



LET NATURE SHINE \$\frac{1}{2}\pi #CONNECT2EARTH













■ IUCN Red List of Threatened Species™

listed as "Vulnerable", "Endangered" or "Critically Endangered" species

- 1. Mai Po Bent-winged Firefly
- 2. Pied Kingfisher
- 3. Azure-winged Magpie
- 4. Chinese Bulbul
- 5. Black-tailed Godwit
- 6. Black-winged Stift
- 7. Eurasian Wigeon
- 8. Red-necked Stint
- 9. Whimbrel
- 10. Perisesarma bidens
- 11. Ryuku Mouse
- 12. Gunther's Toad
- 13. Grey Heron
- 14. Black-capped Kingfisher
- 15. Chinese Pond Heron
- 16. Black-faced Spoonbill
- 17. Eurasian Otter
- 18. Chinese Egret
- 19. Great Egret
- 20. Pied Avocet
- 21. Spoon-billed Sandpiper 22. Nordmann's Greenshank
- 23. Leopard Cat
- 24. Four-spot Midget
- 25. Northern Pintail
- 26. Great Cormorant
- 27. Saunder's Gull

- 28. Black-crowned Night Heron
- 29. Collared Crow
- 30. Oriental Reed Warbler
- 31. Eurasian Curlew
- 32. Redbase Jezebel
- 33. Masked Laughingthrush
- 34. Fiddler Crab
- 35. False Tiger Moth
- 36. Burmese Python
- 37. Variegated Flutterer
- 38. Domestic Buffalo
- 39. Cattle Egret
- 40. Yellow-bellied Prinia
- 41. Japanese Pipistrelle
- 42. Small Asian Mongoose
- 43. Black Kite

CHAIRMAN & CEO MESSAGE







together possible.











Our annual Earth Hour on 24 March received a total of 11,200 pledges from Hong Kongers committed to switching off non-essential electric lights for one hour to Let Nature Shine. This global environmental movement involves taking practical actions as a community to lower our carbon emissions and live more sustainably.

Now it's time to continue the conversation and Go Beyond Earth Hour. The upcoming Sea For Future exhibition focuses on reversing the loss of biodiversity that we are seeing in our oceans by protecting focus species and advocating for the establishment of marine protected areas covering 30 per cent of Hong Kong waters by 2030. Our oceans conservation consultant Jo Ruxton returned to Hong Kong to continue work on our Plastic Free Ocean strategy, implemented in April 2017 and her work is being incorporated into our One Planet Schools education programmes for the 2018-19 school year.

Under the Go Beyond Earth Hour banner we are also planning a series of events and activities, such as the ongoing Energy Challenge and the upcoming Sustainable Seafood Week. You can read more about these topics in the Ecological Footprint and Living Planet reports released later this year.



Edward M. Ho of WWF-Hong Kong



Peter Cornthwaite Chief Executive Officer, WWF-Hong Kong

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ABOUT LIFE

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CLOSING IVORY MARKETS

"The ban on ivory sales with heavier penalties in Hong Kong shows a clear commitment towards the future of African elephants. This will help reverse the trend of elephant poaching and illegal ivory trafficking."

Cheryl Lo

Manager of the wildlife crime initiative at WWF-Hong Kong, Cheryl works on environmental advocacy on our priority species, particularly elephants.







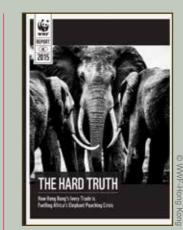


close Asia's

ivory markets

1976. The nternational ivory trade begins to be regulated.

1989. The international trade in elephant ivory is banned by CITES. In the 28 years it takes Hong Kong to ban the trade, the city serves as an important ivory transhipment port.



1989 2016

> 13 January 2016. The Hong Kong government says it is actively exploring phasing out domestic ivory trade and instituting tougher penalties for wildlife crime. This follows the launch of WWF's The Hard Truth campaign and report.

17 March 2017. WWF petitions legislators and government officials in a letter signed by 91,643 Hong Kongers calling for an ivory ban.



