



WWF

WWF-  
HONG KONG

35 YEARS  
OF CONSERVATION

2017

WWF-HONG KONG  
Annual Review

 2017



## ANNUAL REVIEW / ABOUT LIFE

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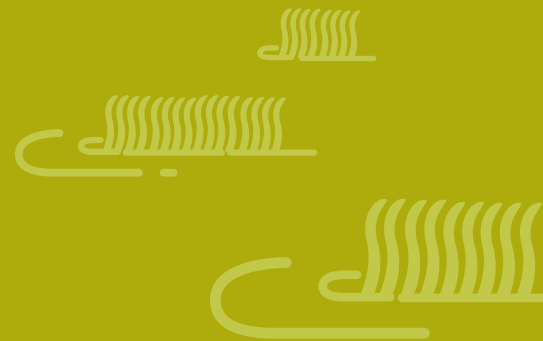
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\* Photo simulation



Aerial view of Minjiang River Estuary Wetland National Reserve, with which WWF has collaborated to enhance its conservation standard in the past five years.

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# VISION & MISSION

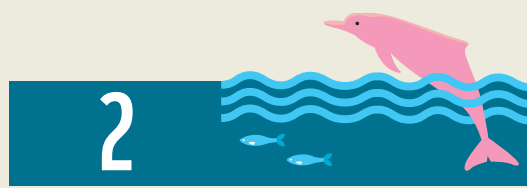
**VISION:** WWF-Hong Kong is working to transform Hong Kong into Asia's most sustainable city.

**MISSION:** WWF is one of the world's most respected conservation organizations, with a network active in more than 100 countries. WWF's mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature, by:

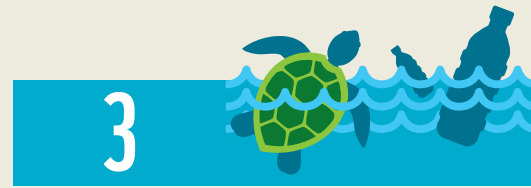
- Conserving the world's biological diversity
- Ensuring that the use of renewable natural resources is sustainable
- Promoting the reduction of pollution and wasteful consumption.



1  
Protect ecologically important areas, our country parks and wetlands at Mai Po. Ensure a sustainable Lantau Island, bringing important unprotected sites into the protected area system and provide enforceable land use control over South Lantau.



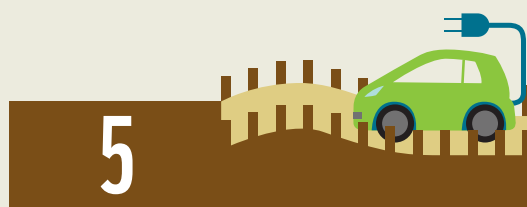
2  
Designate at least 30 per cent of Hong Kong's waters as Marine Protected Areas by 2030, protect the Chinese white dolphin and ensure commercial fishing is excluded in the existing Marine Parks.



3  
Tackle marine litter by setting up waste collection and recycling facilities, change behaviour to reduce the use of plastic bottles and place deposits on all plastic bottles to ensure they are recycled.



4  
Set a 10 per cent renewable electricity target for 2030 and ensure feed-in tariffs can provide small-scale investors a payback period of 8-10 years for installing solar PV system.



5  
Provide financial incentives to ensure that every new car purchased is an electric vehicle and that there is sufficient charging infrastructure to support them.



6  
Phase out the domestic sale of ivory and treat wildlife crime as a serious offence under Schedule 1 of the Organized and Serious Crimes Ordinance. Support protection of endangered species such as the tiger.

# CHAIRMAN & CEO MESSAGE



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The past year has been one of transformational change with the realignment of priorities across the WWF network. Yolanda Kakabadse, for the past eight years, has served as the President of WWF International's Board and has been a leading supporter of this transformation effort. WWF emerges with a clear mission on working with more community partners, corporate organisations and government to address the crucial issues surrounding sustainability and protecting biological diversity. The former head of UNEP's Green Economy Initiative, Pavan Sukhdev, has been named President of WWF International's Board. We are delighted that WWF will have such a respected personality as its next President. Pavan is a true thought leader in sustainability and a highly influential voice among policy makers.

With this exciting evolution the Panda team strives for greater ambition and impact, and works towards a vision of the future where people and nature live in harmony. The transformation process will enable WWF-Hong Kong to deliver greater impact on the ground both here and across the Asia Region focusing on wildlife, water and wetlands, oceans, local biodiversity, climate, energy and sustainable living.

There is now an urgency for cities like ours to address carbon emissions. A warmer earth, rising sea levels and countless extreme weather events warn us of the threats facing our world today. In 2016, Hong Kong had the highest

number of Very Hot Days on record and the coldest surge since 1957. All these highlight the urgency of WWF's conservation work before our world drops over the tipping point.

No one person or group can tackle these challenges alone. But if we work together, we can. So WWF cooperates with our partners and supporters to create a more powerful voice for nature, to bend the curve on biodiversity loss, and to create a better future where people and nature can thrive.

In Hong Kong we are fortunate to have the pristine and protected Wetlands at Mai Po Nature Reserve, managed by WWF since 1983. We continue to provide our expertise to support other Wetlands across the East Asia Australasian flyway. In the year ahead, with the generous support of Hong Kong Jockey Club to the Nature's 21st Century Classroom project, we are now working to deliver improvements to facilities to better serve researchers, schools and community visitors.

We look forward to your support and participation in various events and activities with us in the year ahead.

Edward M. Ho  
Chairman, Executive Council  
of WWF-Hong Kong

Peter Cornthwaite  
Chief Executive Officer,  
WWF-Hong Kong

together possible™

# HIGHLIGHTS OF THE YEAR

Extreme weather events in the past year have reminded us of the grave environmental challenges we are facing. WWF has made conservation impact by our initiatives on wetlands, oceans, biodiversity & sustainability and climate & energy, we have engaged the local community, schools and youth through our centres and the One Planet Education Programme. WWF-Hong Kong is committed to create a sustainable Hong Kong in which people and nature thrive.

## CONSERVATION SUCCESS IN SOUTH CHINA WETLANDS

In the past five years, we collaborated with the Minjiang River Estuary Wetland National Nature Reserve to enhance its conservation standard. It is now managed by a professional team with an effective management plan and outreach education programmes. The reserve is now seeking Ramsar status.

## NEW RECORDS IN MAI PO

Mai Po has remained an important stop-over station for migratory waterbirds. In 2017, the “Discovering Biodiversity in Hong Kong Wetlands” project was completed and uncovered many new records of Mai Po with over 2,050 species.

## SAFEGUARD OUR OCEANS

In our Safe Haven project, we have modified a Code of Conduct for Tai O boat operators to protect Chinese white dolphins, and the compliance rate surged last year. Our completed Coastal Watch project has identified plastic as the key polluter from land into the ocean. Hong Kong’s marine litter needs tackling at source.

## THE CLIMATE CHANGE

A record-breaking 187 countries and territories turned their lights off for Earth Hour in 2017. In Hong Kong, nearly 300 schools and institutions, as well as 5,600 organizations and buildings joined us to support climate change initiatives that reduce carbon emissions and can help us in the journey towards the Paris Agreement targets.

## NEW INITIATIVES TO NURTURE FUTURE LEADERS

In 2016-17, more than 31 per cent of schools in Hong Kong participated in learning activities under our new One Planet School programme. We have also created a new education initiative called One Planet Youth to empower youth aged 15-30 to become future conservation leaders.

