



Since our establishment in 1972, WWF-Malaysia recognised education as an integral part of conservation. Nurturing environmental awareness and an interest in conservation among the younger generation was the aim of the Mobile Education Unit. Through this programme, conservation education in the form of talks and demonstrations was made available in schools throughout Peninsular Malaysia. From 1977, more than 1 million schoolchildren – including current WWF-Malaysia staff – learned about conservation, natural habitats and endangered species through WWF-Malaysia's Mobile Education Unit.

During the 1980's, as support from sponsors and demand for outdoor education increased, environmental talks in selected schools were supplemented with a field visit that provided students with an opportunity for contextual and experiential learning by linking their conceptual understanding to reality. Some of the popular sites included WWF-Malaysia project sites like Fraser's Hill, Terengganu's Setiu Wetlands and the Melaka Turtle Hatchery.



The Mobile Education Unit from 1989 to 1995 (top), from 1996 to 1998 (left) and from 1998 to 2008.

nukleus[®]
Inner Sense Revealed

"Our partnership with WWF-Malaysia has helped us move closer to our sustainability goals. It's also proof positive that WWF Malaysia is willing to work with SMEs."

Dr. C. W. Tan
Chief Executive Officer
Nukleus Innerwear Sdn Bhd

SUSTAINABLE APPAREL

Nukleus is a revolutionary brand for fashionable, sustainable and affordable men's and women's underwear and basics. All its creations are produced from the finest eco materials, such as GOTS-certified organic cotton and Tencel from Austria's Lenzing Group. In addition, all its core components are certified Oeko-Tex Standard 100, the world's highest standard for human ecological safety, giving you peace of mind.



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Nukleus Innerwear Sdn Bhd has been contributing part proceeds of the sale of its apparel towards WWF-Malaysia's conservation efforts since 2009.