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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 consumptions.

1. Protect ecologically important areas, our country parks and wetlands. In Ma Po, Experience a sustainable Lantau Island, bringing important biodiversity sites into the protected area system, and provide enforceable land-use control over South Lantau.

2. Designate at least 50 per cent of Hong Kong’s waters in Marine Protected Areas by 2020, protect the Chinese white-dolphins 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收回.

4. Set a 10 per cent renewable electricity target for 2020 and ensure food waste in hotels and provide small-scale investors in a project period of 10 to 20 years for installing solar PV systems.

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. Place out the domestic sale of soy and treat wild-life crimes as a serious offence under Schedule 1 of the Organised and Serious Crimes Ordinance. Support protection of endangered species such as vultures.

CHAIRMAN & CEO MESSAGE

The past year has been one of transformational change with the repositioning of priorities across the WWF network. Yoko Kojima, 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 Europe has a clear mission on working with more community partners, corporate organisations and governments to address the crucial issues surrounding sustainability and protecting biodiversity. The former head of UNDP’s Global Poverty Initiative, Peri Shabeli, has been named President of WWF International’s Board. We are delighted that WWF will have such a respected personality at its next President. Peri has a thoughtful leadership and is highly influential among policy makers.

With this exciting evolution the Panda teams stress for greater ambition and impact, and work 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 water, wildlife, communities, climate, energy and sustainable living.

There is now a mission for cities like ours to address carbon emissions. A sector worthy of our levels and measures extreme weather events such as the threats facing our world today. In 2019, Hong Kong had the highest number of Very Hot Days on record and the outlook grows since 2017. The report highlights the urbanisation of WWF’s conservation work before our world faces 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 are one.

In Hong Kong we are fortunate to have the pristine and protected Wetlands at Ma Po, Nature Reserve, managed by WWF since 1979. We continue to provide our support to support other Wetlands across the East Asia Australian 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.

Together possible.

Edward Y. H. Ho
Director-General
 WWF-Hong Kong

Peter Conservation
Director of Green Marine
 WWF-Hong Kong
HIGHLIGHTS OF THE YEAR

**The Climate Change**
A record breaking 88 countries and territories turned their lights off for Earth Hour in 2017. In Hong Kong, nearly 100 schools and institutions, as well as 3,000 organisations and public bodies joined in 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 30 per cent of schools in Hong Kong participated in learning sessions under our new One Planet School programme. We now have over 700 education initiatives called One Planet Youth to encourage young people aged 12-30 to become future conservation leaders.

**The Biodiversity Crash**
An alarming overview of the state of global biodiversity and our reasonable natural resources was prepared by the Intergovernmental Panel on Biodiversity and Ecology Hong Kong’s Biological Diversity reports, both released in the summer of 2017. For example, the global populations of many species declined by an average of 58 per cent from 1970-2014 and this slow increase is not expected to change in the near future. Habitat loss and degradation and overexploitation of resources are the main drivers. As a result, one of the main ways to conserve is sustainable. Globally, we would need 1.6 planets to maintain our current lifestyle and conditions. In Hong Kong, we would need 3.9 planets, which is a major concern. Dwindling global biodiversity and unsustainable use of natural resources is perilous for the environment, businesses and the public with weather becoming more extreme and our forests, adapt to extreme measures to protect our new ways.

**Conservation Success in South China Wetlands**
In the last 16 years, we collaborated with the Macau River Environmental Wetland Nature Reserve to enhance its conservation standards. It is now managed by government agencies with an effective management plan and outcome collection programmes. The reserve is now seeking Ramsar status.

**Safeguard Our Oceans**
In our Save Hors project, we have collated a Guide for Coastal for Youth that states how to protect Chinese white dolphin, and the compliance rate surged last year. The completed Coastal Whale project has identified photos to the key polluting lines lied into the ocean. Hong Kong’s marine litter needs tackling at source.

**New Records in Mai Po**
In 2016-2017 we recorded a remarkable increase in orangutan recovery for orangutan treehouses. In 2017, the “Diversifying Biodiversity in Hong Kong Wetlands” project was completed and recorded many new records of Mei Pou and over 1,200 species.

Living Planet Report 2018

3.9 PLANETS WE NEED
END THE TRADE

The Hong Kong Government’s commitment to ban the ivory trade, made in 2007, has been followed through with the inclusion of ivory in Hong Kong’s first Biodiversity Strategy and Action Plan (BSAP). The BSAP seeks to safeguard Hong Kong’s biodiversity from 2010-2015 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 – laying the way for having wildlife crimes regarded as serious crimes, the prompt taking of any ivory on sale in the Hong Kong Legislative Council and the speedy start to the legislative process. Finer points of the legislative process were also travelled from Asia to Hong Kong, ensuring the human cost behind the brutal ivory trade and looting is the lowest possible. Currently, there is a wave of re-conservation support for the proposed bill.

