was 43% (2012 implementation) and below, thus earning a failed grade.

The progress of all 63 actions was reported. Credit for this goes to DWNP, the main implementing agency, for diligently compiling verifiers and completing the reporting template. This contributed greatly to the improved grade. The other stakeholders that submitted reports are FDP, Department of Town and Country Planning, MYCAT SO and partner NGOs, while DWNP also submitted progress reports on behalf of the Perak State Park Corporation and Johor National Parks Corporation.

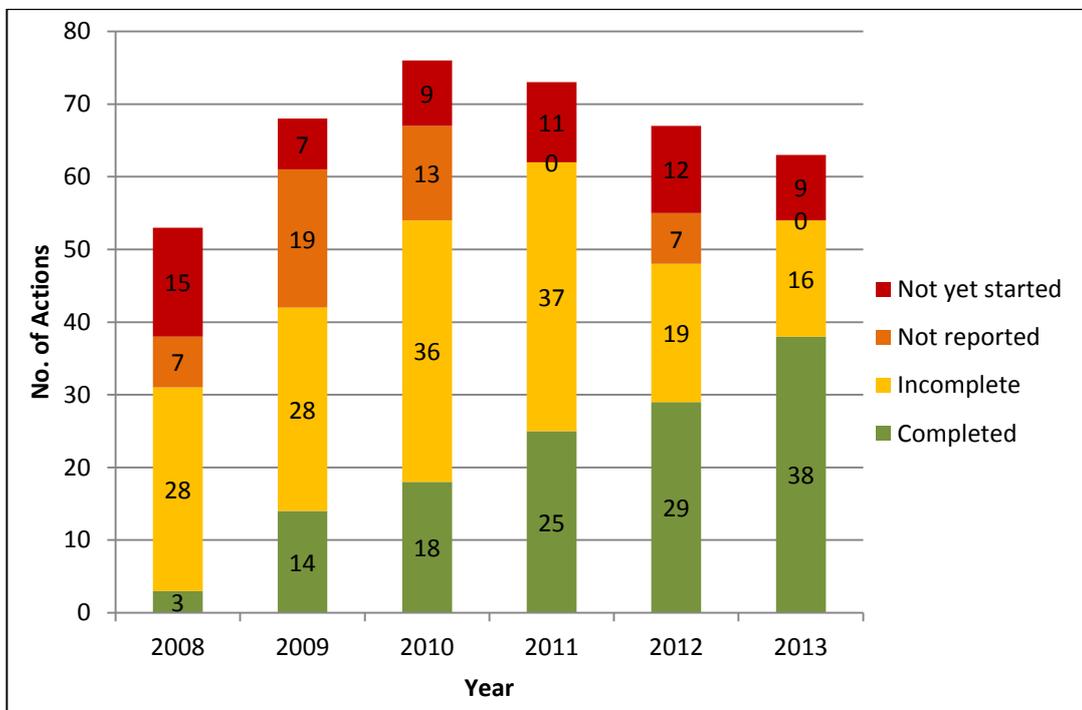


Fig. 1. The overall performance of the implementation of the National Tiger Conservation Action Plan for Malaysia between 2008 and 2013. The monitoring in 2008 and 2009 was based solely on work done by the Department of Wildlife and National Parks Peninsular Malaysia and MYCAT NGOs because the Plan was only officially adopted at the national level at the end of 2009.

In 2014, for the first time, funds were made available from the Smithsonian Institution and DWNP for MYCAT SO to assist with the monitoring of NTCAP implementation. This enabled MYCAT SO to play a greater supporting role to NRE. The Monitoring Committee met on 5 August 2015 to go through the actions and implementation status as reported by the stakeholders. MYCAT SO then prepared the final report in the form of a PowerPoint based on the discussions from that meeting.

The NTCAP Stakeholder Meeting was held on 1 December 2014. As MYCAT’s internal Tiger Forum (Section 2a) took place on the same date, MYCAT NGOs were not present. DWNP added on to the final report and presented it at the Stakeholder Meeting. Representatives from NRE and DWNP separately updated the NGOs on the matters discussed at the meeting, and the draft minutes were circulated on 22 May 2015.

b. Main Challenge

The challenge of not having a dedicated team at NRE to monitor NTCAP implementation remains. In 2014, a trained focal person who had amassed substantial knowledge on the NTCAP was assigned to other duties. While there remained a desk officer for wildlife at NRE, there was no specific personnel working on tigers. At the end of 2014, a new focal person was assigned, making her the ninth NRE person that has been assigned to the NTCAP since 2008.

NRE plays a major role as the Monitoring Committee for NTCAP, and the lack of personnel with the knowledge of the plan and its history, and knowledge of its implementation leads to redundancies and confusion in the assessment. There appears also a disconnect between the senior management and NTCAP focal person (officers) in the Ministry. For example, when chairing the Stakeholder Meeting in 2013, the senior manager suggested that implementation of NTCAP be monitored every six months, hence letters requesting for progress reports need to be sent out twice a year.

Each request must be accompanied by an updated Table 15. In order to update Table 15, an overall progress report for the previous period need to be first prepared and a Stakeholder Meeting held to discuss the challenges and make amendments to the plan if necessary. In 2014, the new NRE focal officer, following the superior's suggestion without consultation with MYCAT SO, sent out the request for progress reports even before the Stakeholder Meeting was held. Therefore, Table 15 was not accurately updated, which led to confusion among the stakeholders.

A lack of background knowledge and time on the part of the NRE focal officer also affects the monitoring of NTCAP implementation, as there is no two-way communication between the Monitoring Committee and implementing agencies. Ideally, the Monitoring Committee would be able to advise the stakeholders for accurate and timely reporting as well as coordinate and facilitate communication between the stakeholders.

4. Wildlife Crime Hotline

A 24-hour Tiger Crime Hotline (019 356 4194) was launched by MYCAT in 2007. The aim of the hotline was to support enforcement efforts of the authorities by soliciting information regarding crimes involving tigers and their prey from the public. In July 2009, MYCAT expanded the application to include possible crimes against other threatened wildlife and their habitats, and renamed it the Wildlife Crime Hotline. MYCAT SO manages the hotline 24 hours a day, 7 days a week.

a. Reporting system

In the early years of the hotline, through working closely with DWNP, MYCAT SO has identified the kind of important and relevant information that need to be obtained from an informant. The identities of informants are kept confidential, and useful reports are channelled to the relevant authorities. These are usually the state offices or headquarters of DWNP but occasionally involve other agencies like FDPM, Department of Fisheries (DoF) or Department of Veterinary Services (DVS).

As a working partnership has been established with DWNP, MYCAT SO also follows up with them at regular intervals on the outcomes from a report, and updates the hotline database with details on the actions taken (Fig. 2). A set of standard operating procedures for the hotline was formulated with DWNP in 2011 and adopted at the NTCAP Stakeholder Meeting in 2012. It details the roles of DWNP and MYCAT as well as the procedures for action following a report made to the hotline. It also outlines MYCAT SO's role as a third party between informants and the authorities. As we notify informants on the actions taken by DWNP, this provides for transparency and accountability in enforcement actions resulting from the reports.

MYCAT SO sifts through reports received via the hotline and forwards those which are deemed actionable (i.e. can lead to enforcement action or an investigation) to the relevant authorities. Occasionally, information that may not be actionable, but could be useful for compiling intelligence, are also sent.

b. Publicity mechanisms

The Wildlife Crime Hotline is publicised through the media whenever the opportunity arises and during MYCAT outreach programmes, to encourage the public to report timely and accurate information. It is also publicised by MYCAT partners through various initiatives.

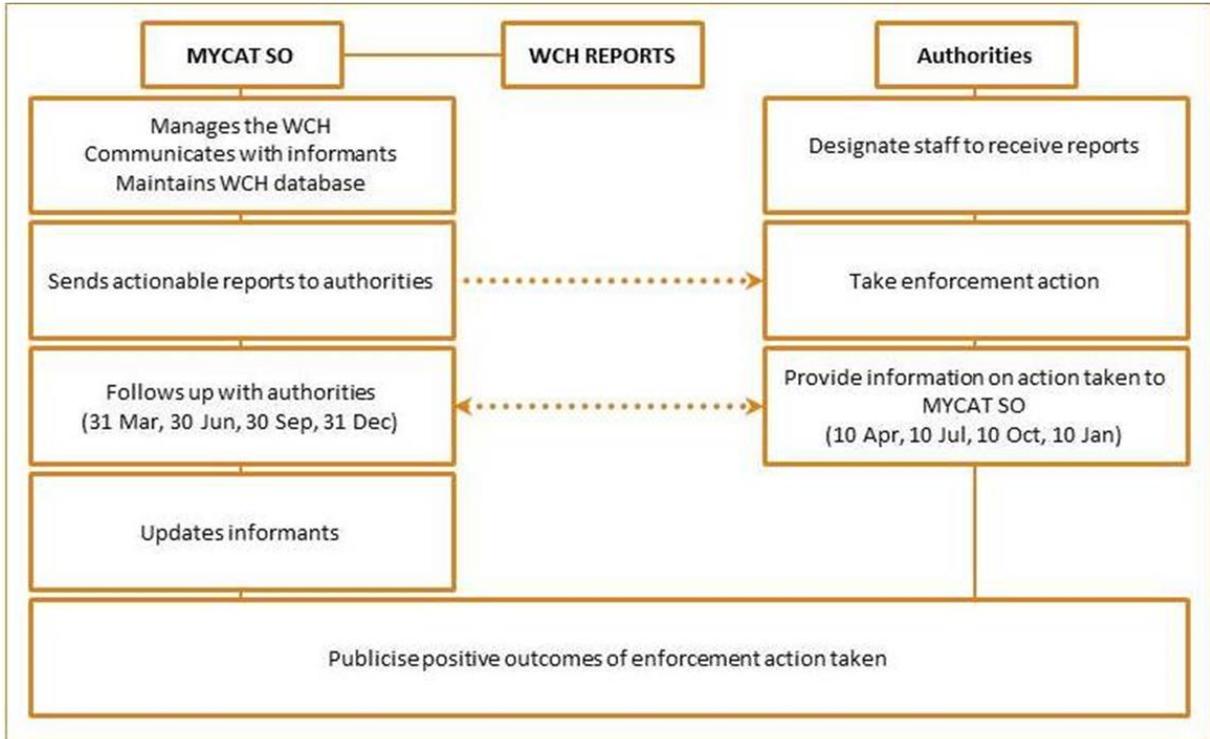


Fig. 2. The Wildlife Crime Hotline reporting system outlined in the standard operating procedures. For outcomes of reports where MYCAT Secretariat's Office is not notified immediately once action is taken, the office follows up with DWNP quarterly..

In 2014, the hotline was promoted through:

- i) Promotional items: Promotional items such as car stickers, lanyards and posters bearing the hotline number (in English, Bahasa Malaysia and Mandarin) were distributed during MYCAT Tiger Roadshows. Life-sized standees and posters were also displayed during programmes. Attention-grabbing flyers which list the type of information required in a hotline report were distributed, accompanied by further elaboration by volunteers in order to give the recipient a deeper understanding of the hotline. MYCAT volunteers also wore bright yellow T-shirts with the number emblazoned across the back as an additional promotional tool.
- ii) Internet and media: The hotline is a permanent feature on the MYCAT website, where both the hotline number and email (report@malayantiger.net) are listed. A new [Facebook page](#) dedicated to the Wildlife Crime Hotline was created in 2014 to increase its visibility on social media and to encourage information sharing. By end of 2014, the page had received 408 Likes. MYCAT frequently receives comments that the average person may not know what to report despite being concerned about wildlife crimes. The Facebook page has proved to be a useful channel to showcase specific examples of incidences that should be reported, and is also an avenue to publicise reports which have resulted in successful action. We also publicise examples of quick action by DWNP, which will help to build confidence in the hotline and in DWNP among the public. The hotline is also highlighted through interviews on radio and print media whenever possible (Appendix 3, 7).