## THE BIODIVERSITY CRASH

An alarming overview of the state of global biodiversity and our renewable natural resources were painted by the Living Planet Index and Hong Kong’s Ecological Footprint reports, both released in October 2016. For example, the global population of many species declined by an average of 58 per cent from 1970-2012 and this will increase to a 67 per cent decline by 2020. Habitat loss and degradation and overexploitation of resources were cited as the main causes. In short, our use of the planet is not sustainable. Globally, we would need 1.7 planets to sustain our current lifestyle – and if everyone led the lifestyle of Hong Kong people, we would need 3.9 planets. Bending the curve of declining global biodiversity and unsustainable use of natural resources is possible if the government, businesses and the public work together to conserve important land and sea areas, adopt renewable energy, cut carbon emissions and change the way we live.

LIVING PLANET  
REPORT 2016

FIND OUT MORE



IF EVERYONE LED THE LIFESTYLE OF  
HONG KONG PEOPLE, WE WOULD NEED  
3.9 PLANETS TO FULFIL OUR NEEDS.





# WILDLIFE

## HIGH IMPACT INITIATIVES

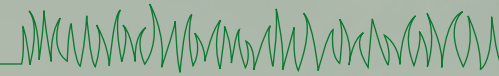
Some of WWF's most high profile and important initiatives include its massive push to end the ivory trade in the city and the Tx2 programme which aims to double the number of tigers in the wild by 2022.

## END THE TRADE

The Hong Kong Government's commitment to ban the ivory trade, made in 2016, has been followed through with the inclusion of ivory in Hong Kong's first Biodiversity Strategy and Action Plan (BSAP). The BSAP works to safeguard Hong Kong's biodiversity from 2016-2021 and includes a commitment to "strengthen enforcement and legislative measures to combat illegal trade in ivory." This year also saw the government adopt WWF's advice to increase the maximum penalty for wildlife crime to 10 years imprisonment, paving the way for having wildlife crime regarded as a serious crime, the prompt tabling of an ivory ban bill in the Hong Kong Legislative Council and the speedy start to the legislative process. Frontline rangers also travelled from Africa to join WWF in Hong Kong, exposing the human cost behind the brutal ivory trade and lending support to the lobbying process. Currently, there is a wave of cross-party support for the proposed ban. A public opinion poll commissioned by WWF this September has shown that 78 per cent of the Hong Kong public support an ivory ban without compensation.

GOVERNMENT ADOPTED  
WWF'S SUGGESTION  
TO INCREASE THE MAXIMUM  
PENALTY FOR WILDLIFE CRIME TO  
10 YEARS IMPRISONMENT

### 10 YEARS



## ROARING AHEAD



In April 2017, WWF-Hong Kong sent three youth to southern India as part of Tx2, a high-profile initiative that aims to double the current number of 3,890 tigers in the wild by 2022, the next Chinese year of the tiger. The trip was designed to give them a better understanding of the threats faced by tigers, including poaching and conflicts with indigenous people, and to see the conservation measures being taken by WWF-India and local NGOs. In India, they visited three areas with a major tiger presence, and were lucky enough to see a tiger in the flesh! The youth also met the Tx2 global team in Singapore, getting an overview of the conservation actions taking place across all 13 tiger range countries in Asia.



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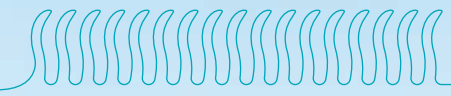
Our team visited Sathyamangalam Tiger Reserve with a major tiger presence, and were lucky enough to see a tiger in the flesh!



Out of these, Bhutan is the only one that is a tiger landscape almost in its entirety, making it critical to the success of Tx2. In late December 2016, Bhutan announced it was adopting the Conservation Assured Tiger Standards (CA|TS) scheme in its protected areas to ensure the highest global standards of conservation management and WWF-Hong Kong has been raising funds to support this initiative.







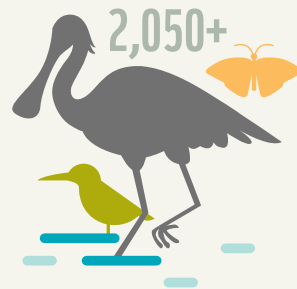
# WATER & WETLANDS



At the heart of our wetlands activities lies the iconic Mai Po Nature Reserve. The area's importance as a hub of biodiversity and home to rare and endangered species was highlighted this year, particularly with the visit of two Siberian cranes for the first time in 14 years. The reserve also functioned to share wetland management best practice to other reserves in the region.



## BIODIVERSITY EXTRAVAGANZA



OVER 2,050 WILDLIFE SPECIES HAVE BEEN RECORDED IN MAI PO

With 450 citizen scientists volunteering a total of 6,600 man hours over a two-year period, a biodiversity survey was conducted at Mai Po Nature Reserve, raising the total number of wildlife species to over 2,050! The mammoth undertaking not only delivered solid evidence of the use of the Deep Bay wetlands by rarely-seen species such as the Eurasian otter (*Lutra lutra*), four-spot midget (*Mortonagrion hirosei*), and Mai Po bent-winged firefly (*Pteroptyx maipo*) but also provided up-to-date baseline information and a biodiversity inventory for long-term ecological monitoring and habitat management decisions. Started in 2015, the “Discovering Biodiversity in Hong Kong Wetlands” project was made possible through a generous donation from the Hongkong and Shanghai Banking Corporation Limited. After the survey, a two-day symposium on conservation in the Deep Bay wetlands was held with Dr Lew Young, the Senior Regional Advisor of Ramsar Convention Secretariat, and local and regional wetland experts and educators from mainland China, Taiwan and Malaysia, sharing their successful stories in wetland management and education.



## BREAKING DOWN BARRIERS



MORE THAN 2,000 PEOPLE WITH SPECIAL NEEDS VISITED MAI PO IN THE PAST YEAR

Bringing the Mai Po Nature Reserve to the widest possible cross-section of society with the provision of facilities and tours for the disabled is one of the aims of WWF. With the help of a generous donation from HSBC, WWF has expanded the tours at Mai Po. The Nature with No Barriers project supported 107 tailor-made tours over the past year for visitors with hearing, visual, intellectual or physical disabilities. Guides were specially trained for nature interpretation of these tours, which used purpose-made tactile guide books, and iPads linked to the birdwatching telescope. The enhancement of habitats and facilities included the provision of universal access to two bird hides and a safety barrier along the boardwalk. At the Education Centre 3D bird models with bird calls and braille panels were installed.





## BE OUR GUEST

In December 2016, two Siberian cranes, one adult and one juvenile, visited Mai Po for the first time in 14 years. The IUCN Redlist has categorized the cranes as critically endangered since 2000. While the juvenile disappeared after only a few days, the adult stayed at the reserve through the winter only leaving in early April. While it has been a thrill for both staff and bird watchers to see the return of the cranes to Mai Po, it is still unclear if their visit is related to threats at their primary wintering grounds at Poyang Lake wetlands in Jiangxi province, China. The current Siberian crane population is estimated at around 3,500-4,000 individuals with its decline attributed to wetlands being converted for agriculture or development and hunting.



© Michelle & Peter Wong

## MAGIC OF MAI PO



JOIN OUR  
MAI PO TOURS!

[BOOK HERE](#)



Over 24,000 nature enthusiasts visited Mai Po Nature Reserve in the past year, taking part in over 500 eco-tours and 341 school visits guided by our WWF team. One of the most popular was Exploring Mai Po, which winds along a two-kilometre nature trail and focuses on the migratory bird species that visit the reserve from regions near and far. The tour route passes by *gei wai* and fishponds and takes visitors to the reserve's bird hides. The tour not only provides visitors with an overview of Mai Po's biodiversity which covers over 2,050 species, but gives them an understanding of the day-to-day conservation practices at a wetland reserve. Programmes, tours and other activities at Mai Po are also held for corporate members, allowing volunteers to assist WWF staff on the reserve.