27 March 2017. The Legislative Council's Panel on Environmental Affairs begins examining the government's proposal to phase out the ivory trade in Hong Kong by 2021.



2017

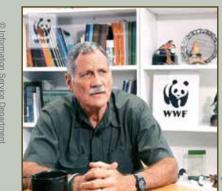
6 June 2017. Frontline rangers travel from Africa to join WWF in Hong Kong, urging legislators to ban the ivory trade.



4 July 2017. 7,200kg of ivory tusks is seized by Hong Kong Customs, the largest seizure in 30 years. The tusks are found in a container declared as frozen fish.



7 July 2017. The Legislative Council's Bills Committee on the ivory trade ban has its first meeting.



6 September 2017. WWF releases the results of a survey showing a total ban on ivory sales in Hong Kong is supported by 78 per cent of locals.

WWF is supported by testimony from Crispian Barlow, a 17-year veteran who served on the frontlines against poachers in South African.

• 2018

31 January 2018. A ban on the domestic ivory trade with no compensation by 2021 is passed into law by Hong Kong's Legislative Council.



2 / About Life

May 2018 / 3



EARMARKING MPAs

"Hong Kong's Chinese white dolphins face numerous threats in their core habitat, identified and confirmed by our recent hydrophone study. While the hydrophone study is expanding around Lantau, legislative changes need to happen in Hong Kong, where less than 5 per cent of our waters are currently designated, or planned to be established, as marine protected areas, by 2023.

To provide sanctuary to Hong Kong's Chinese white dolphins by protecting prime habitats and travelling corridors, WWF proposes to designate the offshore waters of Yi O and Tai O as the West Lantau Marine Park. This park will link current and

future marine parks in north and southwest Lantau, by preserving prime habitats and forming a protected travelling corridor.

WWF is calling on the government to established MPAs covering at least 30 per cent of Hong Kong's waters by 2030. This will not only protect marine life, but safeguard precious marine ecosystems from rampant coastal development, unsustainable fishing, escalating marine traffic and marine litter pollution. West Lantau is one of seven areas we have earmarked as sites of high conservation priority selected in close consultation with academic experts."

Samantha Lee

Assistant Director, Ocean Conservation
WWF-Hong Kong



Read about the seven sites of high conservation









LANTAU ISLAND

Soko Islands



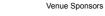
05-17.06.2018 Cityplaza G/F (near eslite spectrum)

3-22.07.2018

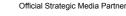
overed Piazza, Times Square



SWIRE TRUST













THE PLASTIC MENACE

Co-founder of the Plastic Oceans Foundation and coproducer of the striking documentary A Plastic Ocean, Jo Ruxton was back in Hong Kong this March-May serving as WWF's oceans conservation consultant. She presented her documentary at a WWF conference held from 18-21 April, involving other global offices and industry stakeholders, on implementing a strategy to eliminate plastic pollution from our oceans.





"There is no single

solution to this, it will

take behavioural change,

innovation and legislation

but we can do this. The first

step is awareness and the

realisation that plastic was never designed to be used

for single-use. The oceans

are our life-support system,

it is imperative that we keep

plastics out of them."

"So much furniture is now made of plastic, if it was still all made from wood, many forests would have been destroyed. If eyeglasses, tea caddies and hair decorations were still made from turtle been hunted to extinction. especially in medicine."

"Hong Kong supermarkets need to reconsider the packaging they use, in particular for fruit and vegetables. They are amongst the worst in the world for over-packaging especially since some already have a very thick skin. This needs to be addressed because it is so much worse than most other countries."

"Plastic in the centre of the oceans has broken up into tiny fragments which are mixed up with the plankton and have become part of the marine food chain, entering it at the lowest level. These concentrations of microplastics are also at the centres of the South Pacific, the North and South Atlantic and the Indian Ocean."

Jo on the ubiquity of Jo on the need to plastic pollution preserve our oceans

shell, turtles might have Even some single-use plastics have their place,

> Jo on why not all plastics are bad

Jo on the problem of plastic packaging

A STORY OF OCEAN PLASTICS





10:2 111





















An extract from our recently launched education pack to teach students about marine litter and single-use plastics.