- iii) Outreach and CAT: The hotline is publicised during awareness talks given by MYCAT (Appendix 5), where the audience is encouraged to save the hotline number into their mobile phones. The hotline is also the channel through which CAT volunteers report any signs of illegal activities encountered during trips (Section 7). Before each CAT Walk begins, volunteers are briefed by either MYCAT staff or trained Volunteer Leaders. The briefing includes an introduction to the Wildlife Crime Hotline, and all volunteers store the number in their mobile phones.
- iv) Partner initiatives: MYCAT partners also produced and distributed material promoting the hotline. WWF booklets on Totally Protected and Protected species under Malaysian law were distributed at WWF events and MYCAT Tiger Roadshows. TRAFFIC has produced booklets on commonly traded wildlife products which were distributed during their outreach and awareness programmes. Additionally, TRAFFIC worked with MyTeksi, a taxi booking mobile app, to distribute 200 stickers to be placed in taxis around the Klang Valley. The hotline is also permanently listed in MNS' quarterly publication, the *Malaysian Naturalist* as well as in other web portals maintained by MNS members. Being one of the more publicly-recognisable conservation NGOs, WWF often receives information on all things wildlife-related from the public. Relevant information is also channelled to this hotline.

c. Results

In 2014, the hotline received 120 'quality' reports, defined as reports containing relevant, actionable information. Out of the total number of reports, 112 were sent to DWNP (93%), five to FDPM, one to DoF and one to DVS (Table 2). For the first time, a report was also received from Sarawak and forwarded to the relevant Sarawak Forestry Corporation office. Information on suspected illegal wildlife trade constituted 67% of the reports sent to DWNP.

Table 2. Type and number of Wildlife Crime Hotline reports sent to relevant enforcement agencies in 2014.

Description	Cases	Agency
Poaching/Hunting	23	DWNP
Wildlife trade	75	DWNP
Possession/Display	9	DWNP
Animal welfare	4	DWNP
Wildlife conflict	1	DWNP
Forestry related offences	5	FDPM
Fisheries related offences	1	DoF
Wildlife trade report to Sarawak	1	SFC
Animal welfare	1	DVS
Total	120	

DWNP: Department of Wildlife and National Parks Peninsular Malaysia; FDPM: Forestry Department Peninsular Malaysia; DoF: Department of Fisheries; DVS: Department of Veterinary Services; SFC: Sarawak Forestry Corporation

There was an 18% increase in the total number of reports received in 2014 compared with 2013 (102 reports). This increase was due to a spike in reports on wildlife being traded online, mostly over social media, which comprised 73% of the reports received on wildlife trade. These online traders have offered various species for sale, including tiger and sun bear which are totally protected under Malaysian law, meaning that all trade is prohibited.

As these traders are aware that selling totally protected species is illegal and that penalties could be severe, they are cautious and release little information about themselves or the location of the traded animals. The main challenge is that while it takes time for the authorities to trace the exact individuals, the animals would have been sold off in the meantime. It is of great concern that species that were previously not known to be commonly traded in Malaysia, such as slow loris and gibbons as pets, are being traded in closed social media groups. DWNP, to which all information is channelled, have set up a wildlife cybercrimes unit to investigate the illegal online wildlife trade.

Following the standard operating procedures, MYCAT SO requests for outcomes from DWNP every three months. For the first time since this hotline was set up, feedback has been received on 100% (this figure was 85% in 2012) of the information passed to DWNP (Fig. 3).

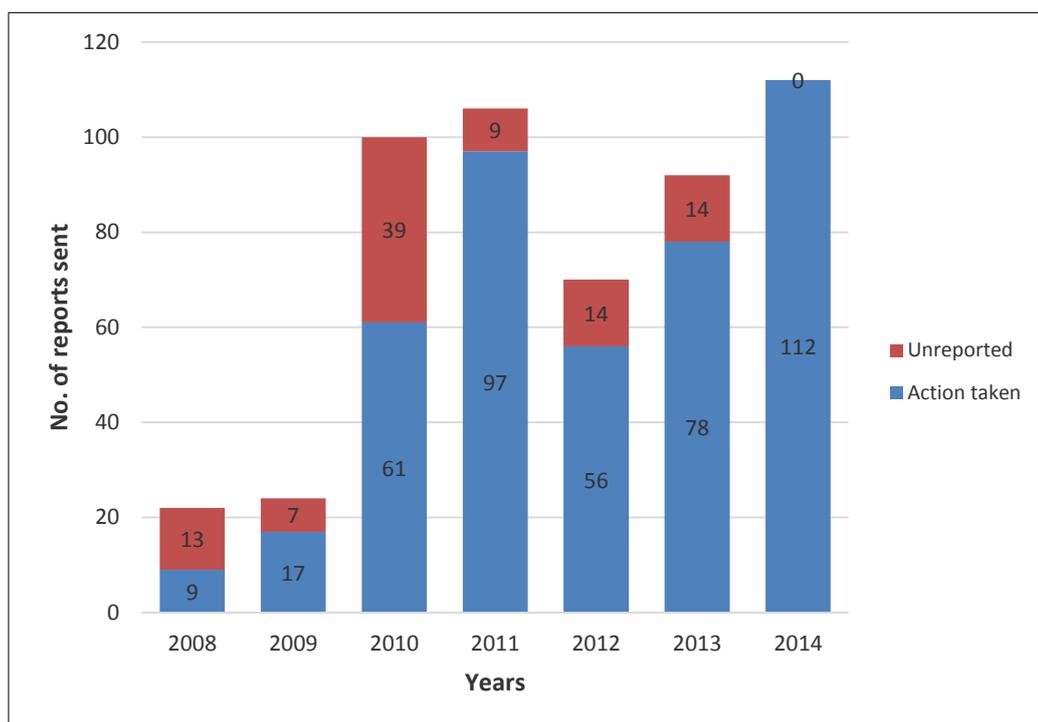


Fig. 3. Number of relevant and actionable reports sent to the Department of Wildlife and National Parks (DWNP) Peninsular Malaysia and the status of follow-up actions between 2008 and 2014.

Unreported = Unknown if any action was taken.

Action taken = Action taken by DWNP and outcome communicated back to the MYCAT Secretariat’s Office.

However, “action taken” only means that DWNP has looked into the report and may not necessarily translate into successful enforcement action. In some cases, a particular wildlife or product may have already been sold, or investigations led to a dead end or is still ongoing. Table 3 shows selected notable results where successful enforcement actions were taken (reports from informants have been edited for clarity and brevity).

Table 3. Notable Wildlife Crime Hotline reports and actions taken by the authorities in 2014.

Report	Action
Twenty wire snares were found in a forest.	DWNP rangers visited the site and combed the area. In total, 9 active wire snares and 3 inactive ones were found and removed. The decomposed carcass of a sun bear was also discovered, where the claws from one paw and upper canines of the bear were missing.
A man was seen letting tourists pose with his pet snake while charging them a fee.	DWNP arrested the suspect, who did not possess a valid licence to conduct such activities. He was charged and sentenced to six months jail.
A news article reported that trained elephants would be entertaining visitors by painting and dancing.	DWNP stated that activities against their natural behavior violate the <i>Guidelines for the Management of Interactive Wildlife Programmes</i> . DWNP instructed the management to halt such activities.
A restaurant was spotted serving wild boar and monitor lizard dishes.	DWNP raided the restaurant and confiscated meat suspected to be that of monitor lizard and wild boar. The DNA analysis is pending before further action is taken.

A herd of elephants was destroying rubber saplings. The informant was worried that the plantation owners might take matters into their own hands and harm the elephants.

DWNP drove them back into the nearby forests by firing into the air and will continue monitoring the area.

A pet shop was seen offering a raptor for sale. Other protected animals were also on display.

DWNP placed the pet shop under surveillance and raided the shop a few days later. A few species were confiscated as the shop did not have the necessary licences, and court action is pending against the owner.

A Facebook user had advertised endangered animals for sale.

DWNP launched an investigation and succeeded in arresting the suspect. Court action is pending.

A pet shop had advertised endangered animals on its Facebook page.

DWNP went to the shop and found it under renovation. Further investigation linked the pet shop to other people involved in the online trading of endangered animals. A sting operation led to the arrests of two suspects and the rescue of a sun bear, 24 barn owls, a common palm civet, a leopard cat, two Sunda flying lemurs and a Malayan porcupine.

DWNP: Department of Wildlife and National Parks Peninsular Malaysia

The majority of reports sent to DWNP were from unknown locations (29%) that mostly originated from online advertisements of wildlife for sale (Fig. 4). The number of reports from Selangor (13%), Pahang, Kuala Lumpur and Perak (11%) were all comparable. While further analysis is required to draw a definitive conclusion, the relatively high number of reports from areas with an NGO presence indicates that increased outreach efforts does lead to an increase in reports received.

From patterns seen in previous years, most reports received from the public usually came from residents in Selangor and Kuala Lumpur due to greater awareness amongst the urban population. Many reports also came from professional conservationists residing there. The high number of reports from Pahang was from the CAT programme conducted in the state (Section 7), while reports from Perak may be attributed to the efforts of partner NGOs in the area.

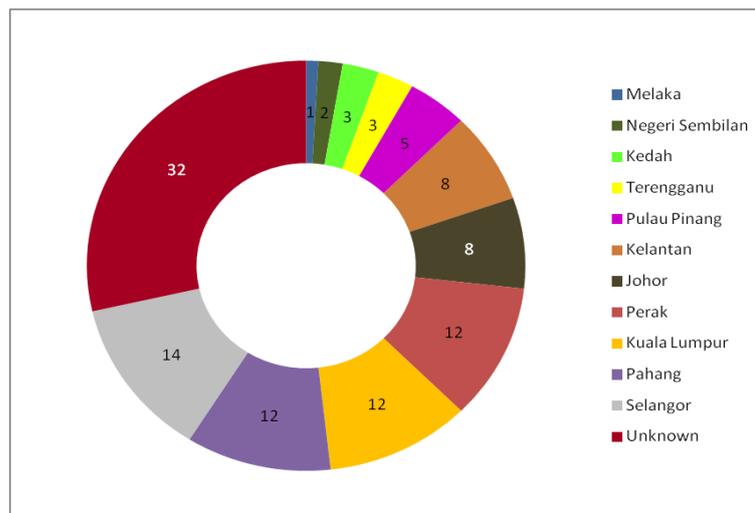


Fig. 4. The number of incidences reported to the Wildlife Crime Hotline in 2014 according to states. Unknown refers to reports where the location was not clear (e.g. wildlife being advertised for sale on Facebook), and these reports were relayed to the Department of Wildlife and National Parks Peninsular Malaysia Headquarters in Kuala Lumpur.

d. Challenges

The hotline has come a long way since inception. Building on to efforts made over the years, MYCAT's working relationship with DWNP has improved with respect to this hotline, as exemplified by the 100% feedback received from DWNP. The department also expressed appreciation for the information received as targeted and specific information improves the efficiency of enforcement efforts. The diversity of information received to the hotline is also a good indication of a wider segment of society utilising the hotline. For example, information on online wildlife trading would usually come from an urban source while human-wildlife conflict would come from someone living in the countryside.