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## FIVE YEARS IN MINJIANG



MORE THAN 1,000 STUDENTS  
JOINED THE MINJIANG RESERVE'S  
EDUCATION ACTIVITIES OVER  
THE PAST FIVE YEARS

WWF recently completed a five-year wetland conservation project at Fujian Minjiang River Estuary Wetland National Nature Reserve to provide wetland management training and help with the establishment of environmental education programmes. WWF staff worked with Minjiang to create a site management plan for the regular monitoring of water birds, water quality, vegetation distribution and sedimentation rate. This included the removal of invasive species, such as the smooth cordgrass which was taking over the natural intertidal mudflats.

Water level management is important to provide suitable high-tide roosting sites to migratory water birds, especially shorebirds, that visit the site on their journey along the East Asian Australasian Flyway (EAAF). One of the major works involved combining several rented ponds into one large pond and creating bird islands. Environmental education for local school children covered work on the reserve's wetland museum and water bird monitoring stations as well as the creation of onsite education activities. In the past two years, the reserve partnered with two local schools to develop an education pack that helped teachers to deliver a range of environmental protection messages to their students through interactive games and other activities.



133 PEOPLE ATTENDED  
WETLAND TRAINING COURSES  
AT MAI PO IN 2016-17

Mai Po's role as a regional centre of excellence for training wetland managers continued this year with 133 people attending courses covering wetland operations from habitat management and restoration to environmental education and ecotourism. The courses share the considerable skills and expertise in wetland management planning that are centred at Mai Po for participants to apply at the wetlands they manage around Asia.

A range of additional courses were also held in 2016-17. With financial support from the Lao Niu Foundation, WWF together with Chicago's Paulson Institute, which aims to advance "sustainable growth in the United States and China", successfully organized three training courses at Mai Po with lectures by an American wetland management specialist. The specialist introduced coastal wetland restoration and ecotourism experiences in the USA. Not all courses were Mai Po-based either, with WWF-Hong Kong assisting the training for a group in Chongming Dongtan in China.



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# OCEANS

Our oceans conservation team focuses on protecting our marine environment and promoting both sustainable seafood and no shark fin initiatives in the city. In 2016-17, this covered engaging supermarkets for sustainable supply chains, studying the sources and solutions to the marine litter and lobbying for the establishment of marine protected areas.

© Eric Keung / www.erickeung.com

Marine life in Hong Kong waters.

## HOTSPOT HIGHLIGHTS

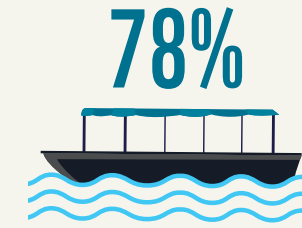


31 MARINE HOTSPOTS THAT REQUIRE PRIORITY PROTECTION WERE IDENTIFIED, WHICH PROVIDE A FOUNDATION FOR THE ESTABLISHMENT OF MORE MPAS

Over a year in the making, WWF's Marine Ecological Hotspot Map highlights 31 sites in Hong Kong that host rare or threatened species and habitats. To create this first-of-its-kind chart and identify the 31 hot spots, WWF worked in collaboration with more than 30 marine experts, including the city's leading academics. Using six globally recognised scientific criteria for identifying Ecologically or Biologically Significant Marine Areas to hone in on areas of greatest conservation importance, the map provides a foundation and reference point for the establishment of Marine Protected Areas (MPAs). WWF also completed its first evaluation of the conservation effectiveness of Hong Kong's existing MPAs over the last two decades, pointing to shortcomings in current management practices and the need for more scientific research.

### MARINE ECOLOGICAL HOTSPOTS

FIND OUT MORE



THE COMPLIANCE RATE OF THE CODE OF CONDUCT OF CHINESE WHITE DOLPHIN WATCHING TOURS INCREASED TO 78 PER CENT IN 2016

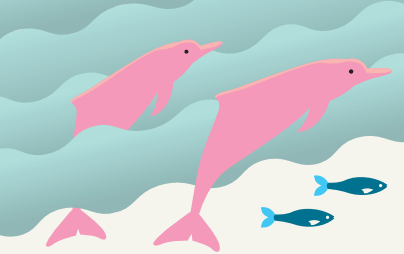
## TOWARDS A SAFE HAVEN

As part of ongoing efforts to protect the Chinese white dolphin, WWF has been working with tour operators in Tai O on an eco-tourism project designed to increase public understanding of ecological issues and threats faced by the dolphins, as well as to alleviate potential disturbances posed by small "walla-walla" boats during dolphin watching tours. Starting in 2014, WWF engaged tour operators, who have been running in Lantau waters for decades, with the provision of knowledge-based tours. The Tai O Dolphin Watching Interpreter Programme has provided over 1,100 guided boat tours for more than 16,200 visitors over the last two years. WWF worked to implement a Code of Conduct to minimize disturbance to the dolphins during sightseeing tours. Since the launch of the Code of Conduct in 2015, the compliance rate jumped from 14 per cent to an average of 56 per cent this year, and reached 78 per cent in September 2016.

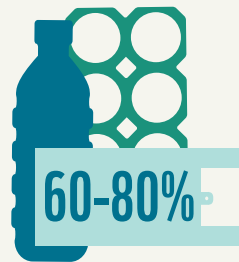


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## PLASTIC DEBRIS



PLASTIC DEBRIS MAKES UP  
60-80 PER CENT OF MARINE LITTER  
FOUND ALONG OUR SHORELINES, ON THE  
SEA SURFACE AND ON SEABED

Plastic debris constitutes 60-80 per cent of marine litter found across Hong Kong's shorelines, on the surface of the water and on seabed, according to the two-year Coastal Watch survey conducted by WWF and partners across 34 sites with the help of 2,000 volunteers, green groups and representatives of local fishing communities. Most of this litter is single use plastic products, such as packaging, bottles and cutlery. To address this complicated problem and reduce marine waste at source, WWF has developed a three-pronged strategy involving collaboration with the government, private sector and local communities. The strategy includes engaging the community to reduce waste generation by bringing your own bottle and the use of bamboo straws and replacing the polystyrene boxes used by the fishing industry with new materials. A study looking at land-based sources of marine litter to prevent it from entering the sea has started as well as the initiation of district-based surveys and clean-ups with One Planet Youth groups. WWF has also engaged other NGOs in China and Macau to tackle the problem. Our public engagement campaign to encourage the public to use less plastic in their daily lives continues and we need your support.



## ON THE SEA AT HOI HA

Tucked away in one of the city's five marine parks, the Jockey Club HSBC WWF Hong Kong Hoi Ha Marine Life Centre is a hub for teachers and students to learn about the importance of our oceans and the need to protect them. The centre's glass-bottomed boat provides a glimpse of the city's marine life and hands-on activities such as shoreline clean-ups and litter surveys provide insight into the problems that threaten our oceans. Last year, 7,300 people discovered another side of Hong Kong in Hoi Ha's marine programmes. The research centre was the venue for the ECF Discovery of Ocean Drifters project, which gives students an overview of the city's biodiversity by getting students to collect and record plankton from different locations around the city.



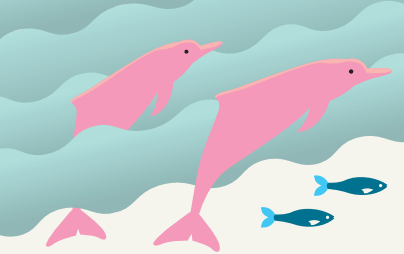
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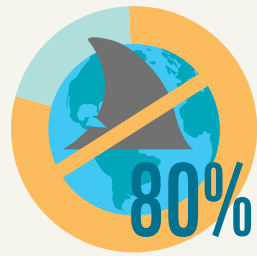
Over 2,000 citizen scientists conducted marine litter and ecological survey for the two-year Coastal Watch project.