A public opinion poll commissioned by WWF this September shows that 71% support of the Hong Kong public support for an ivory ban without qualification.

10 YEARS UNLESS VIOLATED

WHEN SHAKESPEARE
TRENCHES THE BALANCE TRENCH OF INJUSTICE COME TO ITSELF INEVITABLE.

ROARING AHEAD

In April 2017, WWF-Hong Kong went three youths to southern India as part of Tax, a high-profile initiative that aims to double the current number of 3,900 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 these areas with a major tiger presence, and were lucky enough to see a tiger in the flesh! The youths also met the Tiger Global Teams in Singapore, getting an overview of the conservation activities taking place across all 13 tiger range countries in Asia.

Out of these, Shakes is the only one that is a tiger landscape-defiant in its entirety, making it critical to the success of Tax. In late December 2017, Shakes announced it was adopting the Conservation Assessment Tiger Standards (CATS) because of its committed efforts to ensure the highest global standards of conservation management and WWF-Hong Kong has beenPTWIA

24 February 2018
At the heart of our wetland 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 nest of two oriental white storks for the first time in 24 years. The reserve also functioned to showcase wetland management best practices to other reserves in the region.

Biodiversity Extravaganza

With over 200 citizen volunteers volunteering a total of 5,600 man hours over a two-year period, a biodiversity survey was conducted at Mai Po Nature Reserve, mining the total number of wildlife species to over 250! The non-stop undertaking not only delivered solid evidence of the use of the Deep Bay wetlands by migratory species such as the Eurasian wigeon (Anas falcata), three-spot reed warbler (Acrocephalus schoenobaenus), and Pink-Faced spoonbill (Platalea aerata) but also provided up-to-date baseline information and a biodiversity inventory for long-term ecological monitoring and habitat management decisions. Started in 2009, the “Observing Biodiversity in the Hong Kong Wetlands” project was made possible through a generous donation from the Hoshing and Shanghai Banking Corporation Limited. After the survey, a two-day symposium on conservation in the Deep Bay wetlands was held with Dr Law Young, the Senior Regional Adviser of Ramsar Convention Secretariat, and local and regional wetland experts and scientists from mainland China, Taiwan and Malaysia, sharing their successful stories in wetland management and conservation.

Breaking Down Barriers

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 of Mai Po. The Nature with No Barriers project supported 25 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 iPods linked to the headphone-toting telescopes. 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 cookbooks 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 13 years. The ICU Bellbird has categorized the cranes as critically endangered since 2002. 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 local staff and bird watchers to see the returns 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.

MAGIC OF MAI PO

Once a 14,000-hectare nature reserve, Mai Po Nature Reserve in the past year, taking part in over 300 wetland tours and 348 school visits guided by our WWF teams. One of the most popular spots is Kuk Po Wetlands, which covers along the two-kilometre nature trail and focuses on the migratory bird species that visit the reserve from regions around the world. The tour route passes several wetland habitats and takes visitors to the reserve’s bird hides. The tour not only provides visitors with an overview of Kuk Po’s biodiversity which covers over 450 species, but gives them an understanding of the key-today conservation strategies at a wetland reserve. Programs, tours and other activities at Mai Po are also held for corporate members, allowing volunteers to assist WWF staff on the reserve.

FIVE YEARS IN MINJIANG

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 manatee management plan for the regular monitoring of water levels, water quality, vegetation distribution and sedimentation rate. This included the removal of invasive species, such as the invasive nipah which was taking over the natural wetland ecosystems. Water level management is important to provide suitable high-quality breeding sites to ensure healthy waterloul and ecologically sustainable, that visit the site as they journey along the East Asia-Australasia Flyway (EAAF). One of the major threats involved combining several natural ponds into one large pond and creating bird islands. Environmental education for local school children started small on the reserve’s wetland museum and water bird monitoring stations as well as the creation of monthly education activities. In the past two years, the reserve partnered with two local schools to develop an education pack that helped families to deliver a range of educational protection messages to their students through interactive games and other activities.