However, among Malaysian society, there also seems to be a distrust in authority and lack of conviction in the efficacy of whistle-blowing, as well as a hint of apathy when it comes to reporting crimes. It is a joint challenge of both MYCAT and DWNP to overcome this distrust to encourage more people to actively report suspected wildlife crimes. One way is by publicising successful actions that have been taken and informing the public of outcomes from their reports in a timely manner.

There is much room for growth for the Wildlife Crime Hotline in enabling the Malaysian public to embrace becoming the eyes and ears of the authorities, to better protect Malaysia's wildlife from being exploited for the personal gain of a few. And to do this, more funds are required so that more time could be spent on managing and publicising the hotline, engaging with the public, communicating with DWNP and other enforcement agencies, and more.

5. Volunteer Programmes

Government enforcement agencies and conservation organisations have their respective roles to play, but the tipping point to reverse the tiger population decline in Malaysia will be when the large majority of the public claims their stake in tiger conservation.

MYCAT volunteer programmes aim to instill a sense of wildlife stewardship among Malaysians and to nurture future conservationists. The public cannot become conservationists overnight as there are many facets to the problems plaguing our wildlife. However, as more people become aware of the plight of wildlife, there is an increasing number who want to learn more and do something to help. To this end, MYCAT prompts members of the public to play their part, and reminds them that the protection of wildlife and wild spaces are the responsibility of all. MYCAT's volunteering opportunities allow people from all walks of life and of different interests to contribute to wildlife conservation and take pride and ownership in Malaysia's natural treasures.

Aside from volunteering at outreach programmes (Section 6), the Citizen Action for Tigers (CAT) programme (Section 7) was developed in 2010 as a more direct avenue for the public to protect threatened wildlife. While outreach programmes, or otherwise known as Tiger Roadshows, involve raising awareness and close interaction with members of the local community at trade or poaching hotspots, CAT brings volunteers back to nature, thus providing those who may not be comfortable talking to strangers at Tiger Roadshows with another possibility to participate in tiger conservation. We have also seen a crossover effect where volunteers acquainted with MYCAT through the CAT programme also help out in outreach programmes and vice versa.

A detailed briefing or training is provided to all who enlist, be it for outreach or CAT. Far from merely contributing time and energy, a volunteer also grows as a person from the experience obtained through participating in the various programmes, and the knowledge that they are making a meaningful contribution towards tiger conservation.

In 2014, 304 people volunteered with MYCAT, either by participating in programmes or contributing their expertise in a particular field. This brings the cumulative number of MYCAT volunteers to 1,321 (Fig. 5). Out of the 304 volunteers, 239 were new and 65 were repeat volunteers from previous years. The number of

new volunteers decreased compared to 2013 as no large event was held. Out of all the first-timers, 39 volunteers joined us again later in the year, some even multiple times. This was most encouraging as it showed that volunteers are finding fulfillment or simply having fun while contributing to tiger conservation, and are returning to share their time, energy and skills with us.

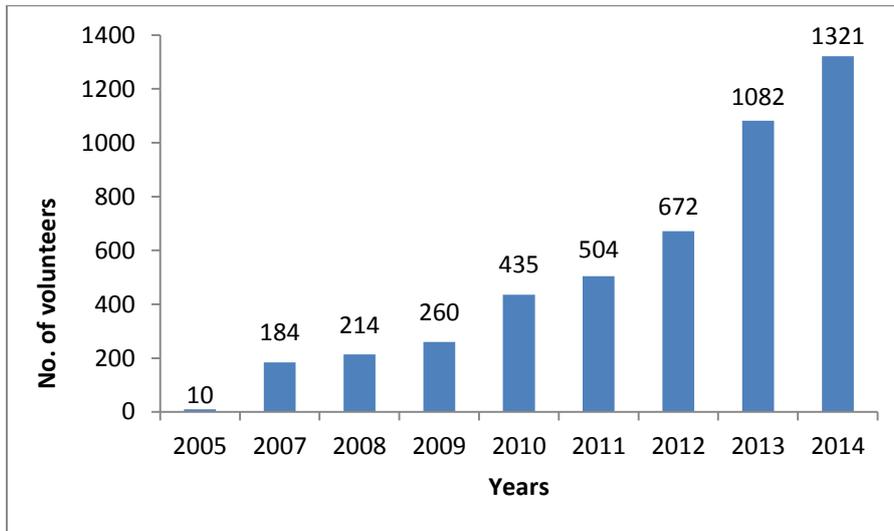


Fig. 5. The cumulative number of MYCAT volunteers.

Other than through volunteering at road shows or CAT programmes, some members of the public rendered their expertise to tiger conservation by offering their skills. The Honorary Treasurer of the MNS Selangor Branch continues to administer MYCAT finances, others helped with translating a press release, and one volunteer helped to create a [microsite](#) for the CAT programme.

To show our gratitude, MYCAT also hosted a volunteer appreciation dinner on 8 March 2014 for a small group of the most dedicated volunteers – the CAT Volunteer Leaders, where Helen Johnny was named Volunteer of the Year 2013. The dinner was preceded by a brainstorming session with the volunteers on their needs as volunteers, and on the recruitment and retention of more volunteer to lead CAT Walks. At the end of the year, an informal farewell dinner was also held for one of our youngest and the most enthusiastic volunteers, Harrison Ooi, who was leaving to further his studies abroad. Additionally, four volunteers were invited to attend the Volunteer Appreciation Day organised by MNS Selangor Branch from 15 to 16 March 2014 held at Awana Longhouse, Genting.

6. Tiger Roadshow: Community Outreach

Initiated in 2005, the MYCAT community outreach programme aims to reduce the poaching, consumption and trade of threatened wildlife, through talks, school education programmes, and reaching out to the masses at places where people are gathered. The MYCAT outreach programme was rebranded the Tiger Roadshow in 2009. In 2014, MYCAT conducted 21 roadshows or talks and reached out face-to-face to 3,381 adults and children (Appendix 5). Since 2005, MYCAT programmes have reached out to a total of 43,747 people (Fig. 6).

Overall, the Tiger Roadshow encompasses rural and urban outreach programmes, respectively conducted among communities adjacent to forests areas and at public places around the city. In 2014, all roadshows were conducted in urban areas (Appendix 5) due to lack of dedicated funds for rural outreach programmes. As there was a greater focus on running the CAT programme, outreach to rural communities were conducted through engagement with local nature guides (Section 7).

Through the efforts of Cicada Tree Eco-Place, an NGO based in Singapore, MYCAT also had the opportunity to reach out to the Singaporean public through two talks, a radio interview, and newspapers.

These events were organised in conjunction with a fundraising dinner that was held on 27 September 2014.

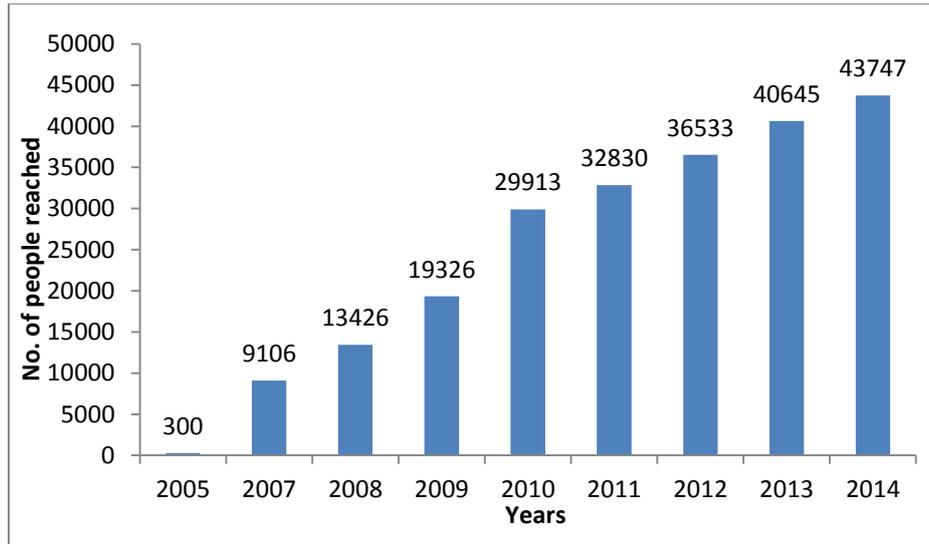


Fig. 6. Cumulative number of people reached through MYCAT outreach programmes.

As an extension of MYCAT’s outreach efforts, we supported various awareness drives organised by others through providing educational materials on tigers and wildlife. In 2014, MYCAT supported the outreach efforts of students from Universiti Putra Malaysia and Universiti Teknologi MARA. MYCAT also continued a long-running partnership with Taylor’s College in Subang, where students raised funds to purchase camera traps which will be used to monitor wildlife in Taman Negara.

The cultivation of wildlife stewardship is a long-term effort. To attain the ultimate goal of reducing the poaching, trade and consumption of endangered wildlife, the Tiger Roadshow must be continued. MYCAT will continue to provide information and avenues to the Malaysian public to harness the power of the great majority to benefit tigers and other wildlife. The method and approach previously used are work in progress, and are constantly evaluated and adapted following the principles of adaptive management.

7. Citizen Action for Tigers

The CAT programme is MYCAT’s flagship volunteering programme, and the ultimate goal is to protect and recover the tiger population in and around Taman Negara. CAT is currently operational at the Sungai Yu Tiger Corridor (“Corridor” hereafter). The Corridor had been identified as a poaching hotspot by a MYCAT research project conducted between 2009 and 2011. As studies have shown that wildlife is relatively safer from poaching near recreational areas that have minimum-impact human activities, a neighbourhood watch-type programme was developed in 2010 to enlist the public’s help to deter poaching activity.

The Corridor is a priority wildlife corridor for Taman Negara and it is the last linkage connecting the two largest tiger and wildlife landscapes in Peninsular Malaysia, as identified in the NTCAP (Fig. 7). This Corridor is an 11km stretch of forests around Sungai Yu, immediately west of Taman Negara, and is bisected from north to south by a highway (Federal Route 8) that further increases poachers’ accessibility to the Park.

CAT enables Malaysian (and global) citizens to share the responsibility of saving Malaysia’s tigers, by engaging concerned members of the public to take proactive measures – deter poaching by providing much needed boots-on-the-ground, save wildlife by deactivating snares, and support law enforcement by becoming the eyes and ears of the authorities – all while enjoying recreational activities in a wilderness setting. The greatest benefit of CAT may come when the silent majority realises that they are not mere bystanders, but can be a real part of the effort to save wildlife from poachers and to secure important wildlife habitats.