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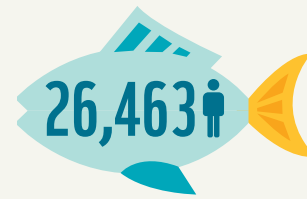
## NO SHARK FIN CARRIAGE



SHIPPING COMPANIES ACCOUNTING FOR 80 PER CENT OF GLOBAL MARKET SHARE HAVE ADOPTED A NO SHARK FIN CARRIAGE POLICY

At least 76 species of sharks and related species were found in Hong Kong's shark fin markets, of which almost one third are listed as under threat of extinction\*. As of June 2017, shipping companies accounting for nearly 80 per cent of global market share adopted a no shark fin carriage policy. WWF has worked with companies in the logistics sector, conducting research and numerous interviews with management and front line staff, to identify and address the issues they encountered in carrying out the policy. The result was an implementation guidelines report, published in August 2017. This guide aims to facilitate shipping companies and the logistics sector to identify potential shark fin shipments and effectively monitor the seafood supply chain to block shark fin carriage.

\*Fields, A. T., Fischer, G. A., Shea, S. K. H., Zhang, H., Abercrombie, D. L., Feldheim, K. A., Babcock, E. A. and Chapman, D. D. (2017), Species composition of the international shark fin trade assessed through a retail-market survey in Hong Kong. Conservation Biology. Accepted Author Manuscript. doi:10.1111/cobi.13043



26,463 PLEDGES WERE MADE FOR LOCAL SUPERMARKETS TO ADOPT SUSTAINABLE SEAFOOD PROCUREMENT POLICIES

## SUPPLYING SUSTAINABLY

A total of 26,463 pledges were collected by WWF from December 2016 to June 2017 in a consumer opinion poll focusing on the need for local supermarkets to adopt sustainable seafood procurement policies. The poll followed on the heels of two studies highlighting the areas in which Hong Kong's nine supermarket chains short in protecting our oceans from unsustainable fishing practices and monitoring the seafood supply chain. A WWF study revealed the sale of globally threatened species, sourcing unsustainable seafood, providing insufficient information on packaging and a lack of adequate and accurate labelling. The effort has already seen progress, such as the partnership with 759 Store to update its seafood supply chain by removing globally threatened species from its shelves, and adding species name, country of origin and production method (wild caught or farmed) on its labels. WWF is working with other stores on their procurement policies to ensure consumers can check out sustainably sourced seafood.



© leungchopan / Shutterstock.com



Located in a key marine protected area, the Jockey Club HSBC WWF-Hong Kong Hoi Ha Marine Life Centre is a premier marine educational facility, surrounded by a diverse range of marine life.

© Martin Harvey / WWF

© Elson Li / WWF-Hong Kong

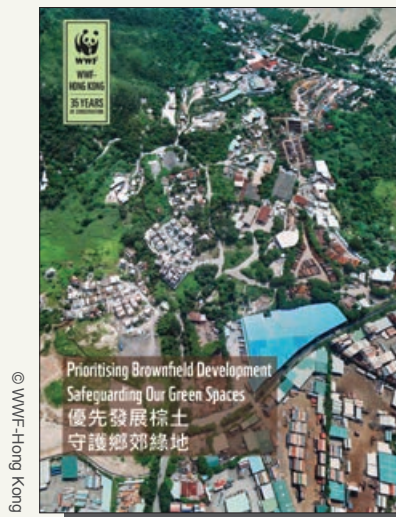




# BIODIVERSITY & SUSTAINABILITY



Protecting Hong Kong's rich biodiversity took many forms at WWF over the past year, with our watchdog team carefully looking into the city's terrestrial planning strategy.



© WWF-Hong Kong

## RESULTS OF WWF'S BROWNFIELD STUDY

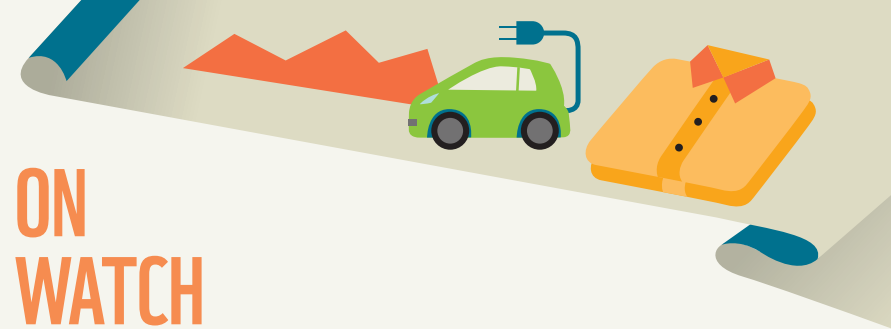
FIND OUT MORE



## POLICY FOR BIODIVERSITY

WWF worked to provide its views and recommendations for the inclusion of conservation measures to ensure the sustainable development of Hong Kong. For example, we pointed out that the figure of new housing units in the report for housing supply shortage is 25 per cent in excess of the projected population increase according to the Census and Statistics Department. The housing facing the society could be solved by developing a "brownfield first" policy instead of developing greenfields such as country parks.

Our team also objected to the East Lantau Metropolis development which aims to reclaim land around two islands east of Lantau and will cause irreversible ecological damage to the marine environment. WWF also urges the government to designate the Po Toi Islands as a country park, and core Chinese white dolphin habitats to the West of Lantau as a marine park. WWF's team also provided advices to various government departments on the biodiversity element of projects included under the Biodiversity Strategy and Action Plan launched in December 2016.



## ON WATCH

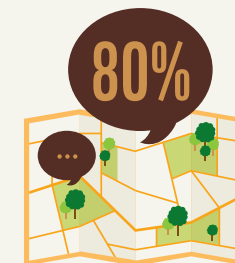


© WWF-Hong Kong

Eco-vandalism in Shek Lau Po, Tung Chung

WWF's environmental watchdog programme examined planning applications that may affect natural habitats or wildlife conservation. Out of the 150 development proposals the team examined and gave recommendations on in the past year, 80 per cent of comments were adopted by the Town Planning Board, going as far as to reject one residential development proposal adjacent to a country park outright. Our team was also successful in getting the government to adopt the conservation of ecologically sensitive habitats in several large-scale development plans. WWF's team also brought to the government's attention 22 cases of eco-vandalism with 50 per cent of these resulting in enforcement action.

80 PER CENT OF WWF COMMENTS OUT OF THE 150 DEVELOPMENT PROPOSALS IT EXAMINED WERE ADOPTED BY THE TOWN PLANNING BOARD







## INVESTING IN THE CLIMATE

If we want to keep the global average temperature rise below 2°C as stipulated in the Paris Agreement, 80 per cent of known fossil-fuel reserves must stay in the ground. As many Hong Kong and Asian stock exchanges feature companies heavily dependent on fossil fuels, at the end of 2016, WWF published a report targeting investors with a longer-term perspective. “No Middle Road: The Growth of Electric Vehicles and their Impact on Oil” highlights the dangers of not preparing investment portfolios for climate change mitigation. With the scale-up of electric vehicles, the demand and need for oil will diminish. WWF spoke at an investment bank conference in London to about 40 Asian equity investors and conducted numerous meetings with local investors to explain this trend and its potential risks. In the year ahead, we will continue to engage key financial players and encourage sustainable investing. To this end, we are developing a “Climate Primer” that covers finance, science, policy and technology. Our goal is to show investors that positive returns and preserving the planet are not mutually exclusive concepts.

