

Malaysian Conservation Alliance for Tigers Annual Report 2015



Prepared by the MYCAT Secretariat's Office
Unit 3, Ground Floor, Jalan SS 23/11, Taman SEA, 47400 Petaling Jaya, Selangor, Malaysia
T: 03.7880.3940 F: 03.7882.0171
E: mycat.so@malayantiger.net
W: www.malayantiger.net | www.citizenactionfortigers.my
FB: www.facebook.com/themalayantiger | www.facebook.com/wildlifecrimehotline

Table of Contents

1. Introduction	2
2. Communication Platform for Tiger Conservation	4
3. Monitoring the Progress of the National Tiger Conservation Action Plan	6
4. Wildlife Crime Hotline.....	7
5. Volunteer Programmes.....	14
6. Tiger Roadshow: Community Outreach	15
7. Citizen Action for Tigers	16
8. Thank you!	21
9. Financial Report	24
10. Appendices.....	26

1. Introduction

The only conservation partnership of its kind in the world, the Malaysian Conservation Alliance for Tigers (MYCAT) is an alliance of the Malaysian Nature Society (MNS), 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 between conservation organisations which are 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 for, and facilitate communication between the partners; 2) coordinate collaborative efforts, manage and lead 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 the activities and accomplishments of the MYCAT partnership and projects in 2015.

The preceding year had been particularly challenging in terms of fundraising, and the SO faced financial difficulty in early 2015. Fortunately, some NGO partners contributed funds to bridge the period of uncertainty. Following the success of a few proposals and an unexpected contribution by a Malaysian corporation which turned out to be the highest grant amount of the year, MYCAT SO entered 2016 on a stronger foundation, and more attention can be dedicated to tiger conservation issues on the ground.

The NTCAP was due for a mid-term review in 2015, but for various reasons no progress has been made on that front (Section 3). The implementation progress has also not been monitored since 2013. On the other hand, concerned citizens, both in and outside Malaysia, have shown that they are ready to step up and do more. Apart from being a platform for collaboration among tiger conservationists in NGO and government, citizen conservation has become a hallmark of MYCAT projects. We strive to provide avenues for everyone to contribute to saving tigers and wildlife. The Wildlife Crime Hotline (Section 4) enables anyone, anywhere to be a wildlife crime sleuth, whether they are in the jungle, the city or sitting in front of their computer. The number of reports received with useful information is increasing, and dedicated effort is necessary to develop the Hotline’s potential.

With growing awareness of MYCAT and our work among the public, more and more people have expressed a desire to contribute to the cause of saving tigers and wildlife. Through MYCAT Tiger Roadshows, we continued to empower people with the tools to make a difference (Sections 5 and 6). It was a year of new partnerships, which led to funds and awareness being raised, and further collaborations may be explored. Meanwhile, Citizen Action for Tigers (CAT) lets the more adventurous make a direct impact on the ground, to protect tigers in the most critical forest corridor in Malaysia (Section 7). Our most inspiring CAT Walk Volunteer Leaders have been with the programme for years, and are still unwavering in their dedication. After five years of running CAT Walks, it is undeniable that benign human presence will deter poaching and can facilitate wildlife recovery.

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’s 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)	10,739 people reached face-to-face in 53 programmes
	2015 – 370 in 2 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)	34,994 people in 138 programmes
	2015 – 1,616 in 33 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)	5,564 emails sent to 334 subscribers
Facebook (2010)	6,188 Likes
MYCAT WATCH column in the <i>Malaysian Naturalist</i> (2006)	36 articles
Empowering Malaysians	
Volunteers (2005)	1,596
	2015 – 275 2014 – 239 2013 – 410 2012 – 168 2011 – 69 2010 – 175 2009 – 46 2008 – 30 2007 – 174 2005 – 10
Repeaters each year	2015 – 34 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	2015 – 134 2014 – 120 2013 – 102 2012 – 76 2011 – 106 2010 – 100 2009 – 24 2008 – 22

Actions taken by the Wildlife Department	2015 – 55 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	2015 – 629km, 262 volunteers 2014 – 712km, 324 volunteers 2013 – 374km, 331 volunteers 2012 – 210km, 153 volunteers 2011 – 81km, 37 volunteers 2010 (pilot) – unrecorded, 26 cumulative volunteers
Threats recorded and snares/traps deactivated	2015 – 20 and 2 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	29
E-group	5,564 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

* In 2015, the assessment of the NTCAP implementation status in 2014 was not conducted.

2. Communication Platform for Tiger Conservation

With 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 resources, 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 NGO partners but to disseminate information on tiger conservation efforts in Malaysia. The target audience includes volunteers, supporters, donors, the media and 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). Similar to the previous year, MYCAT welcomed three new members to the WG in 2015, while three existing members left the group due to staff restructuring and turnover in partner NGOs. Regular changes in WG

membership is unavoidable, but fortunately a few founding members remain, and they provide important institutional memory vital to the continuity of our work.

The MYCAT Annual Meeting for 2014 was held on 15 June 2015 to highlight the joint accomplishments of the past year and chart out a course for the coming one. MYCAT WG members and the heads of MYCAT partner organisations were present, as were 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.

As MYCAT NGO partners work independently on the ground in separate landscapes, WG meetings are regularly held in addition to the annual meeting. Two formal WG meetings were convened on 18 March and 2 October 2015. These meetings allowed MYCAT WG members, who are generally involved in other duties besides tiger-related work, to give undivided attention to tiger conservation issues. It is where WG members exchange updates and information with other NGOs working in other tiger landscapes, and serves as 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.

DWNP was invited to the WG meeting on 18 March to provide updates on specific initiatives and issues. It was a special meeting as MYCAT also presented Dr. Sivananthan Elagupillay, the *de facto* Tiger Officer at DWNP who was retiring that month, with the first Malaysia's Tiger Wallah Award to acknowledge his contribution and commitment towards tiger conservation. Dr. Siva was visibly touched, and reflected on his long career which began in the 1980s with a project to resolve human-tiger conflict in Perak. He expressed a desire to continue the collaboration between government and NGOs.

There were 694 emails registered in the official WG email group over the year, a decrease from 733 the previous year. Exchanges in this official correspondence channel, open to all WG members, fluctuates based on membership, current issues and upcoming events. Aside from formal meetings and official group email exchanges, MYCAT partners and the SO are in constant communication via phone, email and at informal gatherings, which enhances the working relationship and mutual understanding among colleagues. These are not monitored by MYCAT SO.

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 remained stable at 334 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 2015 dropped by almost 50% compared to the previous year, from 187 to 95 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 and sending out news.

Meanwhile, the number of Likes on the MYCAT Facebook page increased by 59% from 3,888 in 2014 to 6,188 in 2015. This was substantially higher than the 20% increase in the previous year, primarily due to a social media campaign which MYCAT ran in March to garner votes to win a grant from the European Outdoor Conservation Association. At the end of the voting period, MYCAT had obtained 40% of the votes. The campaign also raised the profile of MYCAT among Malaysians as various channels, including newspapers and radio, were used to publicise the voting.

Education, information dissemination and engagement are key to empower Malaysians to proactively support tiger conservation. A consistent flow of information to the public is crucial to keep the plight of the Malayan tiger visible in the public eye, gradually instilling a deeper appreciation of tigers and providing knowledge of the factors which threaten their survival. Once the public are made aware of how they can do their part, it will encourage them to offer a hand. Consistent communication with the public through informal channels like Facebook and Twitter keeps them informed, involved and inculcates a sense of ownership for our wildlife.

In the same vein, MYCATSO presented a paper to 88 participants at the MNS Silver Jubilee Symposium on Nature and Biodiversity held from 21 to 23 September 2015. The symposium was part of the larger International Science and Nature Congress 2015 at Putra World Trade Centre. The paper was entitled “Malaysian Conservation Alliance for Tigers (MYCAT): 12 Years of Partnership and Counting”. Participants of the symposium comprised MNS members, professional conservationists and undergraduate conservation students.

b. Media collaboration and publications

Overall, 44 media pick-ups were recorded in 2015. These were from statements issued, interviews, coverage of CAT Walks and efforts of MYCAT partners and donors (Appendix 6). Five press releases and two letters were jointly issued by MYCAT (Appendix 2).

In 2014, DWNP and MYCAT jointly announced the most recent estimates for Malayan tigers, which was 250-340. The IUCN accepted this assessment and the Malayan tiger was listed as a Critically Endangered species in the Red List of Threatened Species in 2015. A press release and letter to the editor were issued to highlight the listing of the Malayan tiger. Two statements were issued to ensure a higher chance of publicity, in the hope that it will convey the sense of urgency to the Malaysian government as well as existing and potential donors.

Another letter to the editor was initiated and drafted by MYCAT SO in response to a string of successful enforcement by DWNP. The aim was to build confidence in authority among the public, and highlight tip-offs on wildlife crimes which result in arrests and seizures. The letter was eventually sent out as a joint statement from three MYCAT NGOs as the Wildlife Conservation Society-Malaysia Programme declined to be a part of the letter. Nevertheless, the Wildlife Crime Hotline was listed to encourage the public to channel information to the Hotline.

Press releases were issued to highlight corporate partnerships with two Malaysian companies – The Body Shop and Royal Selangor. For The Body Shop, the statement highlighted the Kick the Bag Habit Campaign, where funds collected were donated to MYCAT. The Body Shop’s paper bags were used as a medium for tiger conservation messages and to promote the Wildlife Crime Hotline. As for Royal Selangor, 20% of proceeds from the sales of their tiger collection would be donated to MYCAT. A display was also set up at key Royal Selangor stores in Pavillion, The Gardens and One Utama shopping mall.

As in previous years, MYCAT partners took turns to contribute articles on current tiger issues to the MYCAT WATCH column in the MNS *Malaysian Naturalist* (Appendix 4).

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. MYCAT SO's role in the Monitoring Committee is hence 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 individuals such as independent researchers.

When submitting progress reports, implementing agencies need to fill in Table 15 and actions that have been taken need to be supported by relevant verifiers, e.g. minutes of meetings, reports, maps, etc. which show that a particular action had been taken. Once the progress reports from all implementing agencies have been collected, the Monitoring Committee compiles them and tabulates the achievements for each year. A Stakeholder Meeting is then 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 is sent to the stakeholders, an updated Table 15 is also included to be completed by the respective focal persons.

NRE had made a request for progress reports for NTCAP implementation in 2014 at the end of that year, but only a few NGOs responded. In 2015, the appointed staff was assigned to other duties and due to staff turnover, there was no designated wildlife officer at NRE for most of the year. Thus no one followed up with the other stakeholders to obtain progress reports, no one compiled and analysed the reports, and no stakeholder meeting was held. The NTCAP work plan ended in 2015 and hence a mid-term review was required, but no efforts were made to conduct the review.