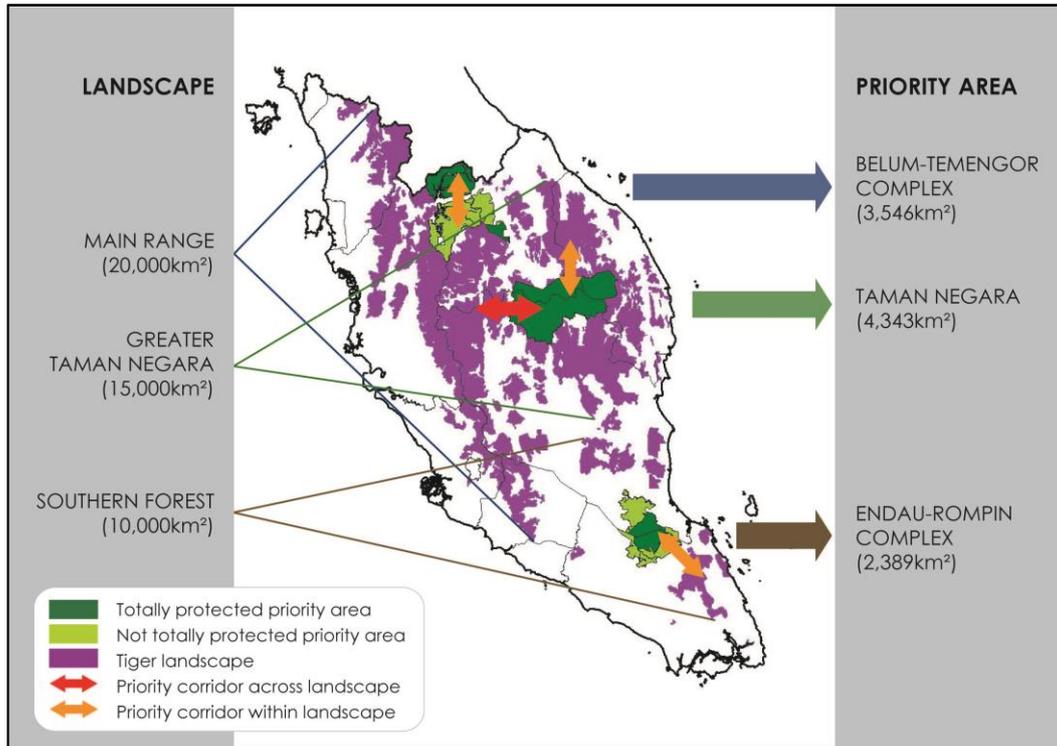


Fig. 7. The priority areas in the three respective tiger landscapes as identified in the National Tiger Conservation Action Plan (DWNP, 2008)¹. The Sungai Yu Tiger Corridor is marked by the red arrow.

Volunteers go on guided hikes, called CAT Walks, in the Corridor over the weekend when poachers are most active and park rangers are stretched thin. The routes are determined based on findings from researchers, information from Taman Negara staff or local informants. The safety of volunteers are of utmost priority for MYCAT and volunteers are provided with basic medical insurance. A Safety and Emergency Procedures Manual which includes information on emergency action plans, safety while moving and living in forests, evacuation procedures, minimal impact camping, hygiene and medical care, is carefully adhered to.

The public response to CAT shows that there is a strong level of interest to participate in conservation. CAT Walks were held almost every week throughout the year, including during the Muslim fasting month (Ramadan) and subsequent festivities. Volunteers explored the Corridor and the forests around western Taman Negara, and hiked through different terrains including old logging trails, small side trails and even oil palm plantations. GPS devices are used to record the locations and distances travelled by CAT Walkers.

CAT Walks are able to cater to most volunteers, both seasoned hikers and first-timers, as the length and level of difficulty of a Walk is flexible. A slightly more challenging variation is Border Walk, which includes camping overnight in the forest along the Taman Negara border. For the latter, volunteers are required to have their own camping equipment. Because of logistical constraints and the requirement for a niche group of volunteers, fewer Border Walks are organised as compared to CAT Walks.

In 2014, 118 CAT Walks were conducted. Averaging about nine to 10 Walks a month, this is an increase of 39% from 2013. CAT volunteers covered a total distance of 712km (Table 4), almost double the 374km covered in 2013. The CAT effort expended was 738 man-day, 6% less than 2013. The reason why lesser effort was expended, despite more CAT Walks being conducted covering a greater distance, was mainly because of the hard work of MYCAT staff and two of volunteers who spent long periods of time in the field conducting surveillance walks with the Batek Orang Asli. The objective of these walks were to identify possible new routes and campsites at areas that had not yet met the safety standard for public volunteers (e.g. no evacuation routes identified yet), as well as to watch out for illegal activities.

1. Department of Wildlife and National Parks (DWNP). 2008. National Tiger Action Plan for Malaysia. DWNP, Kuala Lumpur, Malaysia.

Table 4. Citizen Action for Tigers (CAT) achievements as of 31 December 2014.

Indicators	2014	Total (since 2010)
No. of CAT Walks*	118	278
No. of volunteers (including repeaters)	400	952
No. of individual volunteers	233	618
No. of new CAT volunteers	199	-
Man-day in the forest**	738	1,923
Total distance covered (km)	712	1,329
No. of snares/traps detected/deactivated	16	134
No. of wire snares found	2	-
No. of nylon snares found	13	-
No. of threat incidences recorded***	40	145
No. of threat incidences reported to hotline	27	91
No. of actions taken by authorities	27	66

* A CAT Walk is a one-day hike by a group of volunteers led by a MYCAT staff or MYCAT-trained Volunteer Leader, following CAT protocols.

** One man-day is defined as one person participating in a CAT Walk that takes place within a day.

*** Incidences recorded exceed incidences reported via the Wildlife Crime Hotline. This is because some incidences recorded did not require follow up action by the authorities.

a. Public engagement

Volunteers are recruited through announcements sent out via the MYCAT volunteer mailing list, MYCAT tiger e-news, website, Facebook page, public volunteer portals and through word-of-mouth by previous volunteers. A new microsite focusing on CAT (www.citizenactionfortigers.my) was developed by a volunteer and launched on Global Tiger Day (29 July) in 2014. It features all relevant information, including the registration pack, CAT manual, routes, calendar and volunteer testimonials, in one place.

Out of 304 people who volunteered with MYCAT in 2014 (Section 5), 77% participated in CAT. Cumulatively, 400 people took part in CAT Walks, consisting of 199 new individuals and 34 volunteers who have been on at least one CAT Walk previously. Despite often walking in degraded state land forests instead of the lush greenery of the national park nearby, volunteers have expressed satisfaction in participating in CAT Walks as it provides them with the opportunity to protect wildlife on the ground. Very often when concerned members of the public read about threats to wildlife in the media, they feel helpless and detached from the issues, but CAT empowers them to become part of the solution.

Volunteers learn much about the poaching threats and wildlife conservation efforts in Malaysia by participating in CAT. They then serve as 'ambassadors' of wildlife to their friends and family, where word-of-mouth serves as a powerful tool to increase awareness on CAT and conservation in general, thus increasing the number of volunteer sign-ups. Volunteers have produced videos, written about the cause and donated to sustain the CAT programme.

Positive response from volunteers as well as the increasing interest and enthusiasm from the public about CAT has affirmed the need and viability of such a programme, the first of its kind in Peninsular Malaysia. With the establishment of CAT, a challenge was thrown to the public, urging them to claim their stake in wildlife conservation and increase much-needed protection for wildlife in the forests around Taman Negara. Many have answered the call and have willingly contributed time and energy as a CAT volunteer.

The main limiting resource to increasing the number of trips is the lack of suitable leaders with appropriate knowledge and skills. As part of ongoing efforts to increase protection of the corridor and ensure the sustainability of the programme, selected volunteers are trained to lead future CAT Walks. Two training workshops were conducted for potential leaders.

From 23 to 24 May 2014, a workshop targeting government-certified nature guides was held for 13 participants at Taman Negara Sungai Relau, Merapoh. Meanwhile, a shorter indoor session focusing on data collection was conducted on 1 June 2014 at the MYCAT office in Petaling Jaya, for nine volunteers

living around the Klang Valley. MYCAT also held two Jungle Safety and Confidence Courses on 20 to 21 September 2014 and 18 to 19 October 2014 in the Corridor, where 11 CAT Walkers, including six nature guides, participated.

Starting in 2014, data collected on CAT Walks have been managed following the Spatial Monitoring and Reporting Tool (SMART) protocol. SMART is specifically designed for wildlife law enforcement agencies, but has been made freely available for the conservation community. It improves data management, threat assessment and communication with the local DWNP and Forestry Department offices.

MYCAT has incorporated the SMART protocol into the training module for CAT Volunteer Leaders. Before leading CAT trips independently, all potential leaders go through classroom and field training on: conservation rationales; safe movement in forests; emergency action protocols; low impact camping; group management; managing wildlife and human encounters; navigation; human and wildlife tracking; and finding snares. The capacity to ensure the volunteers' safety is the most important attribute of a certified leader. Their journey to become CAT Walk leaders will be a long-term process over a few months that will include onsite training at Sungai Yu.

The participation of the local nature guides at the workshop was a big step towards getting the local community's buy-in for the CAT programme. As most of them were already aware of the plight of wildlife in their own backyard, the guides were able to easily comprehend the need for this programme and the necessity of their involvement as 'conservation champions' in their community.

Since 2009, a MYCAT researcher has worked with local Orang Asli in the area by engaging them as field guides for research. After the research completed, MYCAT continued to engage them through CAT Walks. The Batek men, having unsurpassed forest knowledge, often act as guides and trackers for us. In 2014, we increased Orang Asli involvement in protection of the Corridor. Specifically, in between CAT Walks on weekends, Orang Asli conducted surveillance walks in the corridor with MYCAT staff and an intern. Batek women, although not directly involved in guiding CAT trips, are beneficiaries of another ecotourism activity where 'voluntourists' accompany the Batek women on overnight and foraging CAT Walks. These activities supplement income for the Batek.

CAT is gaining popularity internationally and global citizens from 27 countries have shared the responsibility of saving the tiger at the Sungai Yu Tiger Corridor (Fig. 8).

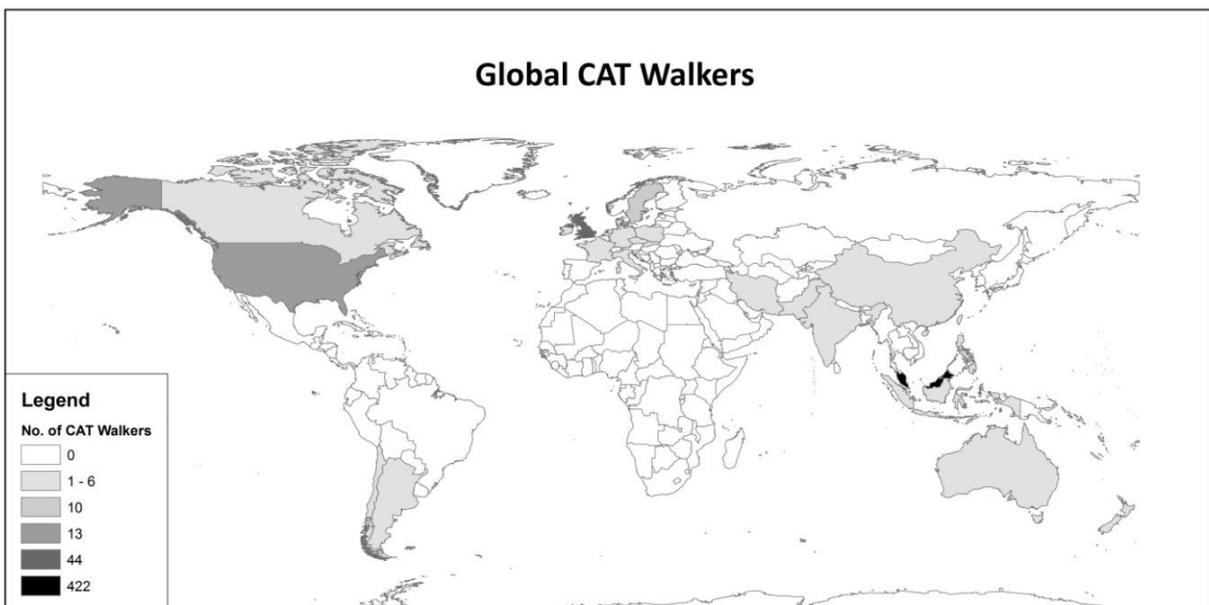


Fig. 8. Where CAT Walk volunteers are from, globally.

b. Growing collaborations

CAT has benefitted from collaborations with various parties, with the aim to maintain a steady stream of CAT Walkers at Sungai Yu on most weekends of the year. Royal Selangor, the leading homegrown pewter manufacturer and retailer, extended their support of CAT Walks for a third year in 2014 by committing their staff to another four CAT Walks between July 2014 and June 2015. Some repeat volunteers from Royal Selangor have emerged as internal champions for the cause, and voluntarily coordinate between themselves before each CAT Walk.