WETLAND KNOWLEDGE SHARING

Mai Po’s role as a regional centre of excellence for training wetland managers continued this year with 135 people attending courses covering wetland operations from habitat management and restoration to environmental education and sustainability. The courses showcase the considerable skills and expertise in wetland management planning that are central 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 Yuxi Foundation, WWF worked with Chengan’s Poisoned Incubator, which aims to advance “toxin-free growth in the United States and China”, successfully organised four training courses at Mai Po with hosts by an American wetland management specialist. The specialist introduced coastal wetland restoration and restoration expertise in the USA. Not all courses were Mai Po-based either, with WWF-Tsing Kong assisting the training for a group in Changzhou, Dangou in China.
Our ocean conservation team focuses on protecting our marine environment and promoting both sustainable seafood and eco-tourism initiatives in the city. In spite of this, overall engagement opportunities for sustainable supply chains, restoring the waters and solutions to the marine litter and fishing for the world’s biggest ocean protected area...

HOTSPOT HIGHLIGHTS

Over a year in the making, WWF’s Marine Ecological Hotspot Map highlights 31 new 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 20 marine experts, including the city’s leading scientists. Using an internationally-recognized scientific criteria for identifying Ecologically or Biologically Significant Marine Areas to locate in 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.

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 “whale-watching” tours during dolphin-watching tours. Starting in 2014, WWF engaged tour operators, who have been running in Lamma waters for decades, with the provision of knowledge-based tours. The Tai O Dolphin Watching Inter scouts Programme has provided over 2,000 guided boat tours for more than 85,000 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 40 per cent to an average of 95 per cent this year, and reached 76 per cent in September 2016.

13 / Assistant Editor: L.C.T.
ON THE SEA AT HOI HA

Tucked away in one of the city’s five marine parks, the Audubon Club HSBC WWF Hong Kong Iris Ke Master Life Centre is a vital resource 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 marine life. Last year, 2,700 people discovered another side of Hong Kong in the centre’s outreach programmes. The research centre was the venue for the SCF Discovery of Ocean Defenders project, which gives students an overview of the city’s biodiversity by getting students to collect and record plastic from different locations around the city.

PLASTIC DEBRIS

Plastic debris constitutes 60-80% of all marine litter found across Hong Kong’s shores, on the surface of the water and on seaboards according to the two-year Coastal Marine Audit survey conducted by WWF and partners across 34 sites with the help of 5,000 volunteers, groups and representatives of local fishing communities. Most of this litter is single-use plastic products, such as packaging, bottles and bottles. 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 reusable straws and replacing the plastic bags used by the fishing industry with new materials. A study looking at land-based sources of marine litter is present in Hong Kong started as well as the initiation of district-based surveys and clean-ups with our 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.
NO SHARK FIN CARRIAGE

At least 15 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, eleven 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 encounter 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 execute the seafood supply chain's debt-shark fin carriage.


SUPPLYING SUSTAINABLY

A total of 16,663 pledges were collected by WWF from December 2015 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 supermarket chains could be performing worse in terms of 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 purchasing, and lack of adequate and accurate labelling. The effort has already seen progress, such as the partnership with 799 Stores to update its seafood supply chain by ensuring globally threatened species are to decline, and adding species name, country of origin and production method (wild caught or farmed) on its labels. WWF is working with other chains on their procurement policies to ensure consumers can check out sustainably sourced seafood.

26,463

At least 16,663 pledges have been collected by WWF from December 2015 to June 2017 in a consumer opinion poll focusing on the need for local supermarkets to adopt sustainable seafood procurement policies.
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 loss of new housing sites in the report for housing supply shortage is 45 per cent in terms 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 supported the East Lantau Metropolis development which aims to reduce land around two islands next to Lantau and will involve irreparable ecological damage to the marine environment. WWF also urges the government to designate the Po Toi O Islands as a country park, and ease Chinese white dolphin habitats to the West of Lantau as a marine park. WWF’s team also provided advice to various government departments on the biodiversity element of projects included under the Biodiversity Strategy and Action Plan launched in December 2020.

ON WATCH

WWF’s environmental monitoring programme examined planning applications that may affect natural habitats or wildlife conservation. Out of the 130 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 preservation of ecologically sensitive habitats in several large-scale development plans. WWF’s team also brought to the government’s attention 22 cases of non-compliance with 30 per cent of these resulting in enforcement action.
INVESTING IN THE CLIMATE

If we want to keep the global average temperature rise below 1.5°C as stipulated in the Paris Agreement, the vast majority 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 2018, 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 changes of not preparing investment portfolios for climate change mitigation. With the scale-up of electric vehicles, the demand will need for oil will diminish. WWF spoke at an investment breakfast in London about an Asian equity investors and conducted numerous meetings with financial institutions to explain this trend and its potential benefits. In the year ahead, we will continue to engage key financial players and encourage sustainable investing. To this end, we are developing a “Climate Prize” that covers finance, science, policy and technology. Our goal is to involve investors that positive returns and pioneering the planet are not mutually exclusive concepts.