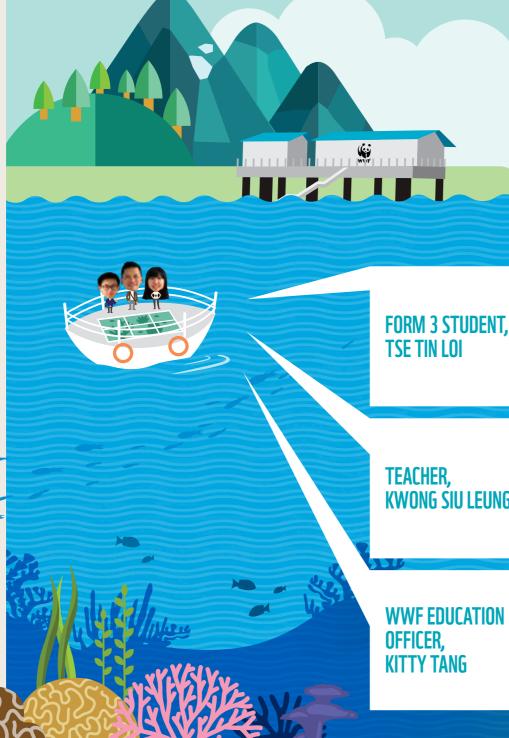
View more of David Jones

plastic ocean

COMMUNITY ENGAGEMENT & EDUCATION

THE SEA

The Hoi Ha Marine Life Centre is a hidden gem. As Asia's only classroom on the sea, it provides unparalleled opportunities for students to witness Hong Kong's marine life first-hand while the glassbottomed boat pulls back the veil on the mysteries of a hidden underwater world.



GLASS-BOTTOMED BOAT

"The glass-bottomed boat was my favourite part of the Hoi Ha Wan field trip. I saw many kinds of coral for the first time. At one point, I thought I saw a jelly fish, but it was a plastic bag."

KWONG SIU LEUNG

"One of the greatest benefits of visiting Hoi Ha is the first-hand experience of the ocean, and particularly the chance to see the rich biodiversity that lies below the surface."

WWF EDUCATION KITTY TANG

"The glass-bottomed boat is a very special experience and for most students it's the first time to see coral. A lot of them don't even know Hong Kong has coral."

MARINE LITTER

"I did not know much about marine litter before the trip and could not believe how much rubbish was on the beach! We soon discovered most of the marine litter was plastic products from our daily lives."

"I want to expose my students to current environmental issues like marine litter and I hope that the exposure at Hoi Ha gives them insight into the urgency of conservation issues."

"Many students are unaware of Hong Kong's marine litter problem. The shoreline clean-up and marine litter survey give them insight in both the cause of the problem and the impact it has on marine ecosystems."

LEARNING OUTCOMES

"I started to realise how wasteful we are and the impact of our actions on the environment. I will certainly buy less single-use plastics now and start bringing my own water bottle with me."

"After the visit, students provide feedback in a variety of forms, including reports and drawings. This helps to consolidate and reinforce what they've learnt and apply to real-life situations."

"We hope engaging with the city's natural spaces starts a conversation that leads to increased conservation commitment on topics like sustainable seafood and marine protected areas."



TEACHER, KWONG SIU LEUNG

FORM 3 STUDENT, TSE TIN LOI

WWF EDUCATION OFFICER, KITTY TANG



EARTH HOUR 2018



Earth Hour. the world's largest environmental movement, took place at the

Cultural Centre in TST at 8:30pm on 24 March with a one hour lights out that united millions of people across 188 countries. In Hong Kong, we received 11,200 pledges from individuals, companies and schools to switch off non-essential lights and take part in a conversation about the destruction of our natural spaces and the need to protect biodiversity before it's too late. Let's have a chat with some of the people involved in the event.





"As the lead sponsor of Earth Hour in Hong Kong for the fifth consecutive year, we call for a reduction in unnecessary consumption. Through promotional and educational initiatives on environmental protection, we harvest infinite power from the public who are encouraged to take small steps to Let Nature Shine."

Wang Tianyi

Director of Everbright International Environmental Protection Charitable Foundation



"We use a lot of disposable plastic products every day but are often unaware of the serious impact they have on biodiversity. By changing our daily habits, such as bringing our own utensils, water bottles, lunchboxes and shopping bags, we can ease the burden on our planet and contribute to a more sustainable environment."

Kay Tse

Earth Hour Ambassador



"Marine litter is a very serious problem. It is consumed by fish and enters the marine food chain, affecting the entire ecosystem. In addition to recycling and reusing, we should reduce our reliance on disposable products, especially plastics."

Jason Chan

Earth Hour Ambassador



"I became an Earth Hour student ambassador when I first joined the tram parade two years ago. The experience gave me a deep understanding of our ecological footprint and the environmental issues Hong Kong is facing, as well as a chance to spread this message to my classmates."

Wong Sum Ting

Student, Caritas Ma On Shan Secondary School



Earth Hour is a highly inspirational environmental movement since it not only promotes the message of saving electricity, but encourages the public to reflect on the impact of our high-consumption lifestyle. It is important to minimise our carbon footprint"

Sammi Lo

OPY Leader



"We support Earth Hour because it is a global action that draws awareness to protecting the environment. By turning off the lights together, we can feel the strength of collaboration, promote greater awareness and have a stronger influence over the legislature"

Yasmeen Ashraf

Community Development Manager, KGV School



This year, I have decided to go beyond the event by setting a little goal, rejecting all single-use plastic products like straws and plastic bottles. Most of these products are not biodegradable and as an OPY leader, I would like to take the first step to lead a sustainable lifestyle.

Bruno Leung

OPY Leader























SOGO HONG KONG



























特別鳴謝 SPECIAL THANKS

★ 太古地產

SWIRE PROPERTIES







香港賽馬會
The Hong Kong Jockey Club
RO MR PRIME RICHING HIGH TOGETHER
Hongkong Land





































ONE PLANET青年教育項目夥伴





TAKE THE **CHALLENGE!**

"Our recently launched Energy Challenge asks everyone in Hong Kong to pledge to cut their electricity use by 1 per cent over a 12-month period at least. With the launch of the challenge we're shifting the focus away from renewables to energy efficiency.

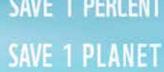
Much like turning off the lights for one hour, reducing energy usage by 1 per cent is an action with far-reaching consequences and forces us to think

about our daily choices on topics as basic as the temperature we run our air conditioners. Setting it 1°C warmer, for instance, reduces our electricity usage by 3.3 per cent over an entire year!

Becoming aware of the choices we are making, and switching to practices that will accelerate our journey to become Asia's most sustainable city."

Prashant Vaze









(4)









COMMUNITY ENGAGEMENT & EDUCATION





EARTH HOUR

In March, WWF joined forces with the World Organization of the Scout Movement (WOSM) to drive awareness of the role the younger generation plays in creating a more sustainable world, starting with Earth Hour. The Scout Association of Hong Kong (SAHK) took park in the Earth Hour pre-event tram parade and Earth Hour village, sparking a conversation on everything from the importance of biodiversity to the urgency of a plastic-free ocean.

SAHK members will also work with One Planet Youth on a baseline study at Hoi Ha Wan from April 2018 to March 2019, conducting water quality, sediment trap and plankton biodiversity surveys as well as a coral spot check. The data collected from this survey plays an important role in conservation and management decisions.

WWF has been associated with WOSM since 1973 and is currently working on the re-launch of one of its earliest initiatives, the World Conservation Badge, also known as the Panda Badge.





Earth Hour tram parade with Hong Kong Army Cadets, Girl Guides & Scouts

ENRICH PEOPLE'S LIVES ENRICH YOUR LIVES

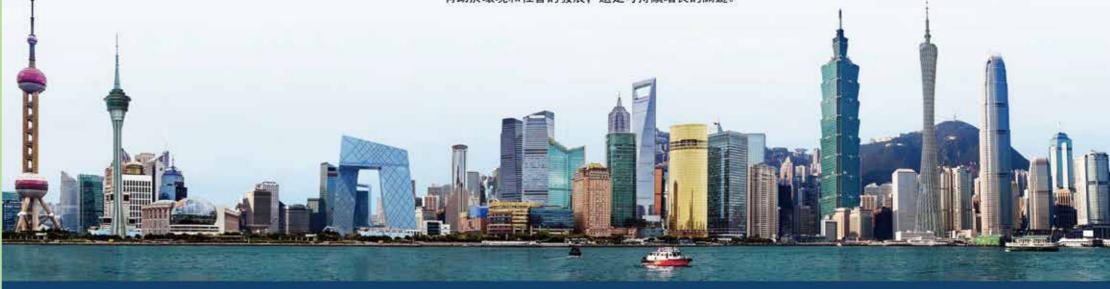
點滴奉獻 豐富人生

Founded in 1895, Jebsen is a privately-held marketing and distribution organisation established in Greater China. It partners with leading companies to bring a wide array of quality products to Greater China while driving success for its people and business partners, protecting the environment and serving the communities in which it operates.

With clear vision and commitment to corporate social responsibility (CSR), Jebsen is determined to integrate economic, social and environmental considerations into organisational strategies and operations. The Group's main goals are to distribute quality products and services to customers, sustain business growth, and improve the environment and well-being of the local communities. People are Jebsen's important assets, hence special care is placed on employees' ethical behaviour, values and quality of life. The Group believes CSR is an imperative and win-win solution for sustainable growth, in addition to contributing to environmental and social quality.

創立於1895年,捷成為一家深耕大中華地區,專注市場開拓和分銷的集團企業。集團與許多領先企業合作,致力為大 中華地區帶來多樣化的優質產品與服務,協助合作夥伴以及員工取得成功,同時注重環境保護,回饋捷成業務營運所 在的社區。

在明確的目標和承諾下,捷成決心通過企業社會責任(CSR)計劃,將經濟、社會和環境考量納入組織的戰略和運作 中。集團的主要目標是提供優質的產品和服務給客戶,保持業務的增長,以及改善環境和社區福祉。人力是捷成的重 要資產,因此集團特別關注員工的道德行為,價值觀念和生活質量。捷成認為企業社會責任是雙贏的解決方案,除了 有助於環境和社會的發展, 還是可持續增長的關鍵。





























RACING WITH BINOCULARS

Learn more about BBR

famous as our longest running supporter event. People who come across BBR for the first time often ask, "how can bird watching be a race?" The aim of the event is as novel as it is thrilling: spot as many birds as you can in a 12-hour period.

Lying at the heart of a busy migratory flyway, Hong Kong is uniquely positioned for such an activity leading many birders to return year after year. Captain Wong has been attending the event for over 20 years. What he looked forward to most this year, and every year, is the reunion with all his team members and the chance to view some of the unpredictable migrant birds that only appear every 2-3 years.

Captain Wong's current team formed in 2001. Wong recalls, "At that time my team had five members: three adults and 2 kids. The kids were around 10 years old at that time. As they were quite

Affectionately known as BBR by participants, the Big Bird Race is famous as our longest running supporter event. People who come 'Little Sparrows'." young, energetic, and sometimes noisy, we called ourselves 'Little Sparrows'."

Captain recalled one time in the early 2000s his kids found a rare forest wagtail and received the Bird of the Day award.

"It was a pretty touching moment and an excellent encouragement for the kids."

Captain believes BBR is a fantastic way to spread the conservation message to the younger generation. "By visiting the countryside during BBR, they will encounter things they are not able to see in classrooms. This can open their minds."



全隊伍贊助 Platinum Team Sponsor



-10







Thank you for supporting wetland biodiversity projects in Mai Po and along the East Asian-Australasian Flyway.