Other groups that have participated in CAT Walks include DTZ Nawawi Tie Leung Property Consultants, Outdoor Gear Malaysia, Swedish Women's Educational Association, Malai Adventure and Universiti Putra Malaysia Zoologico Club. [Ecoteer Responsible Travel](#) also continues to send voluntourists on CAT Walks, as part of a 5-day trip where they also conduct community-based improvement programmes such as English lessons at the Batek village. Ecoteer brought in 24 CAT Walkers in 2014 whose participation provided more boots-on-the-ground during weekdays.

While those who sign up for CAT Walks on their own accord generally have some experience in hiking and already love the outdoors, those who participate through corporations may be on the other end of the spectrum as some have never walked in a forest before. This presents MYCAT with a unique opportunity to 'introduce' new volunteers to the wonders of the rainforest and to cultivate an appreciation for Malaysia's rich biodiversity. Thus, we consider this corporate engagement through active participation as a form of outreach.

c. Publicity

Articles on CAT were published in Nature Society (Singapore)'s Nature Watch, CLIVE, MSN Malaysia, August Man and MANZA (Malaysian Australian New Zealand) magazine. An article was also published in the Royal Selangor internal newsletter. In the lead up to and also after the Malayan Tiger Benefit Dinner organised by Cicada Tree Eco-Place in Singapore, CAT was highlighted by Today, Wild Singapore, treehugger.com, The Straits Times and AsiaOne (Appendix 7).

MYCAT also spoke about CAT at the Singapore Botanic Gardens' Speaker Series on 26 September 2014 as well as at the Dinner itself on 27 September 2014. Apart from that, CAT is publicised at all Tiger Roadshows, and talks on CAT and tiger conservation were given at various events, to the public as well as to potential corporate partners (Appendix 5).

d. Camera trapping

Camera trapping in Taman Negara Sungai Relau (western entrance to the park) was introduced as a new activity of CAT Walks in 2012. Volunteers are given the opportunity to check and retrieve images from camera traps which have already been set up along the jeep track that runs into Taman Negara from Sungai Relau to Kuala Juram. This proved highly popular among volunteers as they get to see pictures of the animals that they are protecting, and get a taste of how biologists study wildlife.

Aside from providing volunteers with a unique experience, this activity also aims to monitor the presence of the resident male tiger in the area, nicknamed Bujang (bachelor in Malay), as well as the other wildlife. Throughout 2013, Bujang has eluded our camera traps although a tiger did leave pugmarks on the ground. In December 2013, a team consisting of staff from DWNP, WWF and MYCAT SO mounted a search in western Taman Negara and found tiger pugmarks around a possible tiger kill but Bujang continues to be elusive in 2014. However, pugmarks and even a sighting was reported and therefore we continue to harbour hope of capturing Bujang on camera once again.

e. Supporting enforcement efforts

While poaching has been identified as the main threat to tigers and other wildlife, it is a problem so pervasive that it cannot be solved by the authorities alone who are limited in number. To support the work of the authorities, information on suspected illegal activities spotted during CAT trips are reported to the Wildlife Crime Hotline and MYCAT relays the information to relevant authorities – DWNP or

FDPM, who are mandated to take enforcement action. Thus, it is important to keep the authorities informed of the activities carried out under CAT.

A meeting was held with relevant officers at the DWNP headquarters on 5 February 2014 to exchange updates and discuss conservation efforts at the Sungai Yu Tiger Corridor. MYCAT presented updates from CAT in 2012 and 2013 as well as plans for 2014, while DWNP shared updates from their wildlife monitoring and enforcement work in the area. A follow up meeting was then held with the Superintendent of Taman Negara on 19 February, to keep him abreast of the discussions and decisions made at the earlier meeting.

On 7 June 2014, a meeting was held with key officers of DWNP Pahang and Taman Negara (by then with a new Superintendent), where the achievements of CAT were presented and implementation challenges discussed. The meeting also discussed ways to improve communications between all parties. The Director of DWNP Pahang, who chaired the meeting, expressed her gratitude towards MYCAT for involving the public in protecting tiger habitat at Sungai Yu, which fills in a resource gap in the area.

f. Threat incidences

The Wildlife Crime Hotline is an integral component of the CAT programme that aids law enforcement action by the authorities. Besides protecting tiger habitat and deactivating snares, CAT volunteers also record and report signs of illegal wildlife crime – poaching signs, suspicious human presence, encroachment, illegal logging, etc. In 2014, CAT presence in man-days and distance covered increased considerably, this correlates to a steady reduction in the number of threats to wildlife encountered.

Reports from CAT volunteers to the Wildlife Crime Hotline have resulted in successful enforcement actions (Table 5). Although all suspected threats to wildlife are recorded during CAT Walks, not all are reported to the authorities. MYCAT SO screens the reports and relay only useful/actionable information following the hotline’s standard operating procedures. Information that may not require immediate action but may be useful for intelligence-gathering are later compiled and passed to the authorities.

The number of poaching and encroachment incidences received from volunteers on CAT Walks has declined from 49 reports in 2013 to 40 reports in 2014. Incidences reported to the authorities declined from 40 to 27, while the number of snares/traps detected or deactivated was reduced from 59 to only 15. We are confident that this decline in poaching activity supports the project’s basic premise that the presence and intervention of volunteer conservationists, if managed correctly, can reduce, if not totally suppress, poaching activity to levels where wildlife populations have an opportunity to recover while also raising people’s awareness and appreciation of their natural heritage.

Due to the reduced threats found in 2014, only 9% of the total number of reports made to the hotline were from CAT, compared with 31% in 2013. Some notable examples of the public working hand-in-hand with the authorities to resolve a national problem (poaching) are presented in Table 5.

Table 5. Notable CAT Walk reports to the Wildlife Crime Hotline and follow-up actions by the authorities in 2014.

Report	Action
A few men of unknown nationalities were seen in the forest, where a camp had been set up. A wire snare was also found nearby.	DWNP conducted an enforcement patrol and snare-removal operation in the area. An abandoned camp and a few sticks which were suspected to have been used as parts of a snare were found and destroyed.
An injured tapir was spotted.	DWNP captured the tapir, which turned out to be an animal from DWNP’s release programme, nursed it back to health and released it back into the forest at the same site.
Ten active snares and feathers of the Malayan peacock pheasant were found.	DWNP sent a patrol team and destroyed all the snares. An old hut, a felled tree and some planks were also discovered, indicating that apart from poaching, the poacher was also stealing timber.

Signs of illegal logging and collection of forest products were seen.

Lipis FO investigated and declared the area a hotspot, which means that it will continue to be frequently monitored.

FO: Forest Office; DWNP: Department of Wildlife and National Parks Peninsular Malaysia

8. Thank you!

We could not have done it without support from our donors (other than partner NGOs) and volunteers listed below. In-kind support from other parties is also much appreciated.

a. List of donors in 2014

RM100,000 and above

1. US Fish and Wildlife Service

RM50,000 and above

1. 21st Century Tiger
2. National Sports Council of Malaysia
3. The GEF Small Grants Programme (GEF SGP), implemented by UNDP

RM20,000 and below

1. Ahmad Siddiq Mohd Adnan
2. Alwin Lee
3. Amit Kumar
4. Aniza Damis
5. Association of British Women in Malaysia
6. Barbara de Waard
7. Ben Cadman
8. Brian Koh Weng Chuan
9. Camille Seah
10. Chan Bee-Leng
11. Chin Pik Wun
12. Choong Siew Shean
13. Cicada Tree Eco-Place
14. Deborah Trujillo
15. Destination Creators Asia
16. Elizabeth Lisa John
17. Fiona Kwok
18. Foo Siew Theng
19. Gareth Goldthorpe & Sandrine Pantel
20. Harrison Ooi Zhi Jun
21. Iman Hayat Mohamad Ibrahim
22. Japan Tiger and Elephant Fund
23. Jenna Holder
24. Jennifer Caroline Cantlay
25. Jenny Cottle
26. Julie Lavery
27. Kae Kawanishi
28. Karin Anette Helen Eriksson
29. Learning Fresh Child Enrichment Centre
30. Lilian Danielle Khoo
31. Lim Wei Jin
32. Lim Teck Wyn
33. Linn Antberg
34. Loong Mum Wei
35. Loretta Ann Shepherd
36. Low Meng Kuan
37. Melvin Terry Gumal
38. Michael Chee Wei Liang
39. Michael John Hill & Marianne
40. Muna Noor
41. Najua Ismail
42. Nuradlina Abd Rahim
43. Nurul Syarafina Ramli
44. Patricia Zahara Ariffin
45. Renee Yee Oi Yen
46. Ruzain Reza Zainal Abidin
47. Sathia Kailasam
48. Shahrol Azral Ibrahim Halmi
49. Shareem Amry
50. Siti Jamiah Mohamad Yob
51. Smithsonian Institution & Department of Wildlife and National Parks Peninsular Malaysia
52. Surin Suksuwan
53. Song Shueh Leigh
54. Stephanie Goh
55. Syazreen Sara Sukor
56. Tan Cheng Li
57. Tan Yan Qian
58. Taylor's College Eco Lovers Club
59. Taylor's College High Flyers Club
60. Wong Ee Lynn

- 61. Wong Ee Phin
- 62. Wong Horr Wai
- 63. Wong Pooi San
- 64. Wong Si Peng

- 65. Wong Young Soon
- 66. Woodland Park Zoo
- 67. Members of the public

b. List of volunteers in 2014[#]