### NO MIDDLE ROAD

FIND OUT MORE



© WWF-Hong Kong

## REALIZING ZERO FASHION

The clothing and textile industry accounts for five per cent of CO<sub>2</sub> emissions and produces nearly seven per cent of waste in the globe annually. With the total apparel consumption projected to increase by 63 per cent from 2015 to 2030, the industry will create further strains on the environment. Apart from our signature Low Carbon Manufacturing Programme (LCMP) that promotes sustainable fashion manufacturing, we have supported the first Hong Kong Fashion Summit, Asia’s largest conference on sustainable fashion, to foster collaboration among manufacturers, brands, policy makers and academia to make changes towards net-zero carbon and circular economy. WWF is committed to engaging with companies, strengthening Hong Kong’s role in leading innovation, sustainable change and reducing the carbon footprint.



© 2017 Fashion Summit (Hong Kong)

## GET INVOLVED

### PANDA EVENTS

WWF-Hong Kong holds supporter events like Walk for Nature, The Big Bird Race and Run for Change. These events created great interest in conservation and education and raised vital funds to support our work. In the past year, these events were supported by more than 2,000 participants.



© WWF-Hong Kong

JOIN US IN WWF EVENTS IN 2018

BOOK HERE



### INDIVIDUAL DONORS MAKE OUR WORLD GO ROUND



© Mission support

Individual donors play an important role in supporting WWF to deliver conservation impact. In 2016-17, more than 34,500 individuals supported us through financial contributions, joining our membership programme and ‘adopting’ endangered species.

We engage the public in many ways—the person in street, in shopping centres, at community-based events, and by electronic channels like television, online communications and social media. We look forward to meeting our supporters at WWF centres and events in the coming year.

## BUSINESSES CAN MAKE A DIFFERENCE

WWF-Hong Kong Corporate Membership Programme is a versatile platform for business and industry to keep abreast of environmental challenges and opportunities. We provide guidance to corporations through different environmental and carbon reduction initiatives, driving sustainable business practices in Hong Kong.

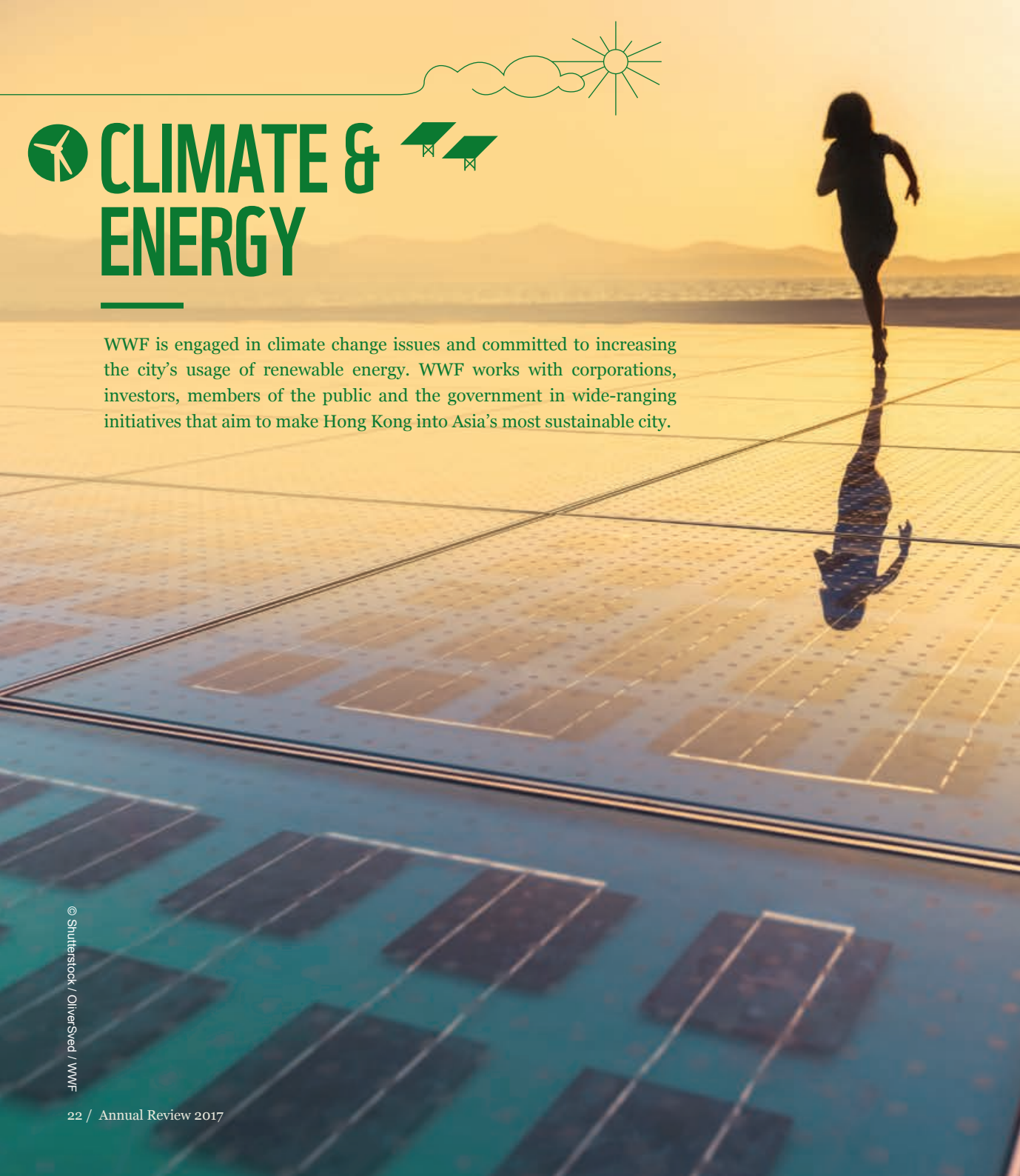
The business sector is the largest energy user in Hong Kong and it has an indispensable role in reducing energy consumption and carbon footprint. We have devised a zero carbon roadmap for companies to start their “net zero journey” so that they can contribute to fulfilling the Paris Agreement. Besides, our three centres at Mai Po Nature Reserve, Island House and Hoi Ha Marine Life Centre we offer various advisory services, educational activities and seminars for executives and staff, raising their environmental awareness through invaluable hands-on conservation experience.

In 2016-17, we received support from 290 companies and organizations through donations, gifts-in-kind and pledges. By uniting businesses, industries and the community, we can transform Hong Kong into Asia’s most sustainable city.



© WWF-Hong Kong





# CLIMATE & ENERGY

WWF is engaged in climate change issues and committed to increasing the city's usage of renewable energy. WWF works with corporations, investors, members of the public and the government in wide-ranging initiatives that aim to make Hong Kong into Asia's most sustainable city.

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## POWERING THE FUTURE



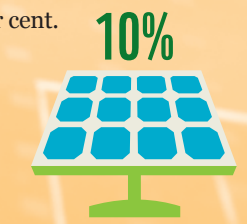
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Hong Kong's potential for solar electricity generation was demonstrated in June 2016 with the installation of three solar PV (photovoltaic) systems in Tai O. Part of the Solarizing Communities initiative, the project serves to increase public awareness of the applications for rooftop solar and provides real-life insights to both policy makers and power utilities in the utilization of distributed renewable energy sources.

The publicity generated by the project was considerable and preceded the announcement of the ground-breaking feed-in tariff (FIT) policy in April 2017, with implementation expected in 2018.

The government's publication of Hong Kong's Climate Action Plan 2030+ in January 2017 was another boon for renewable energy and included a commitment to reduce the city's absolute emissions by 26-36 per cent by 2030 relative to 2005 levels. The report also identified the city's potential for renewable energy at 3-4 per cent, a figure WWF believes should be a more ambitious 10 per cent.

