



*for a living planet*

**WWF-Malaysia**  
1 Jalan PJS 5/28A  
Petaling Jaya Commercial Centre (PJCC)  
46150 Petaling Jaya  
Selangor, Malaysia  
Phone: +603 7450 3773  
Fax: +603 7450 3777  
Email: [contactus@wwf.org.my](mailto:contactus@wwf.org.my)  
Website: [wwf.org.my](http://wwf.org.my)  
FB: [www.facebook.com/wwfmy](https://www.facebook.com/wwfmy)

Our Ref: WWF2018/ESD/ESP/SEMB/003  
Date: 11<sup>th</sup> April 2018

Dear Sir / Madam,

### **INVITATION TO JOIN SEMBANG@WWF 2018 AT PETALING JAYA**

Greetings from the Education for Sustainable Development (ESD) Programme of WWF-Malaysia. We are organising our fourth edition of Sembang@WWF - a bilingual storytelling platform, which will take place on 21 April 2018 at Sunway Nexis Mall in Kota Damansara, Selangor.

The theme for this year's edition is 'Tiger Conservation' and we are targeting approximately 400 audiences from all walks of life to attend. Tiger in Malaysia is critically endangered, with a decrease from an estimated 3,000 in the 1950's to only about 300 at present. The declining tiger populations are threatened primarily by habitat loss, poaching and wildlife trade, lack of food and human-tiger conflict. As you notice that the endangerment of tigers is not due to a single factor, we encourage the speakers to speak on various themes relating to tiger conservation.

Held annually to celebrate Earth Day, the objectives of Sembang@WWF are to:

- a) Provide youth a platform to speak and share their ideas on environmental sustainability activities to a larger audience through storytelling.
- b) to identify and expose young leaders who are capable and willing to change their mindset and behaviours for a sustainable future-an aspiration that's aligned to ESD.
- c) to highlight the importance of community participations in their sustainability initiatives at their respective schools, teacher education campuses and universities - hinges on one of the steps advocated in the strategies of ESD.

**Patron:** DYMM Paduka Seri Sultan Perak Darul Ridzuan, Sultan Nazrin Muizzuddin Shah  
**President:** Emer. Prof. Dato' Dr Abdul Latiff Mohamad  
**Chairman:** YAM Tunku Ali Redhaududin ibni Tuanku Muhriz  
**Legal Advisor:** Ms Suhana Dewi Selamat  
**Trustees:** Datuk Dr Beatrice Beth Baikan, Mr Robert Basiuk, Mr Rewi Hamid Bugo, Mr Stephen Hagger, Prof. Dato' Dr Mazlin Mokhtar, Mr Ken Pushpanathan, Mr Brendon Keith Soh and Mr Christopher HW Wong  
**Executive Director / CEO:** Dato' Dr Dionysius S.K. Sharma

Donations to WWF-Malaysia are tax-deductible.  
Registered as: WWF-Malaysia (World Wide Fund For Nature Malaysia)



*for a living planet®*

Hence, we are pleased to invite your school to join us for this event. Details of the event are as below:

Date : 21<sup>st</sup> April 2018  
Venue : Sunway Nexis Mall, PJ  
Time : 9.00 am – 12.35 pm (SEMBANG@WWF)  
12.35 PM – 5.00 PM ( Exhibition)

Tentative agenda:

Time	Agenda
9:00 am - 9:30 am	Arrival of guests
9:30 am - 9:50 am	Opening of Sembang@WWF 2018
9:50 am - 10:35 am	Sembang@WWF begins! (Part 1)
10:35 am -11:05 am	Intermission
11:05 am - 11:35 am	Sembang@WWF (Part 2)
11:35 am - 12:05 pm	Joining The Conservation : What it Really Takes To Save Our Stripes
12:05 pm - 12:35 pm	Eco Champion Awards Ceremony
12:35 pm	End of Sembang@WWF 2018
12:35 - 5:00 pm	Event continues with exhibition

We hope you can join us for this session and we looking forward to receiving your favourable reply the soonest. For further inquiries, please contact Ms Mathi Vatani at [mvatani@wwf.org.my](mailto:mvatani@wwf.org.my). We thank you for your support for the Education for Sustainable Development (ESD) Programme.

Thank you.

Yours sincerely,

Thiaga Nadeson  
Head of Markets and Education  
WWF-Malaysia