REALIZING ZERO FASHION

The clothing and textile industry accounts for five per cent of CO2 emissions and produces nearly seven per cent of waste in the globe annually. With the global apparel consumption projected to increase by five per cent from 2015 to 2025, the industry must evolve to reduce the environmental damage. Apart from its signature Sea to Carbon Manufacturing (LSPM) that promotes sustainable fishing manufacturing, we have supported first Hong Kong Fashion Business, Asia’s largest conference on sustainable fashion, to foster collaboration among manufacturers, brands, policy makers and academics 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.

GET INVOLVED

PANDA EVENTS

WWF-Hong Kong holds supporter events like Walks for Nature, The Big Bake 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 2,700 participants.

INDIVIDUAL DONORS MAKE OUR WORLD GO ROUND

Individual donors play an important role in supporting WWF to deliver conservation impact. In 2018-19, more than 34,000 individuals supported us through financial contributions, joining our membership programme and adopting endangered species.

We welcome the public in many ways—the person in street, in shopping centres, of community-based events, by electronic channels like television, online communications and social media. We work hard to meet our supporters at WWF events 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 help arrest environmental challenges and opportunities. We provide businesses to cooperate through different environmental and carbon reduction initiatives, securing sustainable business practices in Hong Kong.

The business sector is the biggest emitter, with Hong Kong and it has an indisputable role in reducing energy consumption and carbon footprint. We have endorsed a carbon reduction for companies to start their “net zero” journey so that they can contribute in fulfilling the Paris Agreement. Besides, we have three events at the Po Na Nature Reserve, Island House and Hila Ha Marine Life Centre, so we consider various advisory sessions, educational activities and staff training their environmental awareness through valuable board on carbon emissions operation. In 2018-19, we received support from top companies and organizations through donations, gift-in-kind and pledge. By running businesses, advertising and the community, we can transform Hong Kong into Asia’s most sustainable city.
POWERING THE FUTURE

Hong Kong’s potential for solar electricity generation was demonstrated in June 2017 with the installation of three solar PV (photovoltaic) systems in Tai O. Part of the Sustainable Communities Initiative, the project serves to increase public awareness of the applications for rooftop solar and provide real-life insights into both policy makers and power operators for the utilisation of distributed renewable energy sources.

The pilot project was a considerable and promiscuous demonstration of the growth, the past and the future, and a step towards the utilisation of distributed renewable energy sources.

CREATING SUSTAINABILITY

WFP’s recent sustained improvements in energy sustainability through its Low Carbon Office Operations Programme (LCOP) and Low Carbon Manufacturing Programme (LCMP) were supported by a series of workshops creating 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 increasing socially responsible investment in renewables and resources. The workshops had a tremendous response with 320 participants from 260 companies of which 95 per cent said they would keep up with these environmental performances. One of the central goals of the LCOP and LCMP programmes is to demonstrate the possibility of leveraging business growth from greenhouse gas emissions. In December 2019, the management office of Landmark Group, an office tower and shopping centre complex in Hong Kong, became the first company in WFP’s history to become a ‘fast into action office’.

FOR A SOLAR POWERED CITY

On 25 March 2017, a record-breaking 87 countries and territories were dark for Earth Hour, a worldwide movement that unite individuals 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 climate change. The event was celebrated with aawan of support across Hong Kong, with 56 local schools and 150 companies, organisations and buildings, committing to take a step forward in combating climate change by switching off their lights from 8:30 pm to 9:30 pm. Citizens and organisations attended the lights-out counters event in Tsim Sha Tsui and took part in an online activity in support of renewable energy.

To further enhance the leading company’s green credentials, 19 organisations engaged a 4.2 million engagements.

10% REPROducible REPORTS
THE FIRST TIME HONG KONG GOVERNMENT DID IT FOR THE FIRST TIME
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 OPLP initiative focuses on natural learning and outreach, targeting youth, uniformed groups and tertiary students aged 13-17. Participants are exposed to a range of experiential learning and scientific research projects.

In the One Planet Leadership Training Programme, 25 tertiary students went through two series of training and workshops and committed to a further 50 service hours to WWF, including Earth First. WWF’s takes a train-the-trainer approach to equip leaders from youth groups with the knowledge and skills to conduct environmental leadership and marine literacy tours. Using standard research methods will lead to a direct comparison of scientific result with other research.