10% RENEWABLE ENERGY IS THE TARGET WWF WANTS THE GOVERNMENT TO SET FOR 2030



## CREATING SUSTAINABILITY

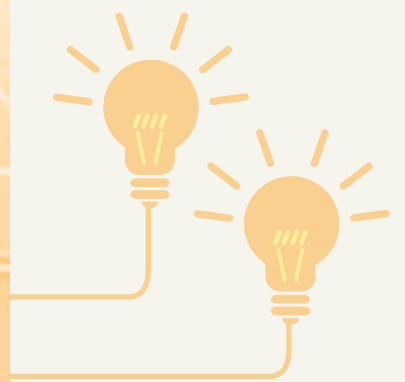


260 COMPANIES PARTICIPATED IN WORKSHOPS COVERING ESG REPORTING

WWF's work to continuously improve corporate sustainability through its Low-carbon Office Operation Programme (LOOP) and Low Carbon Manufacturing Programme (LCMP) were supplemented by a series of workshops covering Environmental, Social and Governance (ESG) reporting capacity building. The workshops were designed to raise the quality of environmental performance disclosure and help companies respond to green and socially responsible investors and consumers. The workshops had a tremendous response rate with 382 participants from 260 companies of which 93 per cent are listed and 90 per cent have never disclosed their environmental performance. One of the central goals of the LOOP and LCMP programmes is to demonstrate the possibility of decoupling business growth from greenhouse gas emissions. In December 2016, the management office of Landmark North, an office tower and shopping centre complex in Sheung Shui, became the first company in LOOP's history to become a "net zero carbon office".



© Andy Ching / WWF-Hong Kong

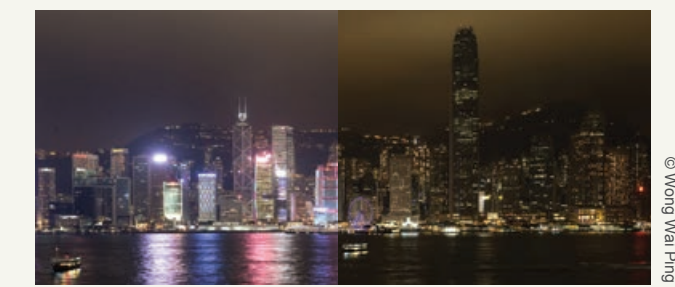


## FOR A SOLAR POWERED CITY



5,600 PLEDGES WERE MADE BY COMPANIES, ORGANISATIONS AND BUILDINGS FOR EARTH HOUR 2017

On 25 March 2017, a record-breaking 187 countries and territories went dark for Earth Hour, a worldwide movement that unites millions of people to act for climate change. The theme "For a Solar Powered City" focused on raising public awareness of renewable energy as a key solution to counter climate change. The event was celebrated with a shower of support across Hong Kong, with 300 local schools and institutions and 5,600 companies, organisations and buildings committing to take a step forward in combating climate change by switching off their lights from 8:30-9:30 p.m. Citizen Ambassadors attended the lights-out countdown event in Tsim Sha Tsui and took part in an e-bike activity in support of renewable energy. The #EarthHourMoment hashtag campaign generated 1.63 million engagements.



© Wong Wai Ping



© David Teng



# COMMUNITY ENGAGEMENT & EDUCATION

Education is one of the pillars of WWF's drive to increase public understanding of conservation, sustainability and living in harmony with nature. Our programmes reach from primary through to tertiary and focus on providing first-hand experience at Mai Po Nature Reserve, Hoi Ha Marine Life Centre and Island House Conservation Studies Centre.



© WWF-Hong Kong

## LEARNING GREEN



© Hong Yin Pok

Outdoor learning activities, thematic education and continuous professional training form the core programmes in WWF's One Planet School (OPS) initiative. Over the past year, 413 schools, representing over 31 per cent of the city's primary and secondary schools, took part in OPS. More than 26,100 students joined outreach programmes, while over 760 teachers joined professional development to enhance their knowledge of sustainable development. WWF's three centres around Hong Kong have helped over 16,000 students discover a passion for sustainability. OPS advocates a whole school approach with a focus on procurement transformation to help schools enforce green policies as well as STEM learning. This enables the school and students to discover the importance of a sustainable lifestyle.



413 SCHOOLS TOOK PART IN ONE PLANET SCHOOL PROGRAMMES OVER THE PAST YEAR

## LEARNING LEADERSHIP

The One Planet Youth Leadership and Citizen Science programmes engage youth in a variety of ways to get up close and personal with nature in Hong Kong. The OPY initiative focuses on outdoor learning and outreach, targeting youth, uniform groups and tertiary students aged from 15-30. Participants are supported in a range of experiential learning and scientific research projects. In the One Planet Leadership Training Programme, 20 tertiary students went through 30 hours of training and workshops and committed a further 50 service hours to WWF, including Earth Hour. WWF's takes a train-the-trainer approach to equip leaders from youth groups with the knowledge and skills to conduct environmental biodiversity and marine litter surveys. Using standard research methods will lead to a direct comparison of scientific result with other research.



© WWF-Hong Kong

## LEARNING HANDS-ON



90 STUDENTS PARTICIPATED IN WWF SUMMER SCHOOL 2016

Summer holidays mean summer camp and that means Nature Adventurers, one of WWF's most popular programmes. To accommodate the intense interest in the programme and engage students from various age groups, two further programmes were developed: Nature Explorers and Ocean Explorers. Catering for children aged 6-11 years of age, summer school is centred around hands-on experience and group challenges at some of Hong Kong's most iconic natural habitats. Students can quickly discover the relationship between people and nature, learning about sustainable living and this nurtures positive attitudes towards the environment. Eight summer school sessions were held from July-August 2016.



© WWF-Hong Kong





## THE SECRET GARDENS OF ISLAND HOUSE



CHECK OUT OUR ACTIVITIES!

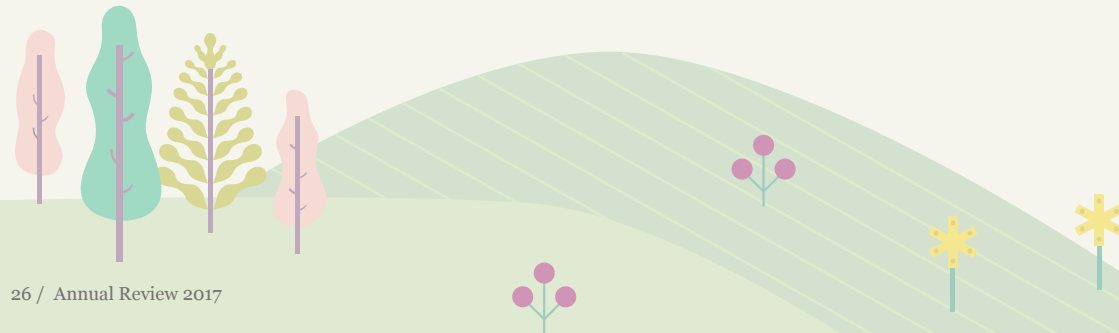
BOOK HERE



There's a secret garden in Hong Kong and it's hidden away on Tai Po's "little round island", a conservation studies centre that hosted students, school groups, volunteers, families and corporate partners in 2016-17. The diverse range of activities and programmes held at the Island House Conservation Studies Centre focus on promoting sustainable living. Declared a heritage monument in 1983, Island House has gardens with a diverse range of flora and fauna. The English-style gardens are home to over 140 species of plants, making it a hotspot for budding nature enthusiasts. Eco-friendly events hosted over the past year included a GPS-based Geocache activity that led participants around the grounds on a biodiversity treasure hunt. Participants were also motivated to reduce their addiction to single use plastics and research the waste found in shoreline clean-ups. Waste reduction was also the focus of a community conservation day held in collaboration with the South African consulate and local youth groups. Art in Nature was another popular event. Led by established Hong Kong artists, children and adults who were inspired to create works of art using objects they found and trash.