Bernadette Chin (Financial Administrator)	Julianna Balasan	Nur Na Illah Sallih Udin
Gopalakrishnan Nair (Web Designer)	Junaid Shuja	Nurhidayah Shamsuddin
P. Gopalakrishnan (Translator)	Junaidi Omar	Nurul Aainaa Mohtar
Tan Yan Qian (Translator)	Kailesh Ira	Nurul Afzan Mohd Amir
Vijayaletchumi (Translator)	Kamari Tukiman	Nurul Atiqah Rosnan
Aaron Blake	Kamilah Hamdan	Nurul Farehan Abd Razak
Aaron Watts	Kate Readman	Nurul Hafizah Othaman
Abas Abdul Rahim Choong	Katherine Latimer	Nurul Raudhah Yusoff
Abd Rahim Ahmad	Katie Remine	Nurul Shahida Abdul Rashid
Adaikammai Rangammal Kalairajan	Kayal Vili Keresnan	Nurul Syarafina Ramli
Adam Eppendahl	Keesh Grewal	Or Oi Ching
Ahmad Abdul Muiz Abdul Karim	Keong Lye Choon	P. Theveram
Ahmad Siddiq Mohd Adnan	Kevin Matthew Grove	Paavitha Thambiratnam
Ahmad Ziyad Zulkifli	Khairoul Azzim Azmi	Patricia Zahara Ariffin
Aimi Suhaili	Khairunnisa Abdul Samat	Paul Anders Helge Mellbin
Aimi Syarfa Abdul Hamid	Kiruben Vishnu	Paul Michael Colclough
Ainil Asyikin	Krishnaveni Jayaraj	Per Jonas Gabriel Antberg
Alexander M Jack*	Kumutha Malar G	Qhairul Nizam Dahlan
Amanda Lam	Laleindra Kumaran Manoharan	Qhoirun Nisak Abu Bakar
Amandeep Singh	Latifah Ibrahim	Raja Amrishah Raja Abdul Aziz**
Amber Louise Johansen	Lavaniadevi Gopalakrishnan	Razalli Hassan
Amirul Hafzan Abd Hamid	Lee Jie Min	Resha Ng
Amit Kumar**	Lee Lian Yu	Reta Lee Choi Wei
Anis Hanani Suffian	Lee McClenny	Rionna Muniandy
Anna Elizabeth Colclough Fletcher	Lee Spencer Caulfield-Marsh	Robyn Ghione Butler
Anna Markoja	Lee Wen Jhe	Rohana Ahmad Mustafar
Annas Eskandre Ahmad	Lee Wen Juenn	Rose Halina Abdul Halim
Anuar Mohamed	Lee Zhiang Ho	Roshen S Nirmal
Anusia Nadarajan	Leif Lennart Johansson	Salasiah Hassan
Archie Burney	Li Lu	Samantha Elfmont
Arnee Farzana Mohammad Nurdin	Lim Cheng Yi	Satish Avind Chandran**
Ashley Crothers	Lim Hwee Leng	Sayang Mastura Ammeran
Atiqah Al - Aqilah Jamaluddin	Lim Khim Joe	Sebastian Tay
Azari Kamal	Lim Puay Aun	Serene Chng Chui Ling
Azha Sardi	Lim Seik Ni	Serene Liew Pei Yi
Azureen Zainudin	Lim Shu Ting	Shalany Balakrishnan
Balamoorthy Perumal	Lim Sing Hua	Shalini Jayanandan
Barbara De Waard	Lim Wei Jin**	Shamsul Bahari
Bashtiah Nahrul Khair	Linn Victoria Antberg	Sharifah Nedaa
Beh Yeong Wei	Loo Xin Yi	Sharon Yap
Beth Pascoe	Loo Yong Xin	Sheela Thaver Gangatharan V Thaver
Bethan Bottomley	Low Foong Qwan	Sheena Tiong Yx
Billy Morison Anak Samas	Low Meng Kuan	Shihan Ramli
Brandon Liu Jia Tar	Lucas Lim Yoon Fatt**	Shivani Chakravarty
Brian Koh Weng Chuan	Luke Williams	Sim Kheng Weei
Bryan Andrew	Lynn Freeman	Siti Aisyah Hamdan
Bujang Mohd Dahalan	Maimunah Mohd Noor*	Siti Aminah Jaafar
Cassandra Lauren Beardsley	Marcus Chua Aik Hwee	Siti Aqilah Mardhiah Abdul Halim

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Cecile Jimenez	Marianna Salim	Siti Safiah Mohammad
Cedric Lee Yitzhen	Marini Ainuddin	Sivakumar Sivanantham
Charles Mervin Renganathan	Mary Liew Cheng Huan	Sophie Blake
Cheah Siew Siew	Mathi Vatani	Stephane Malik
Chee Huey Min	Maziah Selamat	Stephanie Santigo
Cheong Suh Sian	Mazrul Mahadzir	Stuart Buchanan
Cheryl Ching	Mehala Poobalasingham	Subasini Anamulai
Chew Xuan-Yee	Melina Zimmermann	Suchismita Das
Chew Ying Yi	Michael Stephen	Syahaneem Othman
Clifford Anthony Clement	Michelle Chua Khit Yeng	Syed
Crystal Lim Li Ying	Mohamad Haffis Ibrahim	Tan Aik Woei
Vilma Ann Maria D'Rozario	Mohamed Yusof Mohd Hussain	Tan Bih Yuan
Dalilah Ashikin Azhar	Mohammad Harith Mohammad Fauzi	Tan Cheng Cheng
Damien Khoo	Mohd Afnan Ismail	Tan Jooi Chong
Daniel Quilter	Mohd Aizzat Emmir	Tan Kai Ren
Darby Andrews	Mohd Fadzil Fazly Mohamad Zainuddin	Tan She Mei
Darshak Lakhlani	Mohd Fauzi Ahmad	Tan Wan Chun
David Mathie	Mohd Fizea Zaulkefli	Tee Jinru
Devavrat Pawar	Mohd Izwan Mat Ismail	Terrance Navinden
Dineswaran Gnanasegaran	Mohd Rozali Idris	Thomas Greatwood
Emir Bustami	Mohd Syafiq Rosli	Thye Mun Chun
Emma Rabbit	Mohd Syukri Jali	Thomas Elfmont
Emma Stockton	Mohd Zulkiflee Mohd Jaafar	Trent Hoh Choong Weng
Eric Ian Chan**	Mona Ingegerd Mellbin	Tulip Adzarlia Mohamad Adzali
Fareea Ma	Muhaidatul Ismah Ismail @ Aida	Udayan Rao Pawar
Farizal Ismail	Muhammad Hafizuddeen Kamal	Ulrika Morgenstern
Ferike Nils Pasty	Muhammad Imran	Umasangkari Sanmoogam
Fernando Jimenez	Muhammad Safiq Khairuddin	Ummu Khalisah
Ganesan Jayakumar	Muhammad Shahmi Mohd Nasir	Vellasamy Karupiah
Goh Joy Xine	Mutiara Abdullah	Venassa Chapman
Hairani Sudin	N Navaneetha Roopan Navaneetha Krishnan	Viknesh Vijayan
Hajaribrohim Mahmod	Nadzatul Shima Radzali	Vincent Tan Tock Leong
Hajira Bee Syed Sultan	Nagulendran Kangayatkarasu	Vinod Kumar Rajamanikam
Hanita Hanim Mohd Ali	Natalie Chong Sze-Ern	Viraphol Ratanavongse
Harish Chandran	Natasya Ali	Virginia Tidball
Harrison Ooi Zhi Jun*	Navinah Ravindaran	Vrushant Lakhlani
Helen Johnny*	Neel Chakravarty	Wan Nur Syahida Wan Mohammad
Heon Sui Peng	Ng Bee Choo	Wan Sariah Wan Jaafar
Hidayatul Fitriah Hamid @ Tia	Ng Chin Leon	Woh Pei Yee
Holly Barclay	Ng Li Kai	Wong Kel Vinn
Hoong Yik Miin	Nicholas Robert Baker	Wong Pui Yi
Huzaifah Zainuddin	Nicole Cashman	Wong Ze Hoeng
Inger Agneta Runnman-Pasthy	Noel Jason Thomas	Yeo Suay Hwee
Ingrid Monika Lindgren-Johansson	Noor Azmil Jamil	Yeong Yze Shiuan
Izham Izraz Azman Aziz	Noor Hasmayana Yahaya	Yeow Mei Juan
James Markoja	Nor Aini Ahmad	Yuvalin Krishn
Jaya Indera Hashim**	Nor Haslinda Nordin	Yvonne Lim Yijun
Jazzril Juharis	Norhaniza Jalaludin	Zahid Jali**
Jemma Griffiths	Normalah Mohd Noor	Zaidi Mamat**
Jennifer Parfitt	Norshairi Salim	Zainudin Ab Karim
Jenny Paula Almqvist	Norsiah Rabanis	Zaleha Abdollah
Johannes Roy Campen	Nur Diyana Abdullah	Zalikhawang Noor
Joseph Mendolia	Nur Elliena Adnan	Zuhairi Zinil Abeden**
Joy Lee Xing Pei	Nur Hidayah Zulkefli	

- # The full MYCAT volunteer list is available at www.malayantiger.net. If you have previously volunteered with MYCAT but are not listed, please contact us at mycat.so@malayantiger.net. Any omissions or errors are completely unintentional. Please also contact us if you prefer to remain anonymous.
- * CAT Walk leaders
- ** Budding CAT Walk leaders

9. Financial Report

INCOME		
Funds brought forward from 2013	404,931	
Donations	98,602	
Merchandise sales	32,875	
New grants	209,143	
Bank Interests	1,099	
TOTAL	746,651	
EXPENDITURE		
Operating expenditure	96,606	
Project expenditure	348,559	
Fund administration by MNS	23,885	
TOTAL	469,050	
BALANCE	277,600	
BREAKDOWN		
Funds brought forward from 2013	267,744	Public donations/merchandise sales
	78,452	Sales of assets
	12,693	Grant from National Fish and Wildlife Foundation
	46,042	UNDP/GEF/SGP
Income from donations	50,000	National Sports Council
	6,154	Woodland Park Zoo
	5,000	Assoc. British Women Malaysia
	3,000	Wong Pooi San
	3,000	Barbara de Waard
	2,500	Linn Antberg
	2,500	Destination Creators Asia
	2,800	Wong Young Soon
	2,000	Patricia Zahara Ariffin
	2,000	Learning Fresh
	19,648	Others (<RM2000 each)
New grants for projects	79,725	US Fish and Wildlife Service
	54,122	21st Century Tiger
	37,800	UNDP/GEF Small Grant Programme
	20,000	Smithsonian/PNP
	9,496	Japan Tiger and Elephant Fund
	8,000	From MYCAT partners for Wildlife Crime Hotline
		MYCAT Secretariat's Office operation, communication, capacity building
Operating expenditure	96,606	
Project expenditure	299,782	Citizen Action for Tigers
	36,045	Wildlife Crime Hotline
	7,731	Tiger roadshows
	5,000	NTCAP monitoring
		Financial admin fee to MNS (public donation and merchandise)
Fund administration	9,538	
	14,349	Financial admin fee to MNS (project grants)

10. Appendices

Appendix 1: MYCAT Working Group Members as of 31 December 2014

Name	Designation
Balu Perumal	Head of Conservation, MNS
Andrew Sebastian	Head of Communications, MNS
Yeap Chin Aik	Senior Conservation Officer, MNS
Dr. Chris R. Shepherd	Regional Director, TRAFFIC
Kanitha Krishnasamy	Senior Programme Officer, TRAFFIC
Or Oi Ching*	Programme Officer, TRAFFIC
Dr. Melvin Gumal	Director, WCS
Dr. Mark Rayan Darmaraj	Tiger Conservation Programme Lead Research Scientist, WWF
Syahaneem Othman**	Species Conservation Programme Administrator, WWF
Siti Safiah Md Zainuddin***	Species Conservation Programme Communications Officer, WWF
Dr. Gopaldasamy Reuben Clements	Researcher
Dr. Kae Kawanishi	General Manager, MYCAT SO
Wong Pui May	Coordinator, MYCAT SO
Suzalinur Manja Bidin	Senior Programme Officer, MYCAT SO
Ashleigh Kivilaakso Seow	Senior Programme Officer, MYCAT SO
Lavaniadevi Gopalakrishnan	Programme Officer, MYCAT SO

* From 26 May 2014, as additional TRAFFIC representative.