LEARNING HANDS-ON

Summer holiday news summer camps and that means Nature Adventures, one of WWF’s most popular programmes. To accommodate the intense interest in the programmes and engage students from various age groups, two further programmes were developed: Nature Explorers and Green Explorers. Catering for children aged five years of age, summer school is opened to around hands-on experience and group challenges at one of Hong Kong’s most scenic natural habitats. Students can quickly discover the relationship between people and nature, learning about sustainable living and how nature promotes positive attitudes towards the environment. Eight summer school seminars were held from July-August 2016.
The Secret Gardens of Island House

There is a secret garden in Hong Kong and it’s hidden away on Tin 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 1987, 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 enthuasists. Environmentally friendly events hosted over the past year included a GPS-based Geocaching activity that led participants around the grounds on a breadcrumbs treasure hunt. Participants were also motivated to reduce their additions to single use plastics and research the waste found in share-house clean-ups. Waste reduction was also the focus of a community conservation day held in collaboration with the South Africa association 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.

Financials

The following highlights provide an analysis of the Annual Report and Accounts of WWF-Hong Kong for the year ended 31st March 2017. The financial data and accounts have been audited by Sinoaccountants 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 35% 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 24%. Corporate donations, represented 15% of the total income for FY17. There was an increase in public sector grants for new Ocean programmes such as ECP-Sea Without Litter, Discovery of Ocean, Delfter and All Heads On Deck.

Source of Income for FY2017

HK$94.4M

- Individual donations
- Corporate donations
- Public sector donations
- Fixed income
- Other income

58% 15% 9% 4% 0%
CORPORATE GOVERNANCE

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

WWF-Hong Kong’s governing body is the Executive Council. Six 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, expressing strategic direction, conservation programmes and annual budget, and monitoring operations of WWF-Hong Kong.

Membership of the Executive Council must be a trustee member 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 and following his or her election when he or she shall retire, but shall be eligible for re-election for no further term of three years. Members may serve a maximum of six years, unless elected otherwise by the Executive Council.

Chairman
Mr Edward M. HO

Members
Mr Andrew H. BHADANHARE (Hon. Legal Advisor)
Ms Sylvia CHAN
Ms Irene N.Y. CHOU
Professor David DUGGAN
Mr William W. FLANZ
Mr David H.L. HONG, BBS, JP
Ms Shek KYUNG-LEUNG (Hon. Treasurer)
Mr Frederick J. LONG
Dr PANG Kingdom, MBE
Professor Venema S.ODOY
Mr Douglas C.K. WONG, JP

A number of sub-committees, composed of experts in the relevant fields, enhance the breadth and depth of the Executive Council’s work. Early 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 put appropriately, we are committed to providing clear, accurate and transparent financial information for public scrutiny. Our financial accounts presented 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)

DELIVERING IMPACT AND RESULTS

Total expenditure for FY2017 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 in Biodiversity & Sustainability. Community engagement and education are being pursued through our customer-centric online services and experience delivery. As in previous years, a portion of our donated income was contributed to WWF networks 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 stream and resource targets necessary to support our conservation missions.

EXPENDITURE ALLOCATION FOR FY2017

HK$89.4M

51% Supporter Service

24% Administration

13% Community and Education

7% Energy and Biodiversity

4% Wildlife

5% Water & Wetlands
OUR THANKS

Without the support of many corporates and individual donors, a small number of whom are recognised here, any work that we could not have been possible. We would like to extend our heartfelt thanks to all of you for allowing us to share our mission, and to make it a vibrant future for all.

WWF-HONG KONG CORPORATE MEMBERS 2017

Double Diamond members
China Everbright International Limited
Crystal International Group Limited
Jardine Group
Kerry Holdings Limited
MP Jardine International Limited
North Investment Group Limited
The Hongkong and Shanghai Banking Corporation Limited
The Well Holdings Limited

Diamond members
Citi
KLI Management Limited
May Cheong Metal And Building Materials Company Limited
Mitsubishi Group
Powris Tiger Group Limited
S.C. Johnson Limited
Show & Sons Limited
Sun Hung Kai Properties

Gold sponsors
CCTV Limited
Hong Kong Bank
Mayflex Group
Mandarin Local Group
Kowloon Development Company Limited
MSOS (Hong Kong) Company Limited
Renaissance Asia Pacific Limited

Silver sponsors
The Hongkong and Shanghai Hotels Limited
Zeeba Foundation

Bronze sponsors
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Mr Tommy Tang
WWF-Hong Kong numbers

229,888
people supported WWF’s conservation initiatives this year

30
percentage of Hong Kong’s waters that should be established as Marine Protected Areas (MPA) by 2030

5,600
the number of pledges made by companies, organisations, and buildings for Earth Hour 2017

2,050+
the number of species recorded in Mai Po after WWF’s two-year biodiversity survey