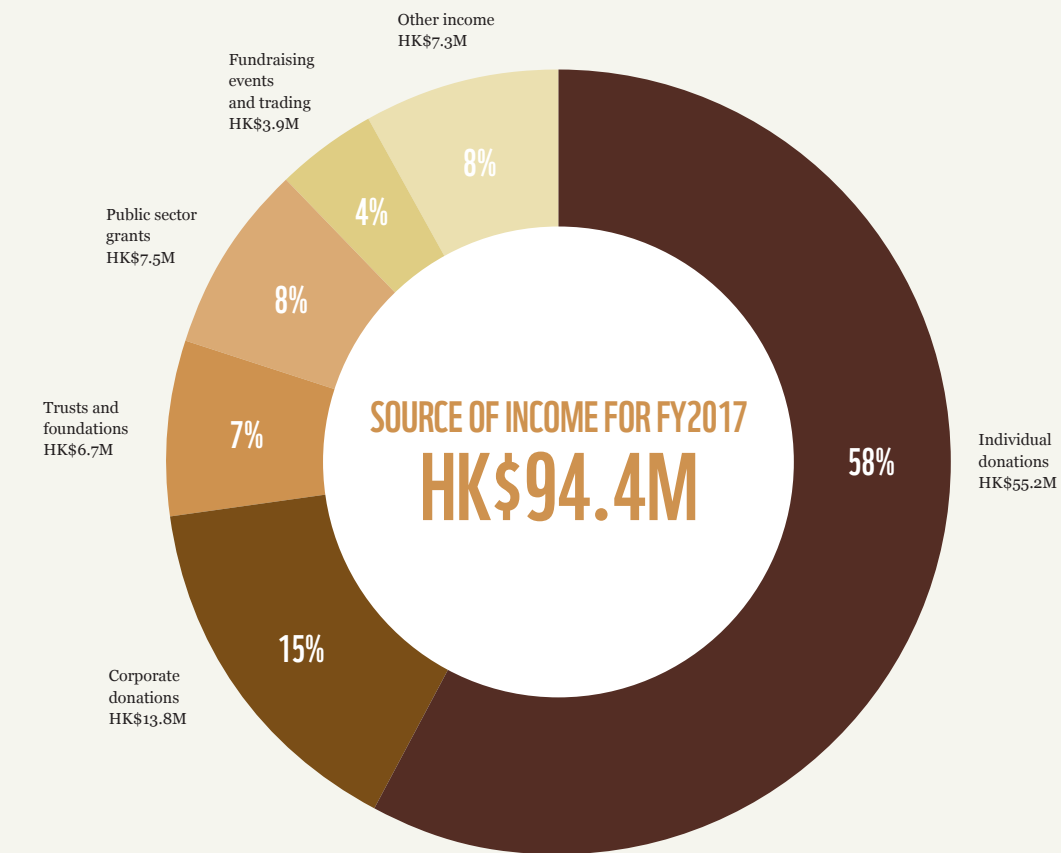


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## FINANCIALS

The following highlights provide an analysis of the Annual Report and Accounts of WWF-Hong Kong for the year ended 30 June 2017. The Annual Report and Accounts have been audited by BDO Limited and are prepared in accordance with the Hong Kong Financial Reporting Standards.



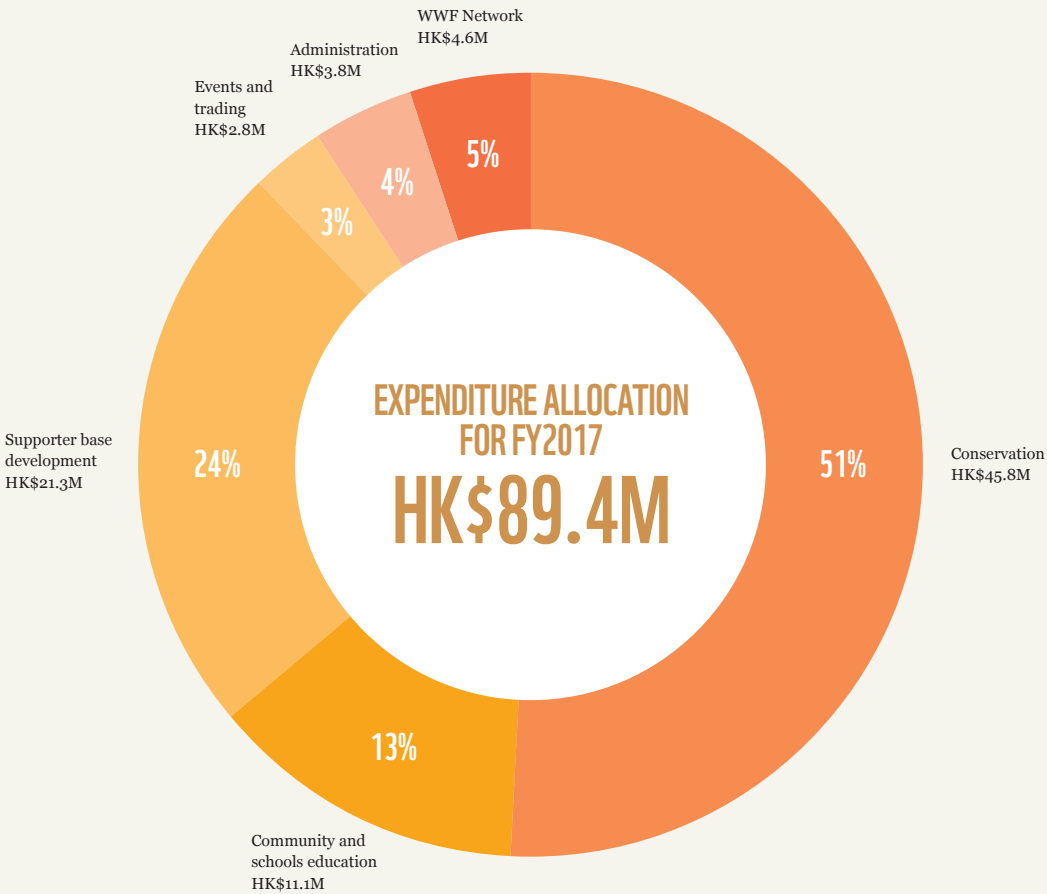
## OUR INCOME

WWF-Hong Kong achieved solid finances in FY17 as income increased by 5% to HK\$94.4 million. Individual donations continued to be the largest income source, representing 58% of the total income for FY17. The growth in individual donations was attributable to the promising growth in face-to-face street fundraising at 14%. Corporate donations, represented 15% of the total income for FY17. There was an increase in public sector grants for new Oceans programmes such as ECF-Sea Without Litter, Discovery of Ocean Drifter and All Hands On Deck.



# DELIVERING IMPACT AND RESULTS

Total expenditure for FY17 amounted to HK\$89.4 million, increased by 4% over the previous year. Conservation remained our major investment, with conservation initiatives in Water & Wetlands, Oceans, Climate & Energy, Wildlife, as well as Biodiversity & Sustainability. Community engagement and education are being pursued through our customer centric centre services and experience delivery. As in previous years, a portion of our donated income was contributed to the WWF network to deliver global objectives. Adapting and building capacity, we continue to pursue WWF-Hong Kong's goals to focus on conservation impact, building our supporter base and engagement activities, as well as expanding the revenue streams and revenue targets necessary to support our conservation mission.



