Mai Po – Nature’s 21st Century Classroom
The establishment of WWF-Hong Kong marked a milestone for conservation in Hong Kong. For the first time in Hong Kong’s history, we were actively raising awareness and educating people about environmental issues like wetlands and wildlife conservation both at home and abroad. We also devised the Big Bird Race, a bird-watching fundraising event which was fun but which also made a serious point. Over the years, the money raised by the race has been crucial to the maintenance and improvement of the world-renowned Mai Po Nature Reserve. And I went out in nearly every race! I’m very glad that the Race is still an important event for WWF.

If I needed to describe myself, I would say I am a country man at heart. During my many years in Hong Kong I have taken a keen interest in horticulture, wildlife and Hong Kong’s landscape.

As Secretary for the New Territories, I lived at Island House in Tai Po from 1974 to 1985, a delightful and breezy place with a breath-taking view of the sea. There, I witnessed a small town turn itself into a busy new town. In 1986, I put forward the idea of turning Island House into a conservation studies centre, as I thought it would make a good home for WWF. The House had already been declared a heritage building and I thought turning it into a WWF centre would be a good way to preserve its cultural heritage as well as the diverse flora and fauna of the vicinity.

During my time as chairman, we put a great deal of effort into ocean conservation initiatives. Much time was spent lobbying the government to ban bottom-trawling and to increase the number of marine parks and marine protected areas. On the trawling ban, we achieved success. On marine protected areas, we are still fighting!

We also began partnering with corporations – something which was quite unusual in those days – and developed the Corporate Membership Programme which is still going strong. One outstanding achievement was the planning and development of the beautiful Hoi Ha Marine Life Centre. Perched above the sea, this centre was envisioned as a marine conservation and education hub which would benefit all of Hong Kong. I’m very pleased that this vision has come true.
"After 2005, we saw a distinct change in the public’s attitude towards climate change and the unsustainability of our consumption-oriented lifestyles. This era saw WWF launch several far-reaching programmes aimed at promoting collaboration and determination for conservation. These were generally very well received – our Sustainable Lifestyle Target Education Programme (STEP), Earth Hour and Seafood Guide, all got people talking about global issues and empowering them to take action. WWF showed people from all walks of life how making small changes in their daily lives can create significant, lasting change at the local, regional and global levels."

"In the 1990s, WWF-Hong Kong played a pivotal part in wetland conservation by securing the designation of Mai Po and Inner Deep Bay as a Ramsar site. This not only put Mai Po on the world’s important wetland list, it created pride and awareness for the people in Hong Kong of their natural heritage, making Mai Po one of our crown jewels in the long list of natural heritage sites to be protected for the future. In addition, Mai Po became a centre of excellence through the hard work of our WWF colleagues, as a Wetland Training Centre for managers of nature reserves in Hong Kong as well as the Chinese Mainland, also providing school education programmes and our enduringly popular Walk for Nature event."

"Over the last 35 years, WWF has made an indelible and unforgettable mark on Hong Kong. Our work was groundbreaking and imperative in the 1980s, and our conservation and education initiatives are just as relevant and important today. Our aim is to Transform Hong Kong into Asia’s most Sustainable City, and as we embark on our ambitious Hong Kong Jockey Club Mai Po infrastructure upgrade project, which will create an incredible 21st century nature classroom for the coming generations, I know we will remain a driving force for nature and inspire future conservationists long into the future."

"Joining WWF-Hong Kong in June 2016 was a great honour as WWF is a world-respected conservation organization. I admire the ongoing work of the professional WWF teams which has a real impact to protect local biodiversity. In leading the WWF team, my goal is to deliver a 21st century, nature-classroom at Mai Po Nature Reserve, and other conservation initiatives to ensure that WWF, together with the Hong Kong community, can deliver on a vision to Transform Hong Kong into Asia’s most Sustainable City. Working with our regional and global network of offices and with educators and conservation leaders on the ground, the WWF team is focused on our conservation impact and community activities."
35 YEARS OF CONSERVATION
Mai Po Nature Reserve is established. WWF begins actively managing the Reserve.

