



Proposal of WWF-Malaysia Green Awareness Campaign

at The Kuala Lumpur Engineering Science Fair (KLESF) 2019 on 1st – 3rd
November 2019



Organization Background

Globally:

- Largest nature conservation organization in the world, founded at 1961.
- Focuses on 6 main areas: food, climate, freshwater, wildlife, forests and oceans.
- 5 million supporters in more than 100 countries, and supporting 1,300 conservation and environmental projects.

In Malaysia:

- Largest nature conservation organization in Malaysia, present since 1972.
- Aims to conserve the rich biological diversity and promote the reduction of pollution and wasteful consumptions.
- 200 employees across Malaysia, supports and managers over 90 projects running concurrently.
- Runs major projects in Malaysia, including Earth Hour, Earth Hour City Challenge etc.





Objective



To enable a **meaningful engagement** between **The Kuala Lumpur Engineering Science Fair (KLESF) 2019** and **WWF-Malaysia**, as WWF-Malaysia is given opportunity to share our work with the participants on current environmental issues, and our work in nature conservation, at a personalized level.



#1: "Into the Nature" VR Experience



Participants can explore two different experiences through the VRs :

- A trip to the marine world.
- An adventure to the natural fauna habitat.



#2: Green-awareness Campaign + Pledges



Sharing our work to participants and at the same time promote WWF-Malaysia supporter programme



#2: Green-awareness Campaign + Pledges



Collecting Tiger pledges, help WWF-Malaysia to reach 1,000,000 signatories before July 2020's Tiger Global Day



#3: Education Roadshow



Showcase colourful pictures captured at the project sites ;
namely Ulu Muda and Community posters