One extremely disappointing outcome in 2015 was the update from NRE at the MYCAT Annual Meeting. The senior management had decided that it was unnecessary to form a high level committee chaired by the Secretary General to monitor the implementation of the NTCAP, and deliberate on tiger conservation issues at the national level. NRE deemed the current platform and mechanism, i.e. compiling progress reports and holding annual NTCAP stakeholder meetings, to be sufficient, although the experience of past years suggested otherwise.

This committee would have been similar to the Tiger Task Force which MYCAT had called for. The need for such a committee had been identified by the NTCAP Monitoring Committee (of which MYCAT SO is a member) as one of the priorities for better implementation, coordination and monitoring of the NTCAP back in 2012. NRE and DWNP senior officers had also clearly articulated the need for such a committee during NTCAP stakeholder meetings. One consolation is that the senior management officers who made the decision have since retired, and MYCAT has the option of engaging with the new officers on this matter.

On 7 December 2015, the Science Advisor to the Prime Minister called for a meeting on tiger conservation issues as he was alarmed at the low numbers. He agreed to lobby for more attention to be given to the plight of Malayan tigers among Malaysian decision makers. At the time, a new NRE wildlife officer had been assigned, and requests for NTCAP progress reports for two years, 2014 and 2015, were sent out to the stakeholders.

4. Wildlife Crime Hotline

The 24-hour Tiger Crime Hotline (019 356 4194/report@malayantiger.net) 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 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

By working closely with the Department of Wildlife and National Parks (DWNP) Peninsular Malaysia, MYCAT SO has identified the type of important and relevant information that needs to be obtained from an informant. Feedback from DWNP on how the wildlife law is interpreted is also sought so that information can be shared with the public. 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 relevant agencies with enforcement powers such as Forestry Department Peninsular Malaysia (FDPM), Department of Fisheries (DoF) or Department of Veterinary Services (DVS).

As a partnership has been established with DWNP, MYCAT SO follows up on the outcome from a report at regular intervals, and updates the Hotline database with details of the actions taken (Fig. 1). A set of standard operating procedure for the Hotline was formulated with DWNP in 2011 and adopted at the NTCAP Stakeholder Meeting in 2012. It specifies 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. To close the reporting loop, we notify informants on actions taken by DWNP. This promotes transparency and accountability, and also builds trust in the effectiveness of the Hotline.

Once a report has been received, the information is scrutinised and additional details requested if needed. Only information which is deemed actionable (i.e. leads to enforcement action or investigation) is forwarded to the relevant authorities. Occasionally, information that may be insufficient for further action, but could be useful for compiling intelligence, is also submitted.

b. Publicity mechanisms

The Wildlife Crime Hotline is publicised through the media, when 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.

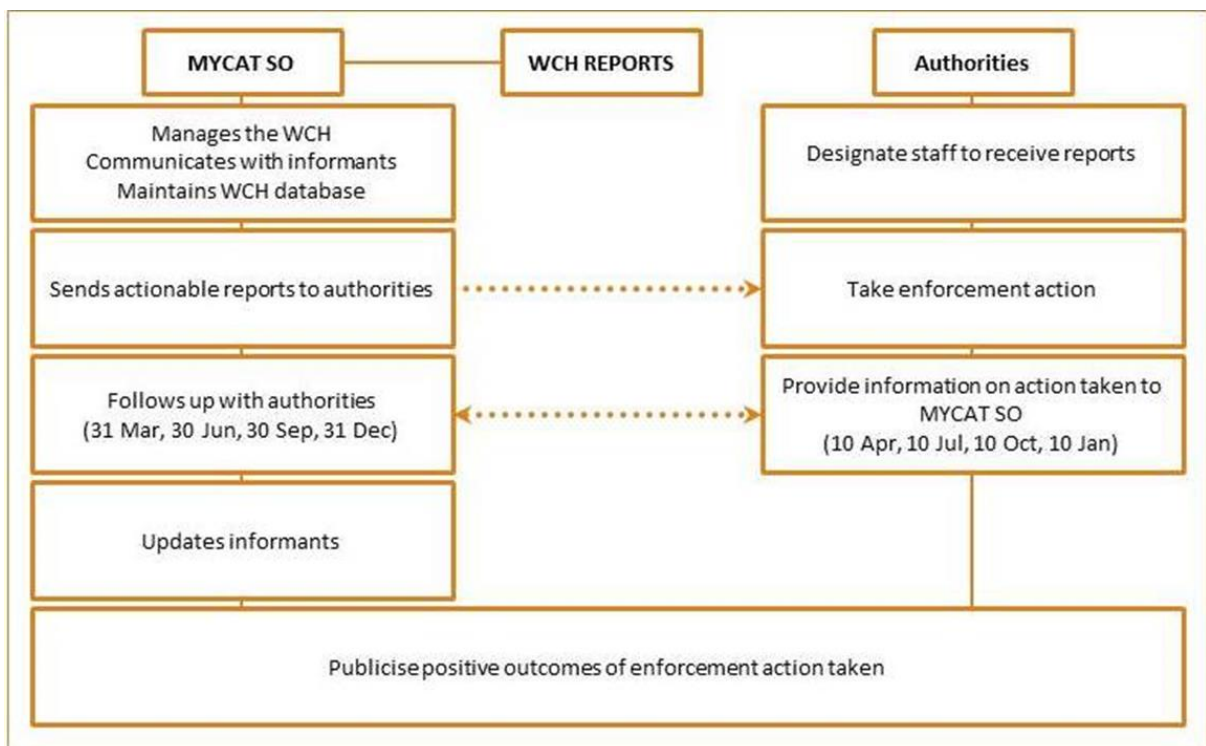


Fig. 1. The Wildlife Crime Hotline reporting system outlined in the standard operating procedure. For outcomes of reports where MYCAT Secretariat's Office is not notified immediately once action is taken, the office follows up with DWNP quarterly.

In 2015, the Hotline was promoted through:

- i) Promotional items: During MYCAT Tiger Roadshows, members of the public are encouraged to save the Hotline number into their mobile phones in exchange for a small gift of either a lanyard or a shopping bag bearing the number. Life-size standees and posters were used to attract the attention of passersby. Flyers which list the type of information required in a report were distributed at programmes, accompanied by further elaboration from MYCAT staff or volunteers. 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. A new [Facebook page](#) dedicated to the Wildlife Crime Hotline was created in 2014 to raise its profile and serve as an alternative channel to receive reports. We have received multiple reports via the page, from those who only found out about the Hotline through Facebook. By end 2015, it had received 701 Likes, an increase of 293 from the previous year. MYCAT frequently receives comments that the average person may not know the difference between legal and illegal wildlife trade. The Facebook page has proved to be a useful platform to showcase specific examples of wildlife crimes and publicise reports which have resulted in successful actions. Examples of quick action by DWNP help build confidence in the Hotline and in DWNP among the public. Additionally, the Hotline is highlighted through interviews on radio and print media when possible.
- iii) Outreach and Citizen Action for Tigers (CAT): The Hotline is publicised during awareness talks by MYCAT as a way for the public to play a role in wildlife conservation. CAT volunteers also submit reports on any signs of illegal activities encountered during anti-poaching CAT Walks at the Sungai Yu Tiger Corridor in Pahang. 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 materials promoting the Hotline. WWF booklets on totally protected and protected species under Malaysian law were distributed at WWF events and MYCAT Tiger Roadshows. A billboard publicising the Hotline had been erected near Gerik, Perak by WWF in 2010, and in 2015 we were still receiving reports from informants who saw the billboard. TRAFFIC had produced booklets on commonly traded wildlife products which were distributed during programmes, and also put up a billboard in Pengkalan Hulu, Perak. The Hotline is also permanently listed in MNS' quarterly publication (*Malaysian Naturalist*) and monthly newsletter (*Pencinta Alam*) as well as in other web portals maintained by MNS members. Being one of the more prominent conservation NGOs, WWF often receives information on wildlife-related crimes from the public, which is channelled to this Hotline.

a. Results

In 2015, the hotline received 134 'quality' reports, defined as reports containing relevant, actionable information. Out of the total number of reports, 122 (91%) were forwarded to DWNP. Three reports were sent to Forestry Department Peninsular Malaysia, two to Sarawak Forestry Corporation, one to Department of Fisheries and one to Department of Veterinary Services (Table 2). Three new agencies were contacted by MYCAT in 2015 – three reports were sent to the District and Land Office of Hulu Perak and Lipis (two and one respectively), and one report each to the Malaysian Communications and Multimedia Commission and the Ministry of Health. Apart from DWNP, detailed responses were received only from the Department of Fisheries and Ministry of Health.

Table 2. Type and number of Wildlife Crime Hotline reports sent to relevant enforcement agencies in 2015.

Description	Cases	Agency
Wildlife trade	84	DWNP
Poaching/Hunting	24	DWNP
Possession/Display	9	DWNP
Animal welfare	2	DWNP
Human-wildlife conflict	2	DWNP
Roadkill	1	DWNP
Forestry related offences	3	FDPM
Land use related offences	3	DLO (Hulu Perak, Lipis)
Wildlife trade report to Sarawak	2	SFC
Fisheries related offences	1	DoF
Animal welfare	1	DVS
Content of television programme	1	MCMC
Traditional medicine report	1	MoH
Total	134	

DWNP: Department of Wildlife and National Parks Peninsular Malaysia; FDPM: Forestry Department Peninsular Malaysia; DLO: District and Land Office; SFC: Sarawak Forestry Corporation; DoF: Department of Fisheries; DVS: Department of Veterinary Services; MCMC: Malaysian Communications and Multimedia Commission; MoH: Ministry of Health

There was a 12% increase in the total number of reports received in 2015 compared with 2014 (120 reports), which may indicate a greater awareness of the Hotline. In 2014, there was a spike in reports received on wildlife being traded online and the worrying trend continued in 2015 with 69 reports. This comprised 51% of all reports and 82% of the reports on suspected illegal trade of wildlife. Out of the 69 reports, 55 were information seen on Facebook, eight were posts from online trading portal mudah.my, while six were from various websites.

DWNP established a cybercrimes division in 2014 to investigate illegal online trade, but enforcement continues to be a challenge as the investigation process requires a large investment of funds, time and manpower. Major illegal traders are also extremely cautious and employ various tactics to avoid falling into traps set by enforcement officers. Despite the challenges, DWNP succeeded in arresting a number of online traders in 2015, in part due to joint efforts with the Malaysian Communications and Multimedia Commission, CyberSecurity Malaysia and Interpol.