** From 19 February 2014, as additional WWF representative.

*** From 9 June 2014, as additional WWF representative.

Appendix 2: MYCAT press releases/letters issued in 2014

No	Date	Title
1	15-Sep-14	The Critical Status of the Malayan Tiger
2	31-Oct-14	Urgent Need to Invest in Enforcement to Secure Future of Malaysia's Tigers

Appendix 3: Radio interviews conducted in 2014

No	Date	Title	Station / Segment
1	5-Aug-14	Tigers & People	TraXX FM / Momentum
2	26-Sep-14	Tiger Conservation	BFM / Evening Edition
3	28-Sep-14	CAT Walks and Tiger Conservation	93.8 Live

Appendix 4: 2014 MYCAT Watch column in the MNS quarterly magazine *Malaysian Naturalist*

Date	Issue
Mar	Central Forest Spine and the case of the Tigers
Jun	Cutting it Close – Saving Malaysia's Wild Tigers
Sep	300 – The last stand

Appendix 5: List of outreach efforts in 2014

Date	Programme	No. of events	No. of individuals reached
6 Mar 14	Tiger Talk at UPM Faculty of Environmental Studies	1	66
8-9 Mar 14	Tiger Roadshow at Raptor Watch	1	590
15 Mar 14	Talk on Wildlife Crime Hotline and CAT at MNS Selangor Branch	1	42
	Volunteer Appreciation Day at Awana Genting		
11-13 Apr 14	Tiger Roadshow at The Star Health Fair, Mid Valley Megamall	1	285
13 Apr 14	Talk on tigers and wildlife conservation in Malaysia at MNS Selangor Branch workshop for Kelab Pencinta Alam teachers	1	27
12-13 Jun 14	Booth at National Workshop on Human-Wildlife Conflicts at Institute of Biodiversity, Lanchang	1	20
11 Jul 14	Tiger Talk at Taylor's College Subang	1	108
3 Aug 14	Eco Adventure Tourism Day at Dataran Merdeka	1	98
4 Nov 14	Tiger Talk at Faculty of Veterinary Medicine, UPM	1	150
15 Nov 14	Art for Grabs	1	30
30 Nov 14	Association of British Women in Malaysia Christmas Bazaar	1	56
5-7 Dec 14	Tiger Roadshow at Kuala Lumpur Kids Festival	1	213
24 Dec 14-1 Jan 15	Tiger Roadshow at Zoo Negara	1	1279
2014	Number of locals engaged through CAT at the project site		37
Talks on Citizen Action for Tigers (CAT)			
7 Jan 14	Diethelm Travel Malaysia	1	3
20 Feb 14	SapuraKencana	1	2
13 Mar 14	Amanzi Travel	1	1
20 Mar 14	Briefing for Green Badge guides at Merapoh	1	10
25 Apr 14	Singapore Zoo	1	22
29 Apr 14	Cicada Tree Eco-Place	1	2
27 Sep 14	Botanic Gardens Singapore	1	180
28 Sep 14	Tiger Benefit Dinner in Singapore, organised by Cicada Tree Eco-Place	1	160
		Total	21
			3381

Appendix 6: Tiger-related milestones and happenings (2003 – 2013)

Year	Mo.	Event
2003	Jan	Body parts of five tigers seized from a house in Johor
	Jan	A businessman releases his pet tiger into the forest in Kedah
	Sep	MYCAT established
		Research finds Malaysia has enough habitat to support 1,500 tigers
		Man in Johor fined RM6,000 for having 34kg of tiger bones, 4 tiger fangs and 6 tiger claws
		Man in Kelantan fined RM3,000 for having 1 tiger skull, 31 tiger claws and 10 tiger fangs
		Indian citizen attempts to smuggle 30 imitation tiger skins into Malaysia. All specimens confiscated, suspect had valid travel documents and was released
2004		Project addressing human-tiger conflict begins in Jeli, Kelantan
		RELA (People's Volunteer Corp) member charged for killing tiger in Negeri Sembilan
2005	Jan	Wildlife Crime Unit set up to intensify anti-wildlife crime efforts
	Jan	<i>Teachers for Tigers</i> (tiger conservation education) training workshop held
	May	Joint rural community outreach programme held at Taman Negara Pahang

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	Aug	Rubber tapper killed by tiger in Kelantan
	Oct	Man in Kelantan only fined RM7,000 for keeping cut-up dead tiger in a refrigerator despite public outcry
	Dec	<i>Media Tigers</i> workshop held for journalists in Malaysia and Singapore
		Community clean-ups (<i>gotong-royong</i>) held to keep plantations free of undergrowth to deter tiger attacks on humans in Jeli, Kelantan
		MYCAT Tracks Vol. 1 published, featuring MYCAT joint projects and partner milestones in 2005
2006	Apr	80,000 postcards handed to Chief Minister to protect Belum-Temengor
	Nov	Workshop conducted to develop strategy to save Malayan tigers
		Engagement programmes on avoiding tiger attacks and protecting tigers, themed “Living Together in Harmony” conducted in Jeli, Kelantan
		First known video footage of the Malayan tiger in the wild captured in Jeli, Kelantan
2007	May	1,175 km ² Royal Belum State Park gazetted
	Jun	Campaign to reduce consumption and trade of tigers and other wildlife launched
	Dec	Wildlife Crime Hotline launched
	Dec	<i>Race Against Time</i> campaign launched to rally support for tigers and better wildlife law
		First camera-trapped picture of a tiger taken in Endau-Rompin, Johor
2008	Jan	Training needs analyses and conceptual model plan and strategy for Johor Wildlife Conservation Project finalised
	Feb	International Trade in Endangered Species Act 2008 passed
	Apr	Hunting moratorium on all wildlife passed in Johor
		Terengganu State Executive Council agrees to gazette the 150 km ² Sungai Deka corridor as a wildlife reserve
		Tiger Action Plan published
		Awareness programme targeting religious leaders held in Jeli, Kelantan
		Community-based approach to human-wildlife conflict mitigation for tigers, elephants and wild boar developed
2009	May	First National Tiger Conservation Action Plan Stakeholder Meeting held
	May	Five tiger skins seized in Kedah
	Jun	Multi-agency enforcement activities, using a new, transparent and efficient system, starts in Endau-Rompin, Johor
	Jun	3kg of tiger bones seized in Kelantan
	Jul	<i>Forum On Mainstreaming Biodiversity with a Focus on the National Tiger Action Plan</i> held
	Jul	Tiger parts seized in Thailand found to be from five Malayan tigers
	Sep	<i>1st Bilateral Meeting between Malaysia and Thailand on Cooperation in Wildlife Law Enforcement</i> held
	Oct	Tiger caught in a snare near the Gerik-Jeli highway rescued, but later dies
	Nov	6-year moratorium on hunting sambar and barking deer passed
	Nov	National Biodiversity Council adopts the Tiger Action Plan
		Research in Sungai Yu corridor, Pahang finds no tigers or sambar deer
		Johor Wildlife Conservation Project and tiger research begins in Endau-Rompin, Johor
		Kulim Wildlife Defenders, first CSR initiative by a plantation company to raise awareness on conservation and support anti-poaching patrols, formed in Endau Rompin, Johor
		Community-based Wildlife Patrolling Unit conducts multi-agency patrols in Royal Belum and along Gerik-Jeli highway
	“Defenders of Nature” programme conducted for the Malaysian Army Second Division on environmental conservation	
2010	Jan	MYCAT holds <i>1,000 tigers for Malaysia</i> press conference
	Jan	Governments of all tiger ranger nations unanimously agree to double global tiger numbers by 2022
	Feb	<i>TX2 Double or Nothing!</i> campaign launched

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	Feb	Nine Orang Asli detained for snaring, torturing and killing tiger in Perak, but later acquitted	
	Ap	Selangor State Executive Council approves Cancelling Licences to Aid Wildlife (CLAW) proposal to revoke business licences of repeat wildlife offenders	
	Jun	Tiger shot dead by RELA member in Perak; government called to review RELA firearm possession and use	
	Aug	NRE appoints MYCAT Secretariat's Office to assist in monitoring Tiger Action Plan implementation	
	Aug	Belum-Temengor Joint Enforcement Taskforce formed	
	Sep	Citizen Action for Tigers (CAT) programme begins in Sungai Yu, Pahang	
	Oct	Johor Wildlife Conservation Project Steering Committee formed	
	Nov	<i>Reduced to Skin and Bones</i> reports 55-63 dead tigers were seized in Malaysia between 2000 and 2010	
	Nov	Presidential Tiger Summit in St. Petersburg, Russia, addressing global concerns on wild tigers, see donors pledging US\$300 million	
	Dec	Wildlife Conservation Act 2010 passed	
	Dec	National Tiger Conservation Action Plan and Central Forest Spine Master Plan included as an implementation strategy under 10 th Malaysia Plan (2011-2015)	
		Construction of RM30 million wildlife viaducts along highway near Sungai Deka, Terengganu completed; construction of RM80 million wildlife viaducts along highway near Sungai Yu, Pahang begins	
2011	Jan	First multi-agency enforcement patrol begins in Endau Rompin, Pahang	
	Jun	32 tigers removed from controversial private zoo in Johor	
	Jul	Conceptual model plan and strategy for Pahang Forest and Wildlife Conservation Project finalised	
	Jul	<i>Islam, Wildlife Conservation & You</i> , a reference book on Islam and conservation released	
	Jul	<i>On Borrowed Time</i> a, 10-minute documentary highlighting poaching and illegal trade in Belum-Temengor debuts	
	Aug	First training workshop on anti-poaching patrols using a transparent, standardised and efficient enforcement system conducted for Taman Negara rangers	
	Nov	Awareness signboards on wildlife crime penalties put up in Gerik, Perak	
	Dec	Selangor State Government issues Cancelling Licences to Aid Wildlife (CLAW) circular to all 12 local authorities	
			Largest scale tiger research conducted over 2,500km ² in Endau Rompin, Johor
			Research in Western Taman Negara Pahang finds tiger numbers have plummeted since 1999
2012	Feb	Government announces RM60 million allocation for wildlife viaducts along the Gerik-Jeli highway in Perak	
			<i>Cross-Sectorial Executive Leadership Forum on Mainstreaming Priority Tiger Habitats</i> held
	Feb	Country's biggest tiger seizure (22 skulls and 8 skins) made in Kedah. Culprit sentenced to 24 months jail and RM200,000 fine	
	Feb	Chief Minister announces commitment to revitalise Joint Enforcement Taskforce in Belum-Temengor, Perak	
	Mar	After 9 years in operation, MYCAT receives financial support from the Malaysian Government (Selangor State Govt.)	
	Mar	While similar studies in other suspected tiger crossing areas revealed nothing, research finds tigers crossing in Sungai Deka corridor, Terengganu	
	Apr	Training workshop on wildlife crime investigations held for multi-agency enforcement officers in Gerik, Perak	
	May	Tiger Lab held to identify gaps in National Tiger Conservation Action Plan implementation and ways to improve	
	Jun	Biodiversity assessment component completed for Integrated Master Plan for Belum-Temengor	
	Aug	Open letter on monoculture plantations threatening tiger habitat sent to Malaysian Prime Minister	
	Sep	Green Court formed to handle environment-related cases	
	Nov	Development halted in the sensitive Sungai Deka corridor, Terengganu	

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		Research finds tigers crossing in Belum-Temengor corridor, Perak	
		A 50% decline in tiger numbers since 2004 recorded in Gunung Basor Forest Reserve, Kelantan	
		A series of capacity building workshops on camera trapping and intelligence gathering held	
2013	Feb	Research shows Bintang Hijau corridor, Perak is unlikely to be a functional corridor for tigers	
	Mar	Updated global tiger report <i>Reduced to Skin and Bones: Revisited</i> reveals tiger parts equivalent to 36 tigers seized in Malaysia between 2010-2012	
	May	189 km ² of forest flanking the Gerik-Jeli highway that separates Belum and Temengor gazetted as Amanjaya Forest Reserve	
	Jun	<i>Pilot National Programme Workshop: Mainstreaming Tiger Conservation in Malaysia</i> held	
	Aug	Call made for sambar deer to be totally protected under Wildlife Conservation Act 2010	
	Sep	Research showed that 20 highway viaducts in two primary linkages are ineffective crossing structures for tigers	
	September	Taxi driver transporting one tiger and four leopard carcasses arrested	
	Sep	Memorandum to set up Tiger Task Force sent to Malaysian Prime Minister	
	Nov	2,500 people participated in MYCAT's <i>Wild Tiger Run</i> in Kuala Lumpur	
			Public Service Department approves 66 posts for law enforcement, including creation of the first legal positions in Malaysia's Wildlife Department
			Task force set up to take immediate action on poaching and encroachment in Endau Rompin, Johor
			Research in Endau-Rompin, Johor finds increasing tiger population