# CORPORATE GOVERNANCE

As a leading non-profit conservation organization, WWF-Hong Kong commands a high degree of public trust due to our professionalism, integrity and transparency.

WWF-Hong Kong's governing body is the Executive Council. Its members, professionals from conservation, scientific, education and business fields, are strongly committed to nature conservation. They serve on a voluntary basis, providing advice from their professional perspectives, approving strategic direction, conservation programmes and annual budget, and monitoring operations of WWF-Hong Kong.

Members of the Executive Council must be trustee members of WWF-Hong Kong and are elected by other trustee members at the Annual General Meeting (AGM). Each council member shall hold office until the third AGM next following his or her election when he or she shall retire, but shall be eligible for re-election for one further term of three years. Members may serve a maximum of six years, unless decided otherwise by the Executive Council.

A number of sub-committees, composed of experts in the relevant fields, enhance the breadth and depth of the Executive Council's work. Each sub-committee provides professional advice in areas of conservation, education, development, finance and the management of the Mai Po Nature Reserve.

WWF-Hong Kong understands that voluntary disclosure is essential in establishing public confidence. To ensure that our financial resources are spent appropriately, we are committed to providing clear, accurate and transparent financial information for public scrutiny. Our financial accounts, prepared in accordance with the Hong Kong Financial Reporting Standards, are independently audited by BDO Limited and published yearly in our annual report.

# THE EXECUTIVE COUNCIL

(Members as at 30th June 2017)

- Chairman  
**Mr Edward M. HO**
- Members  
**Mr Daniel R. BRADSHAW** (Hon. Legal Advisor)  
**Ms Sylvia CHAN**  
**Ms Irene N.Y. CHU**  
**Professor David DUDGEON**  
**Mr William W. FLANZ**  
**Mr David M.H. FONG, BBS, JP**  
**Ms Sarah LEGG** (Hon. Treasurer)  
**Mr Frederick J. LONG**  
**Dr PANG King-chee, MH**  
**Professor Yvonne SADOVY**  
**Mr Douglas C.K. WOO, JP**



# OUR THANKS

Without the support of many corporate and individual donors, a small number of whom are recognized here, our work this year would not have been possible. We would like to extend our heartfelt thanks to all of you for allowing us to fulfil our mission, and to realise a vibrant future for us all.

## WWF-HONG KONG CORPORATE MEMBERS 2017

### Double Diamond members

China Everbright International Limited  
Crystal International Group Limited  
Jebsen Group  
Kerry Holdings Limited  
MF Jebsen International Limited  
Search Investment Group Limited  
The Hongkong and Shanghai Banking Corporation Limited  
The Wharf (Holdings) Limited

### Diamond members

Citi  
KHI Management Limited  
Man Cheong Metal And Building Materials Company Limited  
Melco Group  
Pacific Tiger Group Limited  
S.C. Johnson Limited  
Shaw & Sons Limited  
Sun Hung Kai Properties

### Gold members

Carthy Limited  
Hang Seng Bank  
Hayco Group  
Henderson Land Group  
Kowloon Development Company Limited  
MUJI (Hong Kong) Company Limited  
Richemont Asia Pacific Limited  
Swire Properties Limited  
The Hongkong and Shanghai Hotels, Limited  
ZeShan Foundation

### Pearl members

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Cathay Pacific Airways Limited  
Dah Chong Hong Holdings Limited  
Galaxy Entertainment Group  
HNA Group (International) Company Limited  
Hong Kong Baptist Hospital  
HP Inc Hong Kong Limited  
Linklaters  
Noble Group Limited  
Simatelex Group  
The Hong Kong Jockey Club  
Victor and William Fung Foundation

### Silver members

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AEON Stores (Hong Kong) Co., Limited  
AFSC Operations Limited  
Alpha Appliances Limited  
Arup  
AXA Hong Kong  
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KPMG  
Lamma Rainbow Seafood Restaurant Limited  
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Leo Paper Group (Hong Kong) Limited  
Lidl Hong Kong Limited  
Light Engine Limited  
Linkz Industries Limited  
Lombard Odier  
Long Data Technology Limited  
Manulife (International) Limited  
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McDonald's Hong Kong  
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Modern Terminals Limited  
MTR Corporation Limited  
M.Y.Cheng & Co. (Engineering) Limited  
Neonlite Electronic & Lighting (H.K.) Limited  
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Schmidt Marketing (H.K.) Ltd  
Shenzhou International Group Holdings Limited  
Shun Tak Holdings Limited  
Simmons Bedding & Furniture (HK) Limited  
Sinomax Health & Household Products Limited  
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The Bank of East Asia, Limited  
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The Hong Kong and China Gas Company Limited  
Thong Sia Watch Co., Limited  
Top Form International Limited  
Turner International Asia Pacific Ltd.  
Winnington Capital Limited



WE WOULD ALSO LIKE TO THANK  
THE FOLLOWING COMPANIES,  
ORGANIZATIONS AND INDIVIDUALS  
FOR THEIR CONTRIBUTIONS

Organization

ADM Capital Foundation Limited  
Bank of China (Hong Kong) Limited  
BDO Limited  
Bioscreen Paris  
Broadway Circuit  
C4Sheep Ltd  
Carthy Limited  
China Everbright International Limited  
Chiu & Partners  
Colegio De Santa Rosa De Lima (English Secondary)  
Construction Industry Council  
Consulate General of the Federal Republic of Germany  
Crystal International Group Limited  
Dah Chong Hong Holdings Limited  
Education Bureau - Curriculum Development  
Moral and Civic Ed  
Elegance Industrial Company Limited  
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Milk Magazine  
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Swire Properties Limited  
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The Dairy Farm Company Ltd – 7-Eleven  
The Hongkong and Shanghai Banking Corporation Limited  
The Hongkong Bank Foundation  
The Hong Kong and China Gas Company Limited  
The Hong Kong Jockey Club  
The Hong Kong Jockey Club Charities Trust  
The Hong Kong Society of Medical Professionals

The Swire Group Charitable Trust  
The Tokio Marine and Fire Insurance Co. (HK) Ltd.  
Thong Sia Watch Co., Limited  
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TOPIX  
U Magazine  
VT Comms  
Wildlife Conservation Network  
York International Kindergarten  
Z Entertainment  
Zip Magazine

Individual

Mr Au Yeung Kwok Him Rex  
Mr Daniel Bradshaw  
Mr Choi Yeung Bun  
Mr Franklin Chow  
Mr Reza Cockrell  
Mr Peter Cornthwaite  
Mr Oisin Crawley  
Mr David Day  
Mr William W. Flanz  
Mr Edward M. Ho  
Mr Hans Michael Jebsen  
Mr Markus F. Jebsen  
Dr Philip Kwok, SBS, Ph.D, JP

Miss Lai Wing Yee  
Miss Yvonne Leung  
Mr Aquino Carlos Miguel  
Mr & Mrs Robert W. Miller  
Mr Mui Iat Fai Antonio  
Mr Pang Chung Cheung  
Mrs So Tam Kit Ying  
Mr Martin Tang  
Miss Monica Terwindt  
Dr Kennedy Wong Ying-ho, BBS, JP  
Mr Xu Jian Ken  
Mr Trevor Yang



# WWF-Hong Kong numbers

229,888

people supported WWF's conservation initiatives this year

5,600

the number of pledges made by companies, organisations, and buildings for Earth Hour 2017

30

percentage of Hong Kong's waters that should be established as Marine Protected Areas (MPA) by 2030

2,050+

the number of species recorded in Mai Po after WWF's two-year biodiversity survey



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](http://wwf.org.hk)

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Registered Name 註冊名稱: World Wide Fund For Nature Hong Kong 世界自然 (香港) 基金會

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