MYCAT SO requested for outcomes from DWNP every three months. In 2014, feedback was received on 100% of the information forwarded. As for 2015, feedback was provided on only 45% of the cases (Fig. 2), despite multiple reminders being sent.

For the status of reports sent to DWNP, "action taken" means that they have looked into the report but it may not have translated into successful enforcement action. In some cases, a particular wildlife or product may already be sold, investigations led to a dead end or investigations were still ongoing. Despite the low rate of feedback, there were a number of successes worth highlighting. Table 3 shows selected reports which resulted in successful enforcement actions (details from informants have been edited for clarity and brevity).

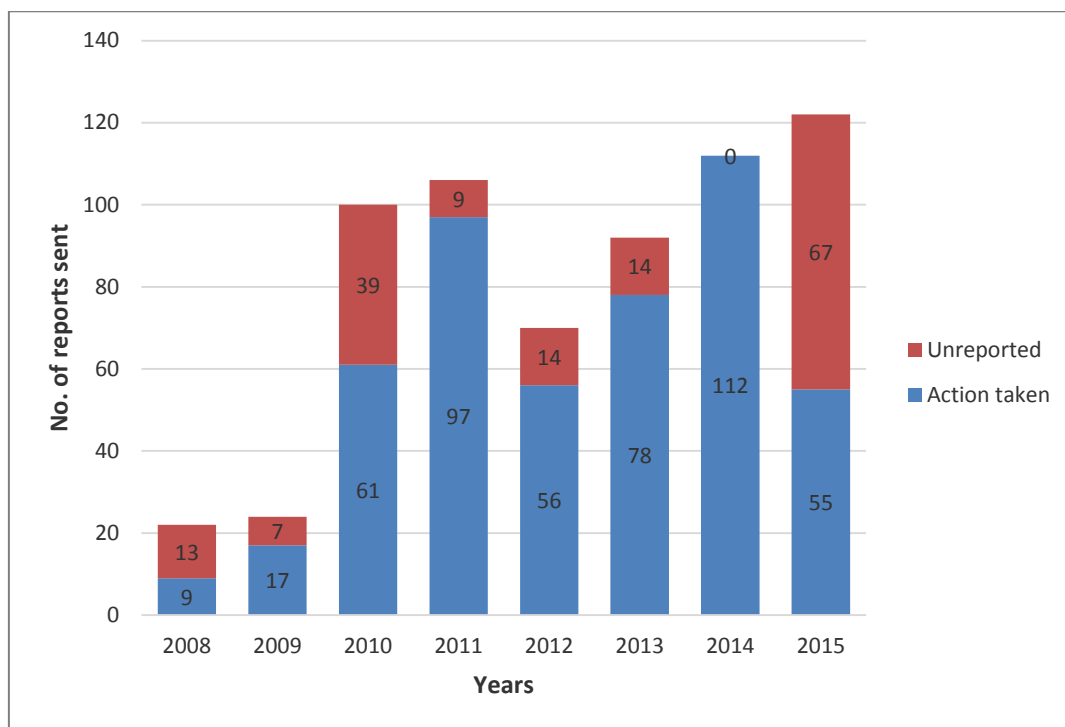


Fig. 2. Number of relevant and actionable reports sent to the Department of Wildlife and National Parks (DWNP) Peninsular Malaysia and the status of follow-up actions between 2008 and 2015.

Unreported = Unknown if any action was taken.

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

Table 3. Notable Wildlife Crime Hotline reports and actions taken by the authorities in 2015.

Report	Action by DWNP
10 pig-nosed turtles were seen for sale in an aquarium and pet shop.	Various protected species of turtles were being sold without licences and were seized, including pig-nosed turtle, Malayan box turtle, African pancake tortoise and mata mata turtle.
An African grey parrot and 6 hill mynas were seen in a pet shop. The hill mynas were kept in a cage hidden at the back of the shop.	The birds were seized and the shop owner was investigated for 3 offences – keeping protected wildlife without licence, selling without licence, and selling protected wildlife outside the allowed trading season (hill myna).
A male elephant was regularly seen in an area. The informant was worried that it might be targeted by poachers.	The elephant was identified and multiple patrols were conducted in the area to ensure that there was no poaching activity.
People are trapping white-rumped shamas almost every day near a village. Suspected poachers were seen entering the forest in a truck, and the first three letters of the licence plate were provided.	A patrol team was dispatched the same day. The vehicle was detected but it managed to speed away. The owner of the vehicle and his residence has been identified. Further intelligence gathering and monitoring will be conducted.
A restaurant listed soft shell turtle and wild boar on its menu.	10kg of suspected soft shell turtle meat was confiscated. DNA testing will be carried out to confirm the species.
Tiger pugmarks were seen in an area. The informant was worried about its safety as foreign workers were known to hunt wild boar there. The forest nearby was also being cleared.	The informant was contacted to obtain the exact location. Patrolling will be conducted regularly to monitor the area and search for snares.
A binturong was posted for sale	The seller was contacted to set up a deal, and the binturong

online, and the mobile number of the seller was provided. was rescued.

A leopard cat was posted for sale online. An incomplete mobile number was provided. Investigations were conducted and the residence of the seller identified. The residence was raided, one hornbill and three white-rumped shamas were confiscated.

DWNP: Department of Wildlife and National Parks Peninsular Malaysia

For the cases above, either investigations were ongoing or court action was pending against the suspects. The diversity of reports received by the Wildlife Crime Hotline highlights the value of engaging the public as informants and the need to increase awareness about the Hotline. The public is everywhere and the probability of detecting wildlife crime through widely varying situations is high, ranging from going on a hike to going out for dinner, from surfing the internet in a city to tending to a farm in a village.

Most reports sent to DWNP were from unknown locations (30%) as they were from online advertisements (Fig. 3). The number of reports received is usually highest in Selangor and Kuala Lumpur due to greater awareness among the public and the presence of fellow conservationists keeping an eye out for suspected crimes. Reports from Selangor increased from 14 to 24 (20%) from 2014 to 2015 while reports from Kuala Lumpur decreased from 12 to 4 (3%), but remained stable for the two areas combined. A relatively higher number of reports were received from Pahang (11%) thanks to the CAT programme, and Perak (8%) due to the promotion of the Hotline in the area by MYCAT partners. As certain online posts also mention a location, a report may come from someone living in Selangor but the location could be anywhere in Malaysia.

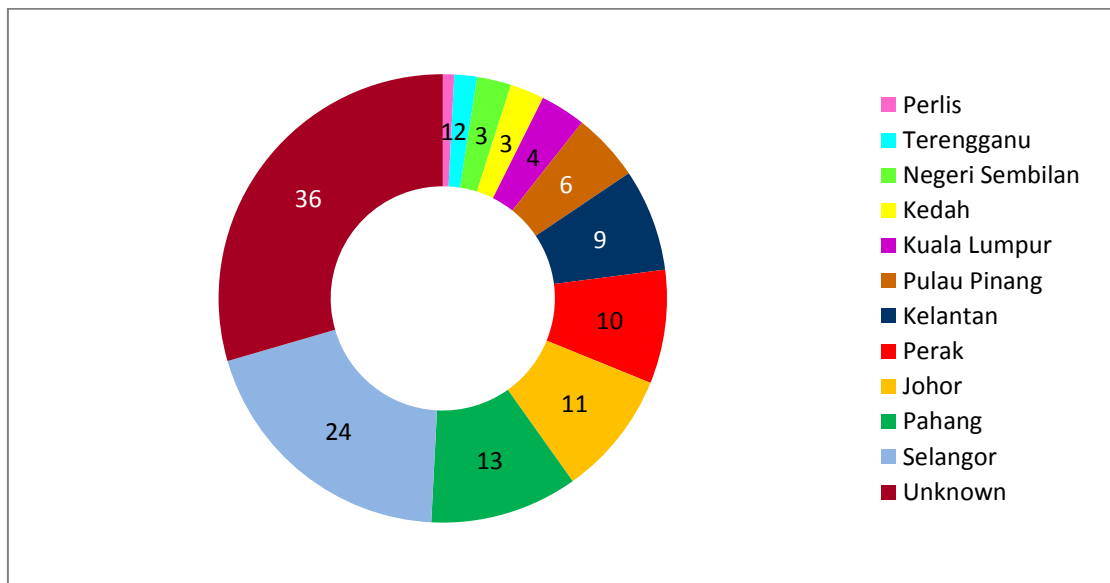


Fig. 3. The number of incidences reported to the Wildlife Crime Hotline in 2015 according to states. Unknown refers to reports where the location was undetermined (e.g. wildlife being advertised for sale on Facebook), and these reports were relayed to the Department of Wildlife and National Parks Peninsular Malaysia Headquarters in Kuala Lumpur.

b. Challenges

Although MYCAT has established a good working relationship with DWNP with respect to this Hotline, the main challenge in 2015 was obtaining feedback on the reports sent to DWNP, particularly for reports on online trade sent to DWNP Headquarters (Fig. 4). The specific reasons for the delay are not known, although it may reflect the challenges posed by the large volume of people trading wildlife illegally online, particularly through Facebook. A meeting will be set up with DWNP in 2016 to discuss ways to overcome this challenge and reach a mutually beneficial arrangement.

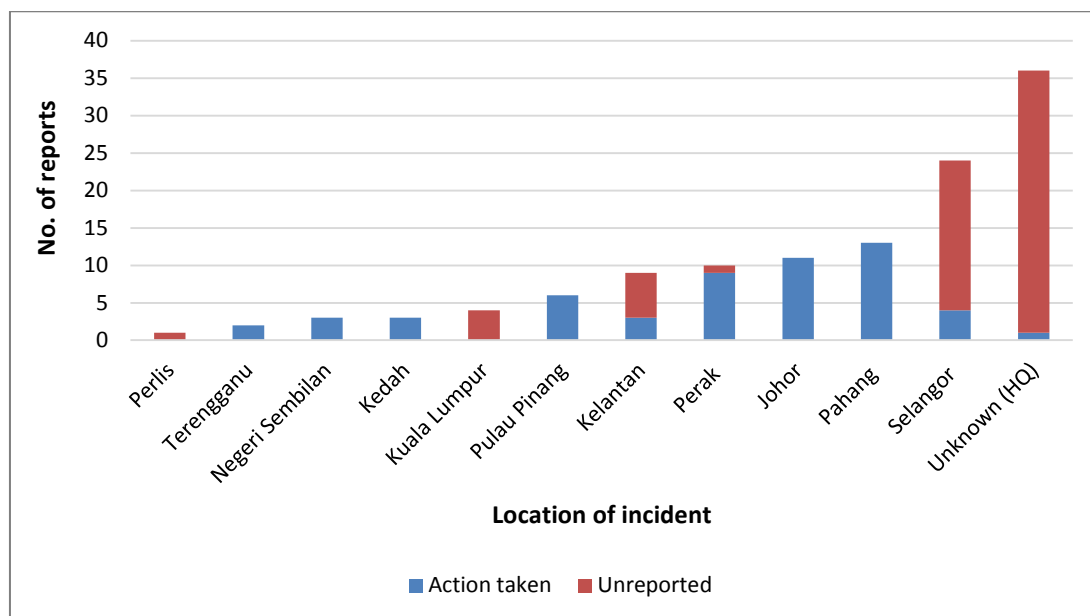


Fig. 4. Number of reports sent to the Department of Wildlife and National Parks Peninsular Malaysia and the status of follow-up actions according to states. Unknown refers to reports where the location was undetermined, these reports were relayed to the Headquarters in Kuala Lumpur.