Appendix 7: List of media pick-ups in 2014

No	Date	Publication/ website		Title	Issue
1	Jan	Nature Watch	Quarterly National Society (Singapore) magazine	Are you ready to do the big CAT Walk?	MYCAT Citizen Action for Tigers (CAT) programme
2	Jan	CLIVE	Monthly lifestyle/entertainment magazine	MYCAT: Saving tigers from CAT-astrophe	CAT programme
3	5-Feb	Luxury Travel Magazine	Travel magazine	Make Tiger Tracks with the Eastern & Oriental Express	Tiger fund-raising dinner
4	20-Feb	The Star	National daily newspaper (English)	CAT Walks (Malaysian Conservation Alliance for Tigers)	Call for volunteers - CAT programme
5	10-Feb	ASIATravelTips.com	Travel web portal	Eastern & Oriental Express Organises Special Journey to Help Save Wild Tigers	Tiger fund-raising dinner
6	14-Feb	how to spend it	Website from the Financial Times	A Malaysian adventure to see and save the tigers	Tiger fund-raising dinner
7	14-Apr	MSN	Global news portal	SPECIAL REPORT: A weekend with Citizen Action for Tigers (Mycat)	CAT programme
8	26-Apr	The Rakyat Post	National online daily news portal	Cab drivers roped in to curb wildlife trade	MyTeksi (taxi booking app) to distribute hotline stickers
9	1-May	The Star	National daily newspaper (English)	Taxis to carry stickers on illegal wildlife trade awareness	MyTeksi (taxi booking app) to distribute hotline stickers
10	9-May	New Straits Times	National daily newspaper (English)	British women raise RM160,000 for homes	Donation from Association of British Women in

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11	9-May	The Star	National daily newspaper (English)	RM160,000 raised for charity	Malaysia (ABWM) Donation from ABWM
12	4-Jun	Expatriate Lifestyle	Expatriate magazine for Malaysia	ABWM presents cheque to local charities	Donation from ABWM
13	5-Jun	The Star	National daily newspaper (English)	Sambar deer facing extinction in peninsula, says study	Article on sambar paper in IUCN Deer Specialist Group newsletter
14	9-Jun	The Ant Daily	National online daily news portal	'Malayan ambassador' languishes in jungle; "pandatang cina" envoys enjoy RM60 mil 'carrots'	Plight of Malaysian wildlife ignored
15	3-Jul	The Star	National daily newspaper (English)	CAT Walk — Malaysian Conservation Alliance for Tigers (MYCAT)	Call for volunteers - CAT programme
16	7-Jul	The Star	National daily newspaper (English)	Donning stripes of courage	Launch of new design for Malaysia's sports team uniform
17	22-Jul	The Star	National daily newspaper (English)	Back to nature	Publicity for Eco Adventure Tourism (E.A.T) Day
18	15-Sep	The Star	National daily newspaper (English)	Malayan tiger now critically endangered, numbering as few as 250	DWNP and MYCAT joint press statement on Malayan tiger status
19	15-Sep	Asia News Network	Network of media groups in Asia	Malayan tiger now numbering as few as 250	DWNP and MYCAT joint press statement on Malayan tiger status
20	15-Sep	Malaysiakini	National online daily news portal	The critical status of the Malayan tiger	DWNP and MYCAT joint press statement on Malayan tiger status
21	15-Sep	Free Malaysia Today	National online daily news portal	Malayan tigers fight to stay alive	DWNP and MYCAT joint press statement on Malayan tiger status
22	15-Sep	Bangkok Post	Thailand daily newspaper	Malayan tiger 'critically endangered'	DWNP and MYCAT joint press statement on Malayan tiger status
23	15-Sep	The Rakyat Post	National online daily news portal	Malayan tigers face bleak future — only 300 left	DWNP and MYCAT joint press statement on Malayan tiger status
24	15-Sep	The Nation	Thailand daily newspaper	Malayan tigers become critically endangered as numbers decline	DWNP and MYCAT joint press statement on Malayan tiger status
25	16-Sep	Malaysiakini	National online daily news portal	初算数量只剩下两三百只.马来亚虎被列为极危物种	DWNP and MYCAT joint press statement on Malayan tiger status
26	16-Sep	Han Chiang TV & News Centre	Online news portal of Han Chiang College, Malaysia (Chinese)	初算数量只剩下两三百只.马来亚虎被列为极危物种	DWNP and MYCAT joint press statement on Malayan tiger status
27	16-Sep	The Star	National daily newspaper (English)	Malayan tigers in danger of becoming extinct	DWNP and MYCAT joint press statement on Malayan tiger status
28	16-Sep	21st Century Tiger	Website	Will the Malayan tiger join the critically endangered list?	DWNP and MYCAT joint press statement on Malayan tiger status
29	16-Sep	AsiaOne	Online Singapore news portal	Malayan tigers in danger of becoming extinct	DWNP and MYCAT joint press statement on Malayan tiger status
30	16-Sep	Hype Malaysia	Online news portal	#MalaysiaDay: Malaysia's National Animal Fighting To Exist In Our World	DWNP and MYCAT joint press statement on Malayan tiger status

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31	16-Sep	MyNewsHub	Online news portal	<i>Perhilitan Bimbang Harimau Malaya Hampiri Kepupusan</i>	DWNP and MYCAT joint press statement on Malayan tiger status
32	16-Sep	traffic.org	Website	Dhaka conference concludes critical gaps need attention if wild Tiger numbers are to double	DWNP and MYCAT joint press statement on Malayan tiger status
33	16-Sep	mongabay.com	Online environmental news portal	Malayan tiger population plunges to just 250-340 individuals	DWNP and MYCAT joint press statement on Malayan tiger status
34	16-Sep	Thai PBS	Thailand public broadcasting service	Malayan tiger now critically endangered, numbering as few as 250	DWNP and MYCAT joint press statement on Malayan tiger status
35	17-Sep	The Epoch Times	Global news source	Malayan Tiger Population Drops to 250-340	DWNP and MYCAT joint press statement on Malayan tiger status
36	19-Sep	Today	Singapore newspaper	How S'poreans can help save the Malayan tiger	CAT and Tiger Benefit Dinner in Singapore
37	19-Sep	Wild Singapore	Singapore environmental news portal	How S'poreans can help save the Malayan tiger	CAT and Tiger Benefit Dinner in Singapore
38	19-Sep	treehugger.com	Online environmental news portal	Ecotourists may help save the Malayan tiger say local conservationists	DWNP and MYCAT joint press statement on Malayan tiger status
39	20-Sep	Sin Chew Daily	National daily newspaper (Chinese)	大马野生虎剩约 300 只·从“濒危”变“极危”	DWNP and MYCAT joint press statement on Malayan tiger status
40	20-Sep	Guang Ming Daily	National daily newspaper (Chinese)	我国若不再重视保育·马来虎数十年后恐绝	DWNP and MYCAT joint press statement on Malayan tiger status
41	22-Sep	takepart.com	Online news portal	Take a Good Look at This Rare Malayan Tiger—It May Be One of Your Last	DWNP and MYCAT joint press statement on Malayan tiger status
42	24-Sep	Utusan Malaysia	National daily newspaper (Malay)	<i>Populasi Harimau Malaya Kritikal</i>	DWNP and MYCAT joint press statement on Malayan tiger status
43	24-Sep	New Straits Times	National daily newspaper (English)	What it takes to rescue our rare tigers	DWNP and MYCAT joint press statement on Malayan tiger status
44	27-Sep	The Star	National daily newspaper (English)	Speak up for our tigers	DWNP and MYCAT joint press statement on Malayan tiger status
45	30-Sep	The Straits Times	Singapore daily newspaper (English)	S'poreans urged to help save Malayan tigers	CAT and Tiger Benefit Dinner in Singapore
46	30-Sep	AsiaOne	Online Singapore news portal (English)	S'poreans urged to help save Malayan tigers	CAT and Tiger Benefit Dinner in Singapore
47	Oct	August Man	Singapore-based men's lifestyle publication	Jungle food for thought	Foraging with the Batek people, whom MYCAT works with in CAT
48	Oct	MANZA	Malaysian Australian New Zealand Association magazine	MYCAT - Striving to protect the last of Malaysia's wild tigers	CAT Walk
49	23-Oct	SWEA Kuala Lumpur	Swedish Women's Educational Association website	<i>Djungelvandring</i>	CAT Walk
50	31-Oct	The Rakyat Post	National online daily news portal	400 Perhilitan personnel needed to patrol Taman Negara full time	MYCAT press release on need for more enforcement resources
51	2-Nov	The Rakyat	National online daily	Less than 350 tigers left	MYCAT press release on

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		Post	news portal	with poaching being the biggest culprit	need for more enforcement resources
52	2-Nov	Bangkok Post	Thailand daily newspaper	Malayan tigers need 'more' protection	MYCAT press release on need for more enforcement resources
53	2-Nov	Yahoo! News	Online news portal	Better protection urged for Malayan tigers	MYCAT press release on need for more enforcement resources
54	3-Nov	New Straits Times	National daily newspaper (English)	Our living natural heritage must be protected	MYCAT press release on need for more enforcement resources
55	3-Nov	Echo Net Daily	Australian community newspaper	Better protection urged for Malayan tigers	MYCAT press release on need for more enforcement resources
56	22-Nov	The Sun	National weekday newspaper (English)	MNSJ plans for tiger conservation	Refers to DWNP and MYCAT joint press statement on Malayan tiger status
57	30-Nov	New Straits Times	National daily newspaper (English)	Pushing for greater conservation efforts	Refers to DWNP and MYCAT joint press statement on Malayan tiger status
58	1-Dec	The Sun	National weekday newspaper (English)	Malayan tiger beats a retreat	Refers to DWNP and MYCAT joint press statement on Malayan tiger status
59	20-Dec	Astro Awani	National news and current affairs channel	<i>Zoo Negara dan MyCAT anjur program 'Harimau Malaya Selamanya'</i>	Zoo Negara-MYCAT joint event
60	20-Dec	Sinar Harian	National daily newspaper (Malay)	<i>Zoo Negara, MyCat anjur 'Harimau Malaya Selamanya'</i>	Zoo Negara-MYCAT joint event
61	20-Dec	The Rakyat Post	National online daily news portal	<i>Zoo Negara dan MYCAT anjur program 'Harimau Malaya Selamanya'</i>	Zoo Negara-MYCAT joint event
62	20-Dec	Kosmo	National daily newspaper (Malay)	<i>Zoo Negara dan MYCAT anjur program 'Harimau Malaya Selamanya'</i>	Zoo Negara-MYCAT joint event
63	20-Dec	Utusan Malaysia	National daily newspaper (Malay)	<i>Zoo Negara anjur program Harimau Malaya Selamanya</i>	Zoo Negara-MYCAT joint event
64	22-Dec	The Star	National daily newspaper (English)	Going, going, gone: Malaysia's wildlife loses battle against extinction	Refers to DWNP and MYCAT joint press statement on Malayan tiger status
65	27-Dec	New Straits Times	National daily newspaper (English)	GREEN: A green heartache	Refers to DWNP and MYCAT joint press statement on Malayan tiger status
66	29-Dec	Utusan Malaysia	National daily newspaper (Malay)	<i>Sedih harimau makin pupus</i>	Interview with MYCAT Senior Programme Officer