School tours of Mai Po are launched for teachers and students, laying the foundation for WWF’s education programmes, which later become our Education for Sustainable Development programmes.

Peter Scott Field Studies Centre is officially opened by Sir David Wilson.

WWF, known as the World Wildlife Fund, is founded in Switzerland.

The first “Big Bird Race” is held, raising money to acquire Gei wai at Mai Po. This flagship fundraising event continues to be held to this day.

Island House becomes a Conservation Studies Centre operated by WWF.

The first “Walk for Nature” event (then called “Discover Mai Po”) is held, helping the public learn more about Mai Po Nature Reserve.
Earth Hour is held in Hong Kong for the first time, encouraging people to save energy and change climate change.

WWF’s Corporate Membership Programme is launched, helping companies adopt more environmentally-friendly and sustainable business practices.

We fought against eco-vandalism in Tai Long Sai Wan through partnering with other green groups. The area was designated as country park area in 2013.

We fought against eco-vandalism in Tai Long Sai Wan through partnering with other green groups. The area was designated as country park area in 2013.

East Asia’s first Seafood Guide is launched by WWF, promoting sustainable seafood. The first Hong Kong-specific Carbon Footprint calculator is launched, helping Hongkongers combat climate change.

WWF’s “Rewrite Their Future” petition calls on the Hong Kong government to permanently ban the ivory trade in Hong Kong. The Chief Executive announces in his 2016 Policy Address that the government will “actively explore phasing out the domestic ivory trade.”

After eight years of campaigning, Hoi Ha Wan becomes one of Hong Kong’s first three marine parks. In 2003, the Jockey Club HSBC WWF Hong Kong Hoi Ha Marine Life Centre, Asia’s first “classroom on the sea” is established.

WWF, in conjunction with other green groups, launches the Coastal Watch project, using citizen scientists to survey and clean up debris in Hong Kong’s marine environment.
Our work to protect the marshes and Gei wai of Mai Po and Inner Deep Bay, a vital stopover site for waterbirds migrating along the East Asian-Australasian Flyway (EAAF), has given hundreds of thousands of birds passing through Hong Kong shelter and sustenance over the decades.

**Here are just some of our wetland achievements over the past 35 years:**

- Management of Mai Po Nature Reserve to ensure this highly diverse wetland is protected and used to educate people from all walks of life
- Facilitating the declaration of Mai Po and Inner Deep Bay as a Ramsar Site
- On-going work to research and conserve waterbirds along the EAAF
- Becoming a centre of excellence for wetland management training for the region

**WETLAND MANAGEMENT TRAINING PROGRAMME**

Since 1990, WWF has worked with China’s State Forestry Administration and other government departments and NGOs. Through training courses delivered in Mai Po Nature Reserve, we have shared our philosophies, principles, insights and experience with hundreds of wetland conservation experts from mainland China and Asia. We teach 150 participants every year best practice examples of how to manage their reserves and run effective environmental education programmes, while deepening their understanding of the enormous value of wetland ecosystems.

As of 2016, WWF had organized more than 400 such courses for more than 4,500 participants, helping to improve the management of numerous wetlands in China and conserving wildlife that depends on these ecosystems.

“I joined WWF in 2001. I was a wild bird researcher before that. At WWF, I put my wetland conservation skills and experience into practice, which is very meaningful for me. Leading our Wetland Management Training Programme for 16 years has allowed me to witness the improvement of wetland management across China. I am so proud that Mai Po has become a best practice example for many other wetland reserves.

We work with reserves around China to improve local wetland managers’ skills in management planning, protected area design, habitat management and more. Two project sites of our programme have been designated as Ramsar sites, helping to ensure the integrity of the East Asian-Australasian Flyway.”

Dr Xianji Wen, Programme Head, Mai Po Nature Reserve and Regional Wetlands
For more than 30 years, Mai Po Nature Reserve has been a paradise for Hong Kong’s conservationists and visiting waterbirds. Over time however, the Reserve’s facilities have deteriorated, with buildings, bird hides and footpaths in need of a major overhaul. Beginning this year, a major refurbishment project will fundamentally transform Mai Po with a refurbished education centre, a new training block, new bird hides and widened footpaths which will improve access for wheelchair users.