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

Unreported = Unknown if any action was taken.

c. Analysis of 2008-2014 data

In 2015, TRAFFIC conducted an analysis of the Wildlife Crime Hotline database from 2008 to 2014, an exercise which was suggested by the WWF CEO/Executive Director in 2012. MYCAT SO has always been on a learning curve in terms of managing the Hotline, and improvements have been made over the years. Data recording was initially very basic but have become more detailed of late, thus all available data from reports received by the Hotline needed to be entered into standardised fields for analysis. The draft report was circulated to the MYCAT Working Group for comments. It will be finalised in 2016 and circulated among MYCAT and government partners.

The analysis showed that the top 10 most commonly reported animals were tiger, deer, elephant, slow loris, wild boar, pangolin, sun bear, tokay gecko, civet/genet/linsang and leopard cat. These are the same species vulnerable to wildlife crime and illegal trade internationally. The sale of and illegal trade in wildlife accounted for the majority of reports received (47%) during the reporting period. The outcome of raids and inspections by DWNP were also analysed to understand the reliability of information provided by the hotline. Almost half (46%) of the raids and inspections did not detect an offence but just under one-third (31% did). Although offences were not always found, advice was often given to the trader. The raids and inspections will likely deter those who may consider flouting the law.

A smartphone App for people to report suspected illegal wildlife trade in Southeast Asia was developed by Taronga Conservation Society Australia in partnership with TRAFFIC in 2014. Reports to the App are analysed by TRAFFIC’s Wildlife Crime Data Analyst. In discussions related to the analysis of the Wildlife Crime Hotline, it was agreed that information from Peninsular Malaysia received through the App will be channelled to this hotline. However, MYCAT SO will forward information received from Sabah or Sarawak to TRAFFIC, who has direct contacts within the respective state governments.

d. Moving forward

A number of useful recommendations to improve the management of the Wildlife Crime Hotline were made throughout the analysis report. One aspect which can be adopted immediately is the improvement of data collection and analysis – to document how reports are received, how informants found out about the Hotline, and use a robust recording system to enable future analysis to be carried out more efficiently.

Since its inception, this Hotline has been managed part-time by MYCAT staff. In the early days, that was sufficient as the number of reports received was low. As awareness of the Hotline increased due to publicity efforts, the number of reports has also increased. In 2016, a dedicated conservation officer has been engaged to manage the Hotline in a holistic manner. More resources will be dedicated towards publicising the Hotline, communicating with DWNP and other enforcement agencies, as well as educating and engaging the public, to further develop the potential of the Wildlife Crime Hotline. It is an invaluable tool for the concerned public to act as the eyes and ears of enforcement authorities, all over Malaysia, in the relentless battle against the exploiters of our wildlife.

5. Volunteer Programmes

Government enforcement agencies and conservation organisations have their respective roles to play, but the tipping point in reversing 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. As more people become aware of the plight of wildlife, however, 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 is everyone's responsibility. MYCAT's programmes 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. Outreach programmes involve raising awareness and close interaction with members of the public at trading or poaching hotspots. Meanwhile, CAT brings volunteers back to nature - providing those who may not be comfortable talking to strangers at Tiger Roadshows with another possibility to participate in tiger conservation. A detailed briefing or training is provided to all who enlist for outreach or CAT. Volunteers also grow from the experience gained by participating in the various programmes, and knowing that they are making a meaningful contribution for tigers.

In 2015, 309 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 1,596 (Fig. 5). Out of the 309 volunteers, 275 were new and 34 were repeat volunteers from previous years. The number of new volunteers decreased compared to previous years as no large event was held. Out of all the first-timers, 24 volunteers joined us again later in the year, some repeatedly. This was most encouraging as it showed that volunteers are finding fulfilment or simply having fun while contributing to tiger conservation, and are returning to share their time and energy with us.

Apart from volunteering at road shows or CAT programmes, some members of the public aid tiger conservation by offering their skills. The Honorary Treasurer of the MNS Selangor Branch continues to administer MYCAT finances while others help with translation. It is important not to take volunteers for granted, and special care is taken to update regular volunteers on the progress of MYCAT projects to show them the difference that they have made.

Three volunteers were invited to attend the Volunteer Appreciation Day organised by MNS Selangor Branch at D'Ark Resort at Janda Baik, held from 11 to 12 January 2015. For CAT Walk Volunteer Leaders and those in training, a special dinner was held at Sungai Yu on 28 February 2015, during a refresher course on CAT Walk protocols. For the second time, Helen Johnny was named the MYCAT Volunteer of the Year (for 2014) for her dedication in leading CAT Walks and enthusiasm in sharing forest knowledge with other volunteers.

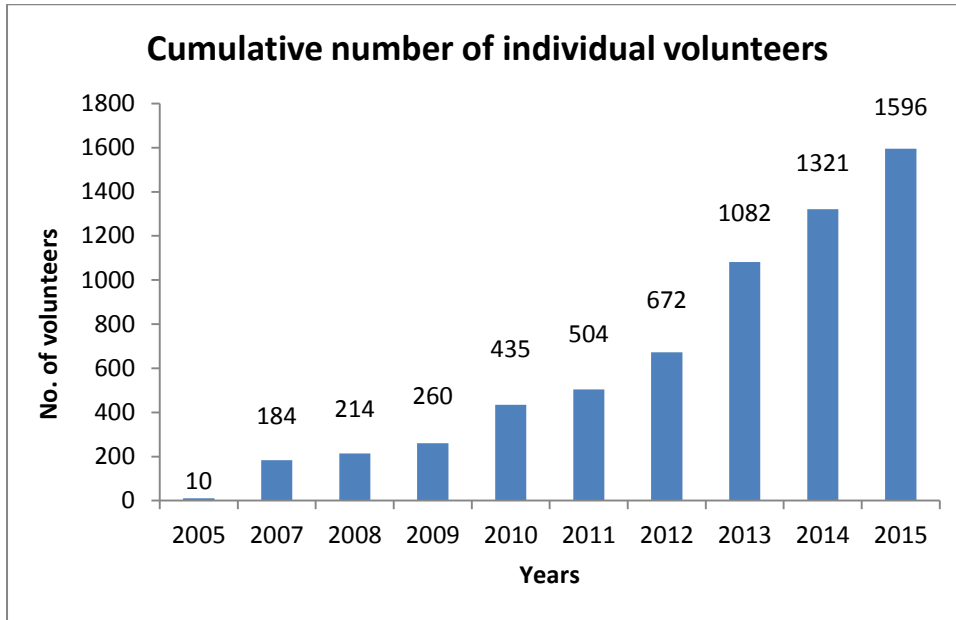


Fig. 5. The cumulative number of MYCAT volunteers.

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 by reaching out to the masses at public places. The MYCAT outreach programme was rebranded the Tiger Roadshow in 2009. In 2015, MYCAT conducted 35 roadshows or talks, and reached out to 1,986 adults and children face-to-face (Appendix 5). Since 2005, MYCAT programmes have reached out to a total of 45,733 people (Fig. 6). Overall, the Tiger Roadshow encompasses rural and urban outreach programmes, conducted among communities adjacent to forests areas and at public places around the city respectively.

2015 also marked a year of new collaborations. As MYCAT’s profile increased due to events like the Wild Tiger Run in 2013, multiple parties have approached MYCAT as they wished to contribute towards saving tigers using their respective abilities or capacity. One important aspect of public engagement is to create avenues where people can contribute effectively, and that is one of the gaps that MYCAT fills by providing opportunities for everyone to get involved in tiger conservation.

The Football Association of Malaysia (FAM) named MYCAT as an official CSR partner, which was fitting as the FAM logo features a tiger prominently and the Malaysian national football team is nicknamed Harimau Malaysia. An outreach programme was conducted at a football stadium during an international tournament, which enabled MYCAT to reach out to a whole new audience. In 2016, we will continue engaging with FAM to spread the tiger conservation message to more Malaysians. The Tiger Roadshow was also brought to the TM Fan Run, where Malaysian sports fans took part in a run decked out in tiger-stripe jerseys.

The Rotary Club of Kuala Lumpur DiRaja invited MYCAT to give a talk at one of their weekly luncheons, and subsequently organised a fundraiser for tigers while some members participated in a CAT Walk. Meanwhile, we have also engaged with Malaysian artists for awareness and fundraising purposes.

As an extension of MYCAT’s outreach efforts, we supported various awareness drives conducted by students by providing educational materials on tigers and wildlife. In 2015, MYCAT supported the outreach efforts of students from the German Malaysian Institute, Taylor’s College, Universiti Malaysia Terengganu, Universiti Putra Malaysia, University of Malaya and Universiti Teknologi MARA.

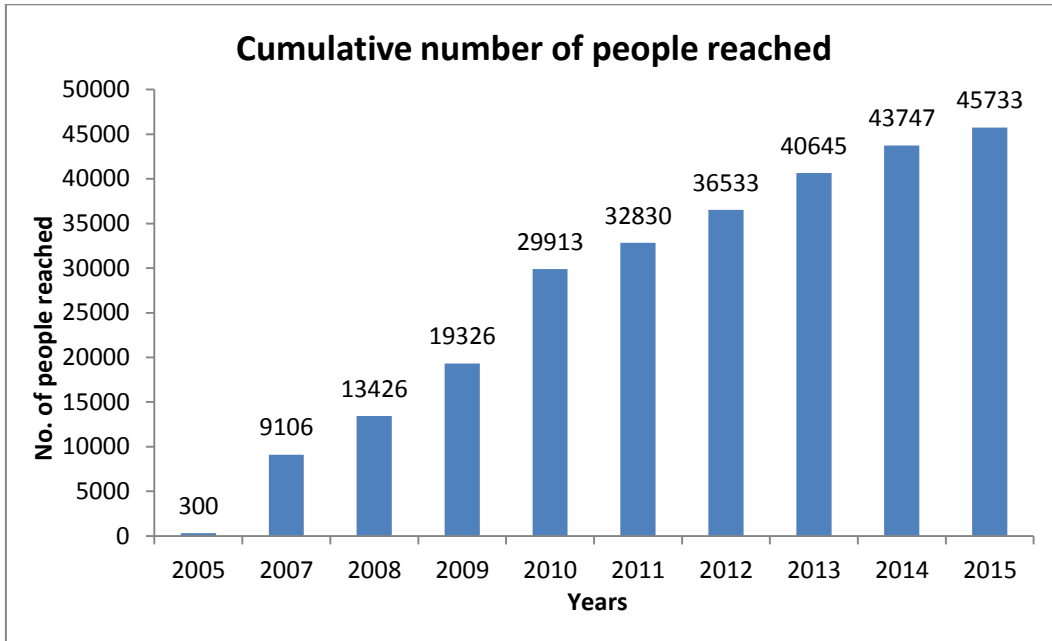


Fig. 6. Cumulative number of people reached through MYCAT outreach programmes.

The cultivation of wildlife stewardship is a long-term effort. The methods and approaches used are work in progress, and are constantly evaluated and adapted following the principles of adaptive management. 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 majority to benefit tigers and other wildlife. We also recognise that there are many different approaches that can be used to change public mindsets or to engage with people.

In collaboration with Kakiseni, a platform that champions the performing arts, a facilitation workshop was organised for MYCAT partner NGOs on 26 May 2015. The workshop was conducted by Tearlach Duncanson, a theatre practitioner from the UK, and focused on exploring the use of applied theatre in community programmes. Additionally, MYCAT partners held an exhibition at a Fatwa Seminar organised by the Mufti Department of Terengganu on 26 November. The aim of the seminar was to an Islamic approach to raise awareness about wildlife conservation.

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 Sungai Yu Tiger Corridor. 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.

The area 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 them to take proactive measures – deter poaching by providing consistent presence of concerned individuals, save wildlife by deactivating snares, and support law enforcement by becoming the eyes and ears of the authorities – all while enjoying recreational activities in the wilderness. The greatest benefit of CAT may come when the silent majority realises that they are not mere bystanders, but can play a crucial role in saving wildlife from poachers and safeguarding important wildlife habitats.

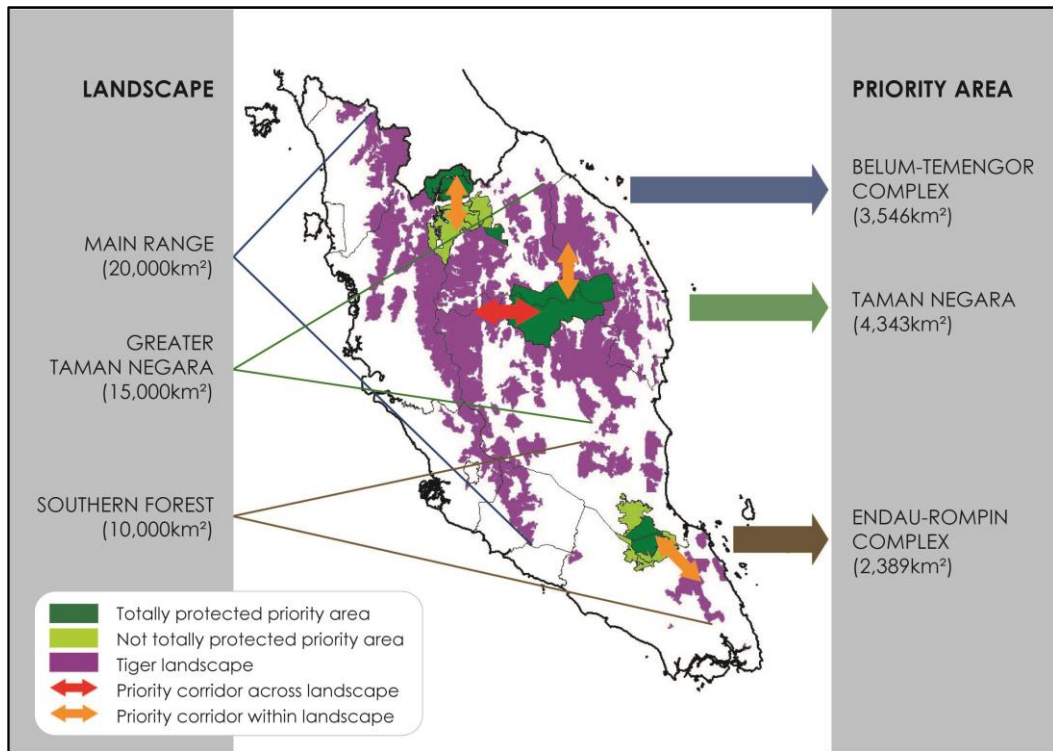


Fig. 7. The priority areas in the three respective tiger landscapes as identified in the National Tiger Conservation Action Plan (DWNP, 2008)¹. The Sungai Yu Tiger Corridor is marked by the red arrow.

Volunteers go on guided hikes, called CAT Walks, in the corridor on weekends 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, or reconnaissance surveys conducted by MYCAT staff. The safety of volunteers is 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.

A total of 66 CAT Walks were held throughout 2015, 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 along the park border. GPS devices are used to record the locations and distances travelled by CAT Walkers, as well as signs of wildlife or threats.

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 can be tailored accordingly. A slightly more challenging variation is Border Walk, which includes camping overnight in the forest along the Taman Negara border, and volunteers are required to have their own camping equipment. Due to logistical constraints, fewer Border Walks are organised compared to CAT Walks.

In 2015, we conducted an average of 5.5 CAT Walks each month, which was less than the average of 7 Walks/month in 2014. CAT volunteers covered a total distance of 629km (Table 4), 12% less than the distance covered the year before. The CAT effort expended was 634 man-day, which was 104 man-day less. Because fundraising efforts by MYCAT SO in 2014 were not successful, these reduced metrics reflected the fewer number of CAT Walks conducted in order to focus on fundraising. However, the total number of new CAT volunteers increased, indicating a continued interest among the public to participate in conservation.

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

The number of snares encountered had also drastically declined over the years, which shows that CAT appears to be effective in deterring poaching. Similarly, signs of encroachment have declined and there was no evidence of deforestation in the corridor in 2015.

A new component of the CAT programme was developed - the *Realm of the Tiger* (RoT). It is an extended 5 day/4 night CAT Walk targeted at zoo professionals, as an outdoor conservation and educational programme which enables them to experience on-the-ground conservation. The pilot RoT was conducted for staff from the Singapore Zoo from 10 to 14 March 2015, and their feedback has improved the programme. In 2015, the MYCAT General Manager raised awareness on the plight of the Malayan tiger and promoted RoT to the zoo community in the USA. A group of 14 tiger keepers and veterinarians from zoos across the USA have signed up to participate in the RoT in June 2016.

CAT's continuous presence in the corridor has resulted in the gradual reduction of poaching, deforestation and encroachment, and the effective protection of endangered wildlife in this critical habitat. In 2015, after five years of protection from CAT, we are seeing encouraging signs of wildlife recovery. While we are unable to disclose details, this underscores the importance of public participation in tiger conservation. With CAT, anyone can save wildlife. Since 2010, 821 individual volunteers from 31 countries (Fig. 8) have walked and protected 2,044km within the corridor during 300 CAT Walks. Out of all the volunteers, 78% are Malaysians. The next big challenge is to secure the corridor in perpetuity, to prevent the forest from being converted into other land uses.

Table 4. Citizen Action for Tigers (CAT) achievements as of 31 December 2016.

Indicators	2015	Total (since 2010)
No. of CAT Walks*	66	300
No. of volunteers (cumulative)	262	1,133
No. of individual volunteers	241	821
No. of new CAT volunteers	203	-
Total man-day in the forest**	634	2,602
Total distance covered (km)	629	2,044
No. of snares/traps detected/deactivated	2	136
No. of wire snares found	2	12
No. of nylon snares found	-	10
No. of threat incidences recorded***	20	167
No. of threat incidences reported to Hotline	13	104
No. of actions taken by authorities	10	75

* 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. The CAT microsite (www.citizenactionfortigers.my) features all relevant information, including the registration pack, CAT manual, routes, calendar and volunteer testimonials, in one place. We also work with the media to highlight CAT (Appendix 6) and give talks (Appendix 5) where the people can sign up for CAT Walks instantly.

Out of 309 people who volunteered with MYCAT in 2015 (Section 5), 78% participated in CAT. Cumulatively, 262 people took part in CAT Walks, consisting of 203 new individuals and 38 volunteers who have been on at least one CAT Walk previously. Despite often walking in degraded secondary forests instead of the lush greenery of the national park nearby, volunteers have expressed satisfaction in CAT Walks as it provides them with the opportunity to protect wildlife on the ground. When concerned members of the public read about threats to wildlife in the media, they often 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, raising awareness on CAT and conservation in general, thus increasing the number of volunteer sign-ups. Positive response from volunteers as well as the increasing interest and enthusiasm from the public about CAT have affirmed the need and viability of such a programme, the first of its kind in Peninsular Malaysia.

Towards sustaining and expanding CAT, we are training CAT Walkers with leadership qualities as CAT Walk Volunteer Leaders. They undergo the training, assessment and certification process before being certified. Certification qualifies them to lead CAT Walks in the corridor without the presence of MYCAT staff. We have trained 34 potential volunteers to date, some of whom are currently leading CAT Walks. Two training workshops were conducted in 2015.

On 3 to 4 October, an indoor workshop was conducted on CAT protocols, data collection, GPS and map usage. Nine volunteers attended, seven were newly recruited while two were refreshing their knowledge. And on 28 to 29 November, eight current and potential leaders participated in a Jungle Safety and Confidence Course held at Templer’s Park in Selangor, which was a practical session with overnight camping. The capacity to ensure 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 on-site training at Sungai Yu.

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 ended, MYCAT continued to engage them through CAT Walks, towards the similar goal of protecting wildlife and the forest around the Sungai Yu corridor. The Batek, having unsurpassed forest knowledge, often act as guides and trackers for us. Forest and wildlife are sacred to them, and they are pleased to see more presence from the authorities who investigate reports made to the Wildlife Crime Hotline.

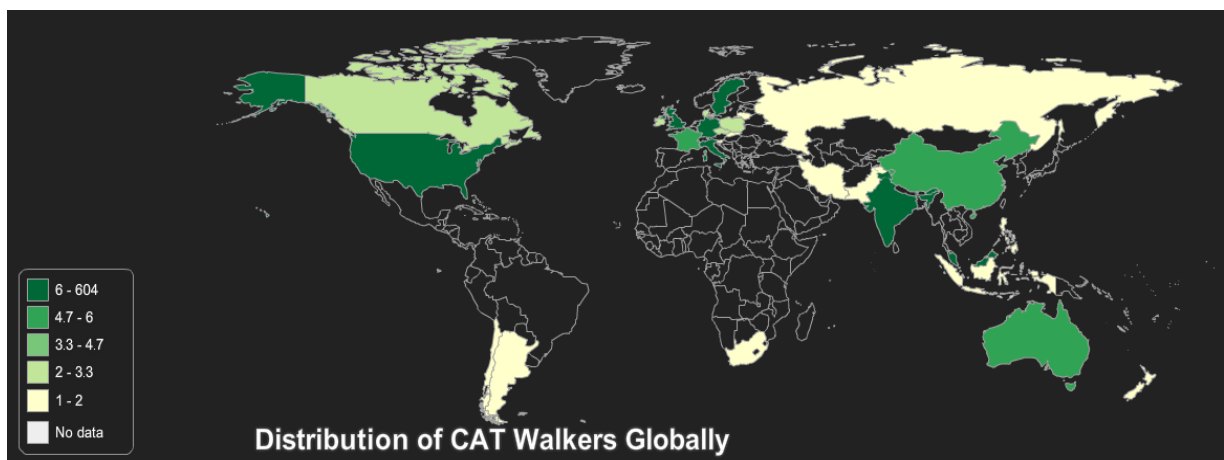


Fig. 8. Map of where CAT Walk volunteers are from.

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 which has been supporting their staff on CAT Walks since 2012, went a step further by initiating a fundraising programme with MYCAT. Their staff also continues to participate in CAT Walks. Other groups and corporations that participated in CAT Walks in the past year included Asian Tigers, Cicada Tree Eco-Place, National Institute of Education Singapore, Nature Society (Singapore), Polo Haus, Rotary Club of Kuala Lumpur DiRaja, The Body Shop and Universiti Putra Malaysia Zoologico Club. The Body Shop also raised awareness on tigers among their customers and raised substantial funds for MYCAT through their Kick The Bag Habit campaign.

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 corporate engagement through active participation as a form of outreach.

c. 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. Occasionally, volunteers were able to check and retrieve images from camera traps which had been set up both in and outside Taman Negara. It is extremely difficult to spot wildlife in the thick Malaysian jungle, this camera trap images were highly popular among volunteers as they could see pictures of the animals that they were protecting, and had a taste of how biologists study wildlife. Members of the public also sponsored camera traps, and received quarterly updates in return.

Aside from providing volunteers with a unique experience, this activity also aims to monitor the presence of wildlife in western Taman Negara and Sungai Yu Tiger Corridor. While Bujang, the only tiger in western Taman Negara as identified by the MYCAT research project in 2011, remains elusive, tiger signs have been found. More camera traps will be deployed in the coming year to increase the chances of capturing a tiger on camera.

d. 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 only by the authorities due to limited resources. To support enforcement efforts, information on suspected illegal activities spotted during CAT trips is reported to the Wildlife Crime Hotline. MYCAT then 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.

For effectiveness and adaptive management of the programme, it is important to keep engaging with DWNP, an important stakeholder and CAT's official partner. DWNP is updated at the Headquarters, state and district levels. We met with the new Taman Negara Superintendent and relevant officers at the DWNP office at Taman Negara Sungai Relau, Merapoh on 10 June 2015 to present the achievements of the previous year, discuss issues and recommendations, and to follow up on Hotline reports. The Director of DWNP Pahang was briefed on 20 August 2015 while an update on CAT was requested by the Head of Biodiversity Conservation Division at DWNP on 9 September 2015.

Apart from that, we also participated in a discussion on the status of the sambar on 7 October at DWNP. MYCAT NGOs recommended that the moratorium on hunting sambar and barking deer be extended and also for the two species to be uplisted to Totally Protected in the Wildlife Conservation Act 2010. A separate meeting was called by DWNP on 25 November 2015, as the head of the Technical Working Group on Wildlife Conservation under the Improving Connectivity in the Central Forest Spine Landscape project, to discuss the work plan for 2016.

e. 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.

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 relays only useful/actionable information following the Hotline's standard operating procedure. 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 40 reports in 2014 to 20 reports in 2015. Incidences reported to the authorities continued on a declining trend from 27 to 13, while the number of snares/traps detected or deactivated was reduced from 15 to only 2. Some notable examples of Hotline reports received from CAT Walkers are presented in Table 5. Additional attention was focused on sites where wildlife signs were detected. 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. And wildlife populations will then have an opportunity to recover. CAT has also resulted in an increased awareness of conservation among the public and a deeper appreciation of nature.

Table 5. Notable reports from CAT Walkers to the Wildlife Crime Hotline and follow-up actions by the authorities in 2015.

Report	Action by DWNP
An artificial salt lick used as hunting bait was found in the forest.	It was found and destroyed by the patrol team, and was suspected to be used to hunt serow. Previous patrols in the same area had detected the illegal trapping of hill myna.
Part of a wire snare was found in the forest.	A few snares were found and destroyed. Spent shotgun shells were also discovered. The area was earmarked as a poaching hotspot, and enforcement activities will be increased.
A stall at a night market was selling wildlife parts, claimed to be ivory, elephant teeth, deer antlers, etc. On another occasion, a tiger claw and various animal bones and teeth were also displayed.	The night market was visited 9 times over 4 months. The trader was seen twice but no wildlife products were displayed. Upon questioning, the trader denied selling wildlife parts or products. On the last visit, barking deer antlers, suspected tiger tooth and the tooth of an unidentified animal were confiscated.

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 NGO partners) and volunteers listed below. In-kind support from other parties is also appreciated.

a. List of donors in 2015

RM100,000 and above

1. European Outdoor Conservation Association
2. Prince Bernhard Nature Fund
3. The Body Shop Malaysia

RM50,000 and above

1. 21st Century Tiger
2. The GEF Small Grants Programme (GEF SGP), implemented by UNDP
3. Wildlife Reserves Singapore

RM20,000 and below

1. Amazon Works
2. Association of British Women in Malaysia
3. Barbara de Waard
4. Cicada Tree Eco-Place
5. Gail Secchia
6. Japan Tiger and Elephant Fund
7. KDU Smart School

8. Lim Wei Jin
9. Linn Antberg
10. M&G Consulting
11. Minnesota Zoo
12. Ng Yih Young
13. Patricia Zahara Ariffin
14. Plexus Manufacturing
15. Rotary Club of Kuala Lumpur DiRaja
16. Smithsonian Institution & Department of Wildlife and National Parks Peninsular Malaysia
17. The Dusun
18. Uplands School, via Ecoteer
19. Wildlife Conservation Society-Malaysia Programme
20. Wong Pooi San
21. Wong Young Soon
22. Woodland Park Zoo
23. WWF-Malaysia
24. Members of the public

b. List of volunteers in 2015[#]

Bernadette Chin (Financial Administrator)	Jamilah Hassan Basri	Nur Shahirah Ahmad Murad
Nurul Syarafina Ramli (Translator)	Jasmine Ang	Nur Shathirah Afiqah Anuar
Wong See Kee (Translator)	Jazli Haziq Jamalul Ariffin	Nur Yusrina
Abdullah Najeem Khan	Jennifer Jane Fritschi	Nurhasannah Mohd Sofi
Adam Iversen	Jenny Margaret Thomas	Nuri Idayu Abdullah
Adibah Mohd Kadir	Jeremie Collado	Nurliyana Md Ishak
Adli Md Dahalan	Joanne Tan Sze Yinn	Nurul Ashiqin Shahrulnizam
Agkillah Maniam	Joseph Andrew Connett	Nurul Asmida
Ahmad Hafiz Shahfudin	Joshua	Nurul Farehan Abd Razak
Aida Nabilla Amran	Julia Lo	Nurul Fitrah
Aiman Safwan Ahmad Suffian	Juninah	Nurul Syifaa Mohamed Taliff
Airene Jumil	Kam Fong Li	Nurza Zulkepli
Alexander M Jack**	Kayal Vili Keresnan	Nuuramiera
Amir Haqim Ahmad Fuzi	Kevin Lee Zhiang Ho	Nydia Sereen
Amit Kumar**	Khadijah	Ocean Zefler Schwartz
Anand Kumar Kathirveloo	Khaeril Zach Abdullah	Ong Seng Guan
Angela G.Subramaniam	Khow Tong Chee	Or Oi Ching
Angela Foulsham	Kiew Ji Cai Tim	Ou Yang Yin Erl
Angela Smith	Kim van der Weel	Pandian Parthasarathy
Anna Ulrika Irene Brunner	Lam Meei Jia	Paul Colclough
Anusha Pillay	Latifah Ibrahim	Peter Bilitsch
April Herboldt	Lau Kah May	Pong Yi Ching
Ayesha Shafinaz binti Azlan	Eric Lee Jing Xiang	Pui Cuifen
Azari Kamal Albakri	Lee Swet Teng	Pushpa Murugasen
Azee Nasir	Lee Tian Khoon	Putera Karl Imran Saiful Azuan
Balram Vivasvat Sharma	Lee Ting-Ying	Puteri Natasha Ireena Megat Rosman
Barbara de Waard	Leong Kwok Peng	Quraisyah Azmi
Bernard Eng	Leow Kin Foon	Rahimah Harun
Boon Pei Ya	Leow Yoon Li	Rainer Jaensch
Brema	Leow Yu Lee	Raja Amrishah Raja Abdul Aziz

Malaysian Conservation Alliance for Tigers Annual Report 2015

Bryan Ha Yong	Liew Siew Moy	Razita Harun
Bujang Mohamed Dahalan	Lim Ann Guan	Rozita Mohamed Hawari
Cai Bingliang	Lim Boon Hua	Sagaya
Carmen Pang	Lim Chin Ni	Saherra Bharin
Chan Beng Beng	Lim Eu Jin	Samantha Elfmont
Chan Chia Wen	Lim Joe Ee	Samuel Loi De Yun
Chan Wee Boon	Lim Poh Bee	Sar Chew Woon
Charleson Chew Hong Chuang	Lim Seik Ni	Satish Avind Chandran*
Cheah Kim Choo	Lim Sing Hua	Sean Benedict Guttensohn
Cheong Mee Ling	Lim Teng Leong	See Tho Tuck Kong
Chew Tok Hwa	Ling Chin Jun	Seetha Sharma
Chia Chin Ooi Calvin	Loo Adrian	Serin Subaraj
Chia Yong Ling	Loo Kok Yuen	Sha Swee Ling
Chin Yin Chiet	Looi Huey Wen	Shamini
Ch'ng Guat Chin	Loshini S. Perinpaselvam	Shivani Chakravarty
Ch'ng Guat Peng	Celine Low Hui Sian	Siti Fatimah Zahrah Mohammad Sulaiman
Chong Kwok Chin	Lucas Lim Yoon Fatt*	Siti Mazura Mohammad
Chong Leong Kheen	Magdalena Stabler	Siti Nor Aishah Rameli
Chong Siu Hou	Maimunah Mohd Noor*	Siti Nurul Amirah Md Dujali
Chong Yin Lee	Maisarah Izzati Mohammad Amin	Siti Salmah A Hamid
Choo Hui En	Maisarah Izzati Mohammad Amin	Siti Suhaila Yacob
Chor Yee Yang	Makhzumi Noor Hassan	Stephanie Tabalujan
Chou Lee Yiung	Malarvily	Stephanie Tan Yin Yi
Chris Iverson	Marcus Chua Aik Hwee	Suchismita Das
Chrisann Po Wanxin	Marcus Victor Leong Weijian	Sutari Supari
Christian Schwanz	Margarita Cherkasova	Syahid Aliy Fikriy Nazir
Christina Meifen Lim	Maria Farhana Sidek	Tan Aik Woei
Chua Kah Lim	Marion Robert Dass	Tan Hang Chong
Chua Ser Jin	Mark Teo Nam Hua	Tan Hui Min
Chua Su Li	Mary Liew Cheng Huan	Tan Jae Han
Chuah Ching Hove	Mastura Hj Jamil	Tan Kai Ren
Claire Guillaume	Mathias Gebbler	Tan Kok Lik
Claudia Lengacher	Mathi Vatani	Tan Lay Eng
Clement	Mellisa Lam Yun Qing	Tan She Mei
Daniel Chiam	Michael Eugene Daniel	Tan Xi Yi
Daniel Quilter	Michelle Amanda Francis De Luke	Tan Zer Ning
Danny Fain	Mohamad Aiman Azly Mohamad Fadzil	Tay Teck Lee Andrew
David Ben Borish	Mohd Arif Zaini*	Tay Ywee Chieh
Deborah Jean Hooker	Mohd Daniel Haiqal Mohd Zulfikar	Spencer Teo Guan Jie
Dennis	Mohd Faiz Bukhari Osman Zailani	Teo See Ching
Dhiba Balakrishna	Mohd Fizea Zaulkefli	Teo Ting Huan
Diego Pitta De Araujo	Mohd Syukri Jali	Teoh Lydia
Dinesh	Moses Paul	Teresa Teo Guttensohn
Dzulfadli Husni Dzulkifli	Muhaidatul Ismah Ismail	Tew Chun Wai
Ei Hwee Teng	Muhammad Aftab	Theodoor Teunis Abraham Paauw
Elinor Kivilaakso Seow De Vries	Muhammad Auf Abd Hadi	Thomas Elfmont
Elizabeth Diaz De Leon	Muhammad Hanif Ya'acob	Thong Kah Ching

Emlyn Tee	Muhammad Najmi	Timothy James Foote
Emma Ashford	Muhammad Najmi Imran Razak	Toh Kong Eu
Eric Ian Chan**	Muhammad Nazreen Chahril	Tom Woodford
Faiziana Mohd Telmizai	Muhammad Nurhafiz Nordin	Trent Hoh Choong Weng
Faridah Abdullah Chong	Muhammad Sesth Said	Tuan Aina Shameera Tuan Mukhtar
Fasihah Mohd Yusof	Muhammed Zariief Mohd Hisham	Victor Tan Kim Chye
Fatin Nabila Zulbrynur	Nadhira Nasaruddin	Vilma Ann Maria D'Rozario
Fitryaliah Mohd Shahli	Nagalingam Eralappan	Vince
Florence Philibert	Nagulendran Kangayatkarasu	Wan Aina Shafiya Wan Draman
Foo Hee Keng	Najwa Athirah Othman	Wang Sze Yiing
Foong Chuen Hoe	Najua Ismail	Wang Yibin
Frankie Low Kian Hong	Nareshwaran	Wong Chia Lee
Gan Cheong Weei	Nazirul Amin Bin Azmi	Wong Jinfa
George Foulsham	Ng Bee Choo	Wong Lee Peng
Gerd Neumann	Ng Wan Chin	Wong Tze Cheng
Goh Phoebe	Ng Yih Young	Wong Yong En
Haanim Ahmed Bamadhaj	Nicholas Ha	Yang Adlina Zulkifly
Hakeem Mervyn Dillon	Nigel Gan Tze Hoe	Yang May Ling
Hanis Zakiyah Maketab	Nik Shainorni Nik Soh	Yap Ching Ting
Hannah Hayati Mohd Sharifuddin	Noel Jason Thomas	Yap Eng Hong
Hee Yen Fun	Noor Hasmayana Yahaya	Yap Siow Yan
Helen Johnny*	Nor Amirah Mahmud Zuhdi	Yap Wai Mun
Henrietta Woo Pui Min	Nor Azean Nordin	Yeap Yen Ying
Heon Sui Peng	Nor Farah Syaza	Yeoh Chit Hui
Hii Ning	Nor Syafiqah	Yeoh Shenshen
Ho Fu Ken	Norfazillah Lokman	Yong Huey Jing
Holly Barclay	Norhazlinda	Yong Lit Choi
How Yun Yin	Norliyana Haslin Alias	Zahid Jali
Hung Xue Er Christabel	Norsofiah Ibrahim	Zaidi Mamat
Irene Slegt	Norzainah Omar	Zuhairi Zinil Abeden
Iryani Lokman	Nur Aisha Amiera Mat Isa	Zulzariani Isma Zulkifli

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 not to be identified.

* CAT Walk leaders

** Budding CAT Walk leaders

9. Financial Report

INCOME

Funds brought forward from 2014	277,600
Donations	312,867
Merchandise sales	61,709
New grants	345,753
CAT Walk fees	124,805
Bank Interests	1,186
TOTAL	1,123,920

Malaysian Conservation Alliance for Tigers Annual Report 2015

EXPENDITURE	
Secretariat's Office	106,256
Project expenditure	356,288
Fund raising	65,366
Fund administration by MNS	42,316
TOTAL	570,226

BALANCE	553,694
----------------	----------------

BREAKDOWN		
Funds brought forward from 2013	287,600	Public donations/merchandise sales
	-10,000	The GEF Small Grants Programme (GEF SGP), implemented by UNDP
Income from donations	191,255	The Body Shop Malaysia
	21,130	Cicada Tree Eco-Place
	15,000	Wildlife Conservation Society-Malaysia Programme
	7,085	Woodland Park Zoo
	6,000	Eco Warrior and Tiger Trail via Ecoteer
	6,000	Rotary Club of Kuala Lumpur DiRaja
	6,000	The Dusun
	5,059	Michael Chee Wei Liang (2014)
	5,365	Plexus Manufacturing
	5,000	Assoc. British Women in Malaysia
	4,965	DWNP/SI/WWF-Malaysia
	4,400	Uplands School via Ecoteer
	3,000	The Dusun
	2,500	Chia Lee
	2,500	WWF-Malaysia
	2,100	Patricia Zahara Ariffin
	2,015	Gail Secchia
	23,495	Others (<RM2000 each)
New grants for projects	111,600	Prince Bernhard Nature Fund
	70,363	Wildlife Reserves Singapore
	66,855	European Outdoor Conservation Association
	59,120	21 st Century Tiger
	11,304	The GEF Small Grants Programme (GEF SGP), implemented by UNDP
	12,000	WWF-Malaysia
	3,482	Minnesota Zoo
	3,030	Japan Tiger and Elephant Fund
	8,000	MYCAT partner NGOs
Operating expenditure	106,256	MYCAT Secretariat's Office operation, advocacy, capacity building, management
	65,366	Fund raising, merchandise production costs
Project expenditure	312,505	Citizen Action for Tigers
	36,791	Wildlife Crime Hotline
	6,993	Tiger roadshows
Fund administration	42,316	Financial administration fee to MNS

10. Appendices

Appendix 1: MYCAT Working Group Members as of 31 December 2015

Name	Designation
Balu Perumal	Head of Conservation, MNS
Yeap Chin Aik	Senior Conservation Officer, MNS
Dr. Chris Shepherd	Regional Director, TRAFFIC
Kanitha Krishnasamy	Senior Programme Manager, TRAFFIC
Or Oi Ching	Programme Officer, TRAFFIC
Dr. Melvin Gumal	Director, WCS
Dr. Mark Rayan Darmaraj	Northern Banjaran Titiwangsa Landscape Lead, WWF
Shariff Wan Mohamad*	Species Coordinator, WWF
Neda Keshvar Ravichandran**	Peninsular Malaysia Terrestrial Conservation Programme Communications Manager
Dr. Gopalsamy 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 23 March 2015, as additional WWF representative.

** From 20 July 2015, as additional WWF representative.

Appendix 2: MYCAT press releases/letters issued in 2015

No	Date	Title
1	6-Mar-15	The fight must go on. Vote to save Malayan tigers!
2	31-Mar-15	Conservationists laud government joint enforcement success in Taman Negara
3	20-Apr-15	Save Our Tigers (with The Body Shop)
4	Jul-15	Royal Selangor launches Save Malayan Tigers campaign in aid of MYCAT
5	28-Jul-15	The Malayan tiger is officially Critically Endangered
6	31-Jul-15	Malayan Tiger listed as Critically Endangered. Now what?
7	16-Nov-15	The Body Shop Malaysia gives a gift of hope to the Malayan Tiger this Christmas

Appendix 3: Radio interviews conducted in 2015

No	Date	Title	Station / Segment
1	18-Jan-15	Malaysia: MYCAT (Ash & May)	Radio NZ / The Weekend
2	17-Feb-15	Vote for CAT (May)	TRAXX fm / Momentum
3	11-Mar-15	Tiger conservation forum	TRAXX fm / Face To Face

Appendix 4: 2015 MYCAT Watch column in the MNS quarterly magazine *Malaysian Naturalist*

Date	Issue
Jan	Roar of the fighter
Sep	Malayan Tiger Now Likely to Join The Ranks of The Sumatran Rhino
Dec	Back To The Future!

Appendix 5: List of outreach efforts in 2015

Date	Programme	No. of events	No. of ppl reached
12 Jan 15	Tiger Talk at Monash University School of Science, Selangor	1	80
14 Mar 15	Tiger Roadshow at Raptor Watch, Melaka	1	220
23 Mar 15	Tiger Roadshow at Alam Flora SHE Week 2015, Putrajaya	1	56
27-31 Mar 15	Tiger Roadshow at AFC U-23 Championship 2016 Qualifiers, Shah Alam Stadium, Selangor	1	175
18 Apr 15	Tiger Roadshow at The Body Shop Earth Day free plant giveaway, The Curve, Selangor	1	87
7 May 15	Tiger Talk for The Body Shop staff, Selangor	1	102
8 May 15	Sharing session with University of Malaya Ecology students, Kuala Lumpur	1	23
9 May 15	Tiger Talk at Creative Volts Artist Sharing session, Ode Art Café, Selangor	1	13
31 May 15	Tiger Roadshow at Team Malaysia Fan Run 2015, Putrajaya	1	151
18 Jun 15	Tiger Talk for Gardens International School A-Levels students, University of Malaya, Selangor	1	33
26 Aug 15	Tiger Talk for the Rotary Club of Kuala Lumpur DiRaja, Kuala Lumpur	1	45
8 Sep 15	Tiger Talk at Woodland Park Zoo, Seattle, USA	1	100
13 Sep 15	Tiger Talk at San Francisco Zoo, USA	1	50
15 Sep 15	Tiger Talk for Wildlife Conservation Network staff in San Francisco, USA	1	6
21 Sep 15	Talk on MYCAT partnership at MNS Silver Jubilee Symposium on Nature and Biodiversity, Kuala Lumpur	1	88
5 Dec 15	Tiger Talk at Lee Kong Chian Natural History Museum, Singapore	1	60
6 Dec 15	Tiger Talk at Tea for Tigers, Bollywood Veggies, Singapore	1	50
15 Dec 15	Talk on using science to solve problems in tiger conservation at International School of Kuala Lumpur	1	40
28 Dec 15	Tiger Talk for AIESEC students, Universiti Putra Malaysia, Selangor	1	15
16-17 Oct 15	Tiger Roadshow at 1Malaysia Contemporary Art Tourism Bazaar, Kuala Lumpur	1	37
17 Oct 15	Tiger Roadshow at MNS Festival of Wings, Selangor	1	150
14 Nov 15	Tiger Roadshow at ISKL PTA International Festival, Kuala Lumpur	1	61
15 Nov 15	Tiger Roadshow at MANZA Christmas Bazaar, Kuala Lumpur	1	43
21 Nov 15	Tiger Roadshow at Austrian-German Christmas Bazaar, Kuala Lumpur	1	39
29 Nov 15	Tiger Roadshow at ABWM Christmas Bazaar, Kuala Lumpur	1	30
1-2 Dec 15	Tiger Roadshow at National MyBioD Seminar, Kuala Lumpur	1	42
5 Dec 15	Tiger Roadshow at ISKL Farmer's Market, Kuala Lumpur	1	22
12 Dec 15	Tiger Roadshow at Market 17, Jaya One, Selangor	1	25
12 Dec 15	Tiger Roadshow at Other Things Market, Selangor	1	10
25 Dec 15	Tiger Roadshow at Christmas Brick Fair, Selangor	1	31
2015	Communications-related meetings		29
Talks on Citizen Action for Tigers (CAT)			
11 Feb 15	Royal Selangor managers' lunch, Selangor	1	15
4 Jul 15	Cicada Tree Eco-Place and supporters, Singapore	1	25
5 Jul 15	Nature Society (Singapore) and supporters, Singapore	1	15
3-4 Oct 15	CAT Walk Volunteer Leader Training, Selangor	1	8
8 Nov 15	Forest Safety and Confidence Workshop, Singapore	1	10
Total		35	1986

Appendix 6: List of media pick-ups in 2015

No	Date	Publication		Title	Issue
1	24-Jan	The Star	National daily newspaper (English)	Mangosteen-loving expat also loves travelling around	MYCAT Citizen Action for Tigers programme
2	22-Jan	Expatriate Lifestyle	Lifestyle publication and online resource	Fundraising outreach: save the Malayan tigers	MYCAT fundraising campaign
3	22-Feb	New Straits Times	National daily newspaper (English)	Sambar deer facing extinction	Perhilitan to upgrade sambar as totally protected species
4	4-Mar	The Rakyat Post	National online daily news portal	Call to set up Tiger Task Force to save the endangered animal	Press release on MYCAT Tracks Vol. 5
5	5-Mar	Guangming Daily	National daily newspaper (Chinese)	马来亚虎或剩 250 只·未来 10 年将绝种	Press release on MYCAT Tracks Vol. 5
6	4-Apr	The Star	National daily newspaper (English)	Roadkills running into thousands from 2006	Tapir roadkill which was reported to Wildlife Crime Hotline
7	6-Apr	Harian Metro	National daily newspaper (Malay)	<i>Cadang operasi setiap bulan</i>	MYCAT letter commending 'Op Khazanah Negara' led by Royal Malaysia Police
8	23-Apr	The Star	National daily newspaper (English)	Green giveaways	The Body Shop Earth Day event
9	9-May	The Star	National daily newspaper (English)	British women raise RM195,000 for 19 charitable organisations	Donation received from ABWM
10	6-Jun	Sin Chew Daily	National daily newspaper (Chinese)	吴国瑞：人类无权圈养野生动物·过度捕猎影响生态平衡	Interview with MNS President mentioning Citizen Action for Tigers
11	8-Jun	The Star	National daily newspaper (English)	Eye on the Tiger	MYCAT and The Body Shop collaboration and media CAT Walk
12	16-Jun	cari.com	Online news portal (Chinese)	走 'CAT Walk' 走到森林去！	MYCAT and The Body Shop collaboration and media CAT Walk
13	Jul/Aug	Asian Geographic	Magazine	The dwindling roar of the wild	CAT Walk
14	Jul/Aug	ABWM magazine	Newsletter of the Association of British Women in Malaysia	MYCAT visit	MYCAT 's work, CAT Walk and ABWM's support
15	6-Jul	Bintang Sin Chew	Children's educational magazine (Chinese)	马来亚虎哭了	Threats to the Malayan tiger
16	20-Jul	The Ant Daily	National online daily news portal	Earning our stripes – saving Malayan tigers together	Introductory article on MYCAT
17	25-Jul	Sin Chew Daily	National daily newspaper (Chinese)	世界老虎日	Global Tiger Day
18	26-Jul	The Ant Daily	National online daily news portal	Malaysia's tigers get a much-needed boost from FAM	FAM and MYCAT partnership to raise awareness on tiger conservation
19	27-Jul	The Ant Daily	National online daily news portal	Save Malaysia's wildlife with Mycat's Wildlife Crime Hotline	Wildlife Crime Hotline

Malaysian Conservation Alliance for Tigers Annual Report 2015

20	29-Jul	The Star	National daily newspaper (English)	Malayan Tiger nearing extinction	MYCAT press release on Malayan tiger IUCN status
21	29-Jul	The Malay Mail Online	National online news portal	Malayan tiger now critically endangered, says WWF	MYCAT press release on Malayan tiger IUCN status
22	29-Jul	Mix FM	6:00 PM news on national radio station (English)	Malaysian Tiger critically endangered	MYCAT press release on Malayan tiger IUCN status
23	29-Jul	The Rakyat Post	National online news portal	Malayan tigers are now officially critically endangered	MYCAT press release on Malayan tiger IUCN status
24	29-Jul	Woodland Park Zoo blog	Zoo official blog	Reasons for Hope on Global Tiger Day	Citizen involvement through CAT as a reason for hope
25	31-Jul	Sin Chew Daily	National daily newspaper (Chinese)	不一样的“猫步“	CAT Walk
26	1-Aug	New Straits Times	National daily newspaper (English)	Cat Walk in Pahang	MYCAT and Royal Selangor collaboration
27	1-Aug	New Straits Times	National daily newspaper (English)	A march towards extinction	MYCAT letter to the editor on the Critically Endangered status of the Malayan tiger
28	2-Aug	The Rakyat Post	National online news portal	States can do so much more to save the Malayan tiger, says MyCat	MYCAT letter to the editor on the Critically Endangered status of the Malayan tiger
29	2-Aug	Theantdaily	National online daily news portal	Taking a CAT walk through the jungle with Malayan Tigers	MYCAT and The Body Shop collaboration and media CAT Walk
30	3-Aug	Theantdaily	National online daily news portal	Malayan tiger listed as critically endangered. Now what?	MYCAT letter to the editor on the Critically Endangered status of the Malayan tiger
31	28-Aug	Going Places	Malaysia Airlines in-flight magazine	Royal Selangor Launches The Star Wars Pewter Collection And Save Malayan Tigers Campaign	MYCAT and Royal Selangor collaboration
32	8-Sep	The Malay Mail Online	National online news portal	Joining forces to safeguard wildlife — Malaysian Nature Society, TRAFFIC and WWF-Malaysia	Letter to the editor by 3 MYCAT partners, commending successful enforcement efforts
33	8-Sep	Malaysiakini	National online news portal	Joining forces to safeguard wildlife	Letter to the editor by 3 MYCAT partners, commending successful enforcement efforts
34	9-Sep	The Sun	National weekday newspaper (English)	Letters - Our duty to safeguard wildlife	Letter to the editor by 3 MYCAT partners, commending successful enforcement efforts
35	9-Sep	New Straits Times	National daily newspaper (English)	We all have role to play in fighting illegal trade	Letter to the editor by 3 MYCAT partners, commending successful enforcement efforts
36	9-Sep	The Star	National daily newspaper (English)	Unite to protect wildlife	Letter to the editor by 3 MYCAT partners, commending successful enforcement efforts

Malaysian Conservation Alliance for Tigers Annual Report 2015

37	25-Sep	Harian Metro	National daily newspaper (Malay)	<i>Selamatkan Harimau Malaya</i>	MYCAT and The Body Shop collaboration and media CAT Walk
38	29-Sep	pokokkelapa	Travel blog	MYCAT CAT Walk - Going back to the start	Blog written by CAT Walk volunteer leader
39	30-Sep	Woodland Park Zoo blog	Zoo official blog	A walk on wild's side	CAT Walk
40	Oct	Malaysia Tatler	Lifestyle magazine	CAT Walker	Interview with MYCAT Coordinator
41	17-Nov	Chocolate Cats	Fashion blog	The Body Shop Christmas 2015 - "Feel So Good"	The Body Shop contribution to MYCAT
42	5-Dec	Sin Chew Daily	National daily newspaper (Chinese)	毅阳·拥抱感动的温度	Opinion piece - We should each do what we can to help save tigers
43	15-Dec	cleanmalaysia.com	Online news portal (English)	Oxford Professor's Wild Educational Experiment Ignites Conservation in Southeast Asia	Participation of MYCAT staff in conservation education workshop
44	16-Dec	Sin Chew Daily	National daily newspaper (Chinese)	救救濒危马来豹马来虎·牠们快绝种了...	The plight of Malaysia's endangered wildlife