BBR'S RICH AND VARIED HISTORY IS DELICATELY INTERTWINED WITH THE DEVELOPMENT OF THE MAI PO NATURE RESERVE AND FUNDS RAISED CONTRIBUTE TO ITS CONSERVATION AND MANAGEMENT.

Funds raised from this year's event will be used to desilt *gei wai* #3/4, a roosting site for the endangered black-faced spoonbill as well as ducks, egrets and herons. The funds will support monitoring of the endangered great knot whose main food source has been greatly reduced.



Read more







老虎贊助 Tiger Sponsors:

指定飲用水 Official Beverage:



















Thank you for joining us to protect threatened wildlife species!



Building a sustainable community for our future generations

"Building for Tomorrow" has been the mission for The Wharf (Holdings) Limited, with group businesses being conducted to foster the long term development of the society.

Together with our staff and business associates, we are committed to building a sustainable community for our future generations by nurturing the youth, supporting the needy, promoting art and culture and enabling a greener future through our Business-in-Community initiatives. The Group was selected as a Constituent Member of "Hang Seng Corporate Sustainability Index" in 2017, an index that covers the top 30 corporate sustainability leaders in Hong Kong. The Group has also been awarded "CSR Index Plus Mark" by Hong Hong Quality Assurance Agency, in recognition of its continuous effort in corporate social responsibility.





























晶苑國際集團有限公司 CRYSTAL INTERNATIONAL GROUP LIMITED



Since 2007, Crystal has planted 2.2 million trees in communities where we have a presence.

自2007年至今,集团已在业务所在的社区 种植多达220万棵树。

crystalgroup.com

LOW-CARBON CHANGEMAKER

All sectors, including business, need to contribute in meeting the government's absolute carbon reduction target of 26-36% by 2030 when compared to 2005 levels. WWF-Hong Kong's Low-





carbon Office Operation Programme (LOOP), allows companies to understand their carbon footprint and track their performance over time with tools such as our webbased carbon accounting system.

In FY17, the verified carbon consumption per employee at WWF-Hong Kong's Kwai Hing office was 2.2133 tonnes, covering areas such as business travel, electricity consumption, commuting, paper use, lighting, HVAC systems and computer equipment.



GET INVOLVED!

WWF-Hong Kong hosts an array of supporter events for the public, schools and corporate members at our three centres.

KEY EVENTS

Members of the public can join our events or take part in a range of eco-visits, seminars and other programmes. Upcoming events include:



WALK FOR NATURE

3-4.11.2018

FLAG DAY

15.12.2018 Hong Kong Island





EDUCATION

Schools can take part in programmes that teach students about conservation and sustainable living and enable them to take part in actions to protect biodiversity and champion low-carbon living.





CORPORATE

Corporate members can join ecoguided visits and activities or use our centres for conservation volunteering, like shoreline clean-ups.

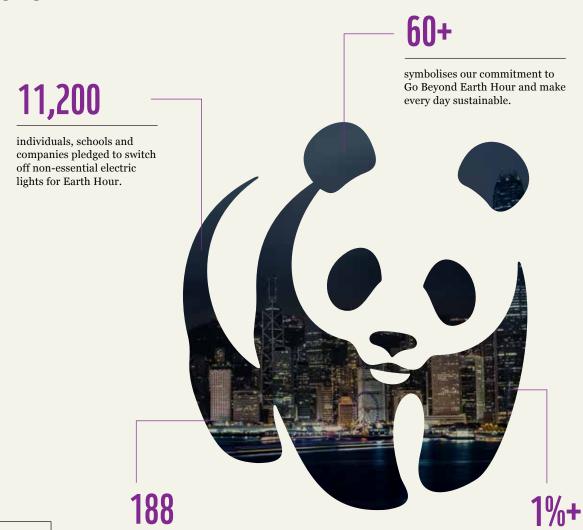








Earth Hour 2018



Working to sustain the natural world for people and wildlife 為人類及野生生物延續大自然 together possible wwf.org.hk

countries and territories participated with 17,900+ landmarks and monuments switching off globally.

is the annual electricity reduction we are asking people to pledge as they Go Beyond Earth Hour.

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