These new facilities will create a true 21st century nature classroom - enabling access for all - a broadened range of educational activities, increased support for visiting scientists and conservationists, and the optimal environment for those that matter most: the many waterbirds that visit Mai Po.

“I joined the Mai Po Nature Reserve family in 2005. Ever since I was young, I have been addicted to nature and outdoor activities. After I graduated I dedicated myself to environmental conservation. It’s a pleasure to work at Mai Po Nature Reserve – I manage and maintain Mai Po with a great team of field workers. We maintain wetland habitats to ensure that they’re suitable for wildlife, especially the migratory waterbirds that travel such a long way to rest and feed here. There are tens of staff in the Mai Po team and we all work together to ensure the reserve provides one of the most important stopover and wintering sites for migratory waterbirds in the South China region.”

Katherine Leung Kar Sin, Assistant Reserve Manager
PROTECTING PRECIOUS OCEANS

Hong Kong is deeply connected with the sea – our city began its life as a fishing community, while today our lively harbour and our stunning coastline define us to tourists and the wider world. Up until relatively recently, Hong Kong’s waters were bursting with fish, marine mammals and corals, but rampant reclamation, development, pollution and over-fishing have stripped the life from our seas. Through the years, WWF has made restoring our marine biodiversity a priority. We aim to have 30% of HK waters declared as marine protected areas by 2030.

This recently-published map was produced with the help of dozens of experts. Together, we identified 31 marine ecological hotspots throughout Hong Kong waters which are home to representative, rare or threatened species and habitats that merit conservation and scientific research. The map provides a path for the development of future marine parks and protected areas. When, for example, the corals of Crescent Island, the horseshoe crabs of Tung Chung Bay and the dolphins of West Lantau are protected, these hotspots might just become “hopespots” for the next generation.

Our achievements include:
• World-leading trawling ban - 2012
• Seafood Guide - 2014
• Creating a safe haven for dolphins - 2016
• Investigation into seafood - 2017

“I joined WWF in 2014. Ten years ago I fell in love with the underwater world when I started diving research at university. The fascinating marine creatures beneath the surface amazed me.

The Marine Ecological Hotspot Map was a memorable project. With a high variety of habitats and biodiversity, creating this map was not easy. Collaborating with scientists and experts was of the utmost importance. This map is not the end, but the start of our marine conservation journey. I’m looking forward to more collaboration between citizens from all sectors of society – I want us all to understand and treasure our precious marine hotspots, and work together to protect them.”

Patrick Yeung Chung Wing, Project Manager, Marine
"I have worked as a biologist in Hong Kong for almost 25 years. I became interested in WWF-Hong Kong shortly after arriving in the early 1990s. At that time there was little focus on the marine environment other than the Chinese white dolphin. However, marine issues slowly came to the fore and I became increasingly involved with WWF as its focus and activities expanded towards making the city a sustainable seafood and legal wildlife trade centre. I was delighted to join Exco and honoured to chair the Conservation Advisory Committee supporting conservation programmes and planning. At both personal and professional levels I have enormously enjoyed collaborating with WWF staff. As one example, I have worked closely with WWF colleagues on the iconic Napoleon (or Humphead) wrasse since the early 2000s, helping create the successful CITES Appendix II listing of this species."

SAYING “NO” TO SHARK FIN IS RESPONSIBILITY

Shark populations around the world are in precipitous decline. With more than half of the global trade in shark fin passing through our city, Hong Kong has a growing responsibility to act. WWF has been working on multiple fronts to raise awareness and engage businesses and consumers to reduce trade and consumption of shark fin.

One of WWF’s most notable achievements in recent years was the commitment of the world’s 17 largest shipping companies to stop shipping shark fin products. Our corporate pledges have hundreds of companies’ support, and leading hotel groups have banned shark fin altogether. The momentum is continuously growing. Now, that’s fintastic!

FIND OUT ABOUT YOUR SEAFOOD WITH OUR NEW APP

As avid lovers of seafood, Hong Kong people rank second in per capita seafood consumption in Asia, gobbling up over 65 kg of seafood per person every year. By working with stakeholders along the supply chain, including major catering and hospitality groups, as well as launching a campaign on supermarket practices, WWF-Hong Kong is breaking new ground in this area, fostering a conducive market environment for sustainable seafood, and driving market players to take up more responsibility in sustainable seafood sourcing. Use our app to find out about the seafood on your plate.

"My university professor once told me that ‘fishery management is not managing fish per se, it is managing those who take the fish.’ I have since realized that most, if not all, environmental challenges arise from humanity’s ever-increasing, and very often too greedy, demands on nature. Since I joined WWF in 2009, I have witnessed the evolution of WWF’s work on sustainable seafood and shark fin to meet these challenges – from raising public awareness and talking to seafood traders in the early years to partnering with groups on sustainable seafood action plans. We drove major hospitality groups to ban shark fin and worked with global shipping companies to create “no shark fin” carriage policies. These days WWF and other stakeholders all want the same thing: a sustainable business which is also sustainable to the environment. With a shared vision, nothing is too big for WWF."
“Working in Mai Po as my first job after university and conducting surveys throughout Hong Kong for my Ph.D. research made me realize how special Hong Kong is. We have a very rich biodiversity, including unique species like Romer’s Tree Frog and Bogadek’s Legless Lizard that are found nowhere else in the world; highly threatened wildlife such as Pangolin and Golden Coin Turtle that are driven towards extinction in other places, and tens of thousands of waterbirds stopping here during their epic migrations. That all these animals and plants share this tiny home with 7.3 million people makes it even more amazing.

Ensuring that our special natural heritage continues to thrive is integral to our quality of life and the earth’s life support system. Hence we need a comprehensive conservation policy and long-term visionary planning. That’s why WWF actively participated in the formulation of Hong Kong’s first Biodiversity Strategy and Action Plan (BSAP) and the HK 2030+ planning study.”

I joined WWF in the midst of the KCR Lok Ma Chau Spur Line crisis. I was involved in a petition to protect the Long Valley wetland, and when the EIA report was rejected, I thought that protest was the best way to push the government to stand by your side. In recent years, I learnt more about how to protect ecologically important areas through dialogue with the stakeholders including the government.”

The Convention of Biological Diversity was extended to Hong Kong in 2011 and since then, the Hong Kong government has been working to uphold its obligations to the convention by developing a Biodiversity Strategy and Action Plan. For more than five years, WWF has been closely involved in numerous consultations with the government, participating in discussions on strategy and providing conservation recommendations.

We have also been engaging with the public, giving talks to help people understand the value of biodiversity and the importance of preserving our natural environment. Exhibits like our Wall of Destruction have helped show the dire consequences of environmental vandalism, and our online petitions have allowed people to express their views to the government.
SAFEGUARDING LOCAL BIODIVERSITY FOR 35 YEARS

Hong Kong may be geographically small, but our vast variety of landscapes and ecosystems has blessed us with the biodiversity of an entire continent. WWF is committed to protecting this biodiversity for the next generations. We act as a watchdog and a guardian for Hong Kong’s natural environments, providing science-based solutions and working with stakeholders to develop sustainable, realistic paths forward.

TRANSFORMING HONG KONG INTO ASIA’S MOST SUSTAINABLE CITY

Hong Kong is a world-class city, yet we lag far behind our neighbours in several key sustainability measures. WWF has several key policy suggestions for Hong Kong’s next Chief Executive:

• Devise a holistic action plan to reduce carbon emissions by 30 to 40 per cent by 2030 and have at least five per cent of our electricity generated by renewables
• Commit to zero development in our country parks and enclaves by adopting a “brownfield first” policy in any planning and development strategies
• Establish a conservation trust to safeguard and finance the long-term biodiversity management of ecologically important sites across Hong Kong
• Establish marine protected areas covering at least 30 per cent of Hong Kong waters by 2030 to preserve and protect the future of our marine life and our fishing community
• Recognize wildlife crime as a serious crime and enhance investigation and enforcement
• Provide incentives to encourage businesses and consumers towards sustainable trade, consumption and investment.
Climate change is one of the most serious challenges ever faced by humankind. Internationally, WWF is playing a leading role in developing, advocating and implementing solutions that will reduce carbon emissions and avoid the worst impacts of climate change. Over the years, we have made great strides in raising the issue of carbon emissions, energy efficiency and renewable energy with the government, the public and the business sector.

In 2007, WWF launched Earth Hour in Sydney, Australia. By encouraging people to turn off all their non-essential lights for one hour. The first Earth Hour inspired a movement which continues to this day: By saving energy, we help create a better, more sustainable future for ourselves and for the Earth.

People from all walks of life all over the planet have responded time and again to this simple but effective call to action and today, Earth Hour is the world’s largest collective environmental event.

Many drops make a waterfall and while the symbolic act of turning off lights for an hour may not seem like much, but if small, sustainable actions are performed every day by people all over the world, they will add up to something huge.

In January 2017, the Hong Kong government set an ambitious objective to cut our city’s greenhouse gas emissions. Hong Kong’s coal and gas power stations are driving climate change and must be phased out. It’s time to harness the power of the sun that falls on our rooftops and the wind that blows across our waters. Hong Kong is on the cusp of an energy revolution. Let’s embrace it!”

Mr Chen Xiaoping, Director of Everbright International Environmental Protection Charitable Foundation

Gavin Edwards, Director of Conservation
WWF-Hong Kong began the “Solarizing Communities” project in Tai O in June 2016. WWF is seeking to popularize the installation of rooftop solar photovoltaic (PV) systems across Hong Kong. The project involved installing three on-grid solar PV systems on three stilt houses with rooftops facing south to south-west, providing a clean energy alternative for villagers to power household appliances and community lighting systems. The systems show how PV can generate between 6,000 kWh and 7,000 kWh of electricity every year, with each system supporting more than one-third of an average household’s annual electricity consumption.

Business and industry are responsible for much of the world’s carbon emissions. Since 2009, WWF-Hong Kong’s two business climate engagement programmes, the Low-carbon Office Operation Programme (LOOP) and the Low Carbon Manufacturing Programme (LCMP), have been working to improve the carbon performance of companies and factories in Hong Kong, the Pearl River Delta and beyond. We now have 141 LOOP and 75 LCMP members.

WWF’s newest signature event sees runners speed over various courses to raise support and awareness for WWF’s conservation and education programmes. The latest event, our third Run for Change, was held in February 2017 at the scenic Science Park in Tai Po. Over 800 participants, including 37 corporate teams raised over $500,000 for WWF’s conservation and education programmes while also raising awareness of the importance of renewable energy through the theme “For a Solar Powered City”.

“Hong Kong receives a lot of solar radiation – amounts comparable with nearby places like Macau, Taiwan and southern China. Hong Kong has enormous potential to develop solar energy – our Solarizing Communities project is a perfect example. With more support from the government in the form of a feed-in-tariff policy, I believe solar energy systems will become popular in the community. Hong Kong certainly has the potential to become a solar-powered city – by spurring a transformation to green energy, we can help Hong Kong transform into Asia’s most sustainable city.”

C.W. Cheung, Assistant Director, Conservation (Climate and Energy)
BHUTAN – A TINY COUNTRY THAT’S BIG ON TIGER PROTECTION

The tiny Himalayan country of Bhutan is leading the global push to create safe havens for the enigmatic and endangered wild tiger. Bhutan is one of thirteen countries working towards Tx2 – WWF’s global campaign to double wild tiger numbers in twelve years by the next Chinese Year of the Tiger. The country concluded a national tiger survey in 2015, finding an estimated 103 tigers living in its pristine forests, including some that roam as high as 4,000 metres above sea level.

In late December 2016, Bhutan announced it was adopting the world-renowned Conservation Assured Tiger Standards (CA|TS), signalling its determination to secure the long-term future of the country’s wild tigers. WWF-Hong Kong has made an appeal for donations to support this initiative in 2017.

WWF LEADS THE FIGHT AGAINST POACHING

WