



# Strategic Plan

2008–2020





## Introduction

The Malaysian Nature Society (MNS) is the oldest and largest non-governmental environmental organisation in Malaysia. MNS was established in 1940 by a group of naturalists fascinated by Malaysia's diverse natural history. Today, the MNS has a membership strength of just under 4,000 Malaysians and overseas supporters, and staff strength of about thirty. MNS has become an established institution with a recognized role in working closely with government to ensure that the conservation voice is heard during planning and decision making, especially in regard to conservation policy. It has also taken an active role in research, conservation and environmental education during this time.

In the year 2000, MNS initiated a 5-year strategic plan to guide the development and activities of the Society. When this expired, a new strategy was required to reflect the changes in the economic and environmental needs of the country. A new strategic plan was thus proposed for 2008–2020 that ensures the Society's mission will be carried out effectively and in consonance with current conservation priorities, primarily at the

national level but also considering regional and international concerns. It also provides for a sufficient time-frame to allow the Society to achieve its goals and for structural changes to be implemented.

This strategic plan went through a process of consultation with members, staff and Council members led by the President in early 2007. It was discussed in workshops at the 60th Annual General Meeting, where members were able to give their direct feedback. Council also appointed an external consultant to complete a report. A Council Committee was then appointed to develop the strategy together with the Management Committee. The strategy went through a number of reviews, taking in and evaluating all the comments from members and branches through their Council representatives.

This new Strategic Plan has been prepared to cover the next twelve (12) years of the Society's work, from 2008 to 2020.

## Purpose

The Strategic Plan 2008–2020 is intended to provide guidance, particularly to the MNS Secretariat, but also to the Branch Committees, and MNS Council and its subsidiary bodies, on how they should focus their efforts in implementing the Society's vision and mission over the next twelve years.



## *Modus operandi*

## *for implementation and periodic review of the Strategic Plan*

1

Following each AGM, the MNS Secretariat will be responsible for preparing an Annual Work Plan, with 'Key Result Areas' for each Objective and Strategy targets, indicating the manner and priority at which implementation should take place, and the key implementer(s) responsible for each of these targets. These Annual Work Plans will be based on a 4-year short-term plan developed by the Secretariat based on the goals and strategic objectives of the Strategic Plan.

2

The Annual Work Plan will be submitted to the MNS Council for approval at the time of its first meeting following every AGM. The approved Annual Work Plan will then be forwarded to all Branch Committees no later than 1 November each year to provide input to their planning process.

3

The Executive Director of MNS will be responsible for providing a report on progress in implementing the Strategic Plan at every subsequent AGM.

4

The MNS Council will commission an independent review on the implementation of the Strategic Plan to be undertaken every two years from 2008. The report from this review will be made available to all Branches. Changes proposed to the Strategy or Objectives, if any, will be tabled at each subsequent AGM for adoption by the Society. Once adopted, the MNS Secretariat will be responsible for updating the Strategic Plan, for approval by the MNS Council and onward transmission to all Branches and members.

## Vision

Our Vision is for Malaysia's natural heritage and rich biological diversity to be effectively protected, managed and conserved for the benefit and appreciation of all Malaysians.

## Mission

To promote the study, appreciation, conservation and protection of Malaysia's natural heritage.

The Mission may be represented briefly by the motto:

*“ Know nature, value nature  
and act for nature ”*

## Guiding principles

To move towards its vision and to fulfil its mission, the Society is guided by the following principles and values:

### Member-driven

MNS shall always be a member-based and member-driven society, deriving its strength from a committed and active membership.

### Independent

MNS is a self-governing, non-government and non-partisan organisation.

### Non-profit

MNS is a properly constituted and registered Society whose objective is to carry out its mission in the interest of the public without the intent of commercial or monetary profit.

### Transparent

MNS shall maintain transparency and accountability in all its dealings with members, and external supporters and partners such as funding agencies, sponsors, government agencies, and the public.



# The approach



## Knowledge based and multi-disciplinary

MNS's analysis of conservation problems and solutions is objective, multi-disciplinary and based on the best available information and knowledge.

## Communications, Education and Public Awareness (CEPA)

MNS uses CEPA as an important tool in recruiting, empowering and partnering with people to act for conservation, while taking into account their social and economic realities. MNS endeavours to practice effective communication within the organisation (especially to its branches and membership) and also outside the organisation.

## Capacity building

MNS organises and assists in training and other capacity building initiatives for those involved in and responsible for conserving biodiversity, including members, local communities and decision-makers.

## Volunteerism

MNS shall always value the spirit of volunteerism and strongly encourage the participation of volunteers in its activities.

## Best Practices

MNS will seek to carry out best practices in all its activities with the intention of being innovative, efficient and effective.

## Results driven

MNS stresses results by formulating strategic plans that assess policy/programme feasibility and include realistic short- and long-term goals and objectives.

## Partnership

MNS subscribes to an inclusive spirit of partnership and willingness to work with all relevant stakeholders who share in the nature conservation agenda, recognizing that sustainable conservation efforts are only possible through the involvement and support of all stakeholders, including local communities and the general public.

## Advocacy

MNS's advocacy initiatives seek to communicate its findings and recommendations to decision-makers, particularly at a national and local government level, but also in international meetings, so as to influence or effect remedial conservation action.

## Facilitation

MNS provides technical advice and acts in a facilitation role involving all stakeholders in the discussion of solutions to conservation problems.

# Goals and Strategies



1

To secure the conservation of environmentally sensitive areas, key habitats and species in Malaysia.

Advocate for the effective management of existing protected areas and the establishment of new protected areas, towards securing an integrated, comprehensive and representative Protected Area system in Malaysia.

Build and maintain a knowledge base of key habitats and species, and disseminate this information in the appropriate format to relevant policy makers, decision makers, and other stakeholders.

Advocate for the effective management of provisions under the Multi-lateral Environment Agreements (MEAs) as a means to advance positive change for habitat and species conservation at the local, state and national levels.

Identify threats to the survival of habitats and species in the wild and take appropriate action to address these threats.

2

To empower current and future generations of Malaysians to act for the protection of our natural heritage.

Establish a Network of MNS Environmental Education Centres (EECs) to serve as focal areas for educational programmes and activities; providing for both geographical coverage of the country and a wide coverage of different habitats as well as being linked to globally-important areas such as Important Bird Areas (IBAs), World Heritage Sites and Ramsar Sites, where possible.

Promote the establishment of Kelab Pencinta Alam in schools and link these to the network of MNS EECs, and promote Environmental Education to teachers and the Ministry of Education.

Establish links with global conservation and environmental education networks and global initiatives to demonstrate new learning tools and approaches for formal and non-formal environmental education.

Empower and mobilize the public through raising awareness, capacity building action, and public campaigns to enable them to participate actively in the decision making process for the management and conservation of nature and the environment.

3

To strengthen the institutional capacity of the Society towards achieving its mission and goals.

Provide the financial resources required for the Society's governance, mechanisms and programmes to achieve the mission and objectives outlined in this Plan; explore and enable options and mechanisms for mobilization of new and additional resources for the Society.

Undertake a review of training needs of the permanent staff of the Society and based on this, develop a training plan to enable them to better deliver their tasks and responsibilities.

Undertake annual reviews of the organisational structure, and staff performance, and recommend changes, if needed.

Strengthen existing partnerships, and build new partnerships with like-minded organisations at the global, regional, national and local levels to magnify the impact of conservation initiatives and programmes in Malaysia.

Raise the image and profile of MNS to every segment of society so as to be recognized as a leading organisation promoting civil society involvement in conservation.

4

To grow and to effectively and efficiently mobilise membership resources towards achieving the Society's mission and goals.

Engage, maintain and expand membership of the Society through targeted membership drives, and public campaigns.

Promote and foster links between members and the Secretariat through involvement of members in conservation projects nationwide.



# *Thematic areas of work*

The thematic areas are the spheres of work or influence of the Society. These thematic areas seek to contribute to the achievement of the objectives and strategies of the Society's Strategic Plan.

The thematic areas are:

1

**Science and Conservation**  
(Championed by Conservation Division)

2

**Environmental Education**  
(Championed by Environmental Education Division)

3

**Communications and Fundraising**  
(Championed by Communications Division)

4

**Membership**  
(Championed by Services Division)

Each Division within the MNS Secretariat is aided in their work by Advisory Committees comprising volunteer MNS Council members and other members.

# Strategic Plan 2008–2020



## Guiding principles

- Member-driven
- Independent
- Non-profit
- Transparent

## Vision

Malaysia's natural heritage and rich biological diversity to be effectively protected, managed and conserved for the benefit and appreciation of all Malaysians

## Mission

To promote the study, appreciation, conservation and protection of Malaysia's natural heritage

## Approach

- Knowledge based & Multidisciplinary
- CEPA
- Capacity building
- Volunteerism
- Best practices
- Partnership
- Advocacy
- Facilitation

## Goal 1

To secure the conservation of key habitats and species in Malaysia.

### Strategies

- Protected Areas System
- Knowledge base
- Multilateral Environmental Agreements
- Addressing threats on sites, species and habitats

## Goal 2

To empower current and future generations of Malaysians to act for the protection of our natural heritage

### Strategies

- Network of EEC's
- Kelab Pencinta Alam (KPAs)
- Global networking
- Empowering and mobilising public to participate in conservation

## Goal 3

To strengthen the institutional capacity of the Society towards achieving its mission and goals.

### Strategies

- Establish Financial Sustainability
- Capacity building of staff
- Annual Reviews of Organisation
- Strengthen and forge new partnerships

## Goal 4

To grow and to effectively and efficiently mobilise membership resources towards achieving the Society's mission and goals.

### Strategies

- Engage, maintain and expand membership
- Promote links through involving members in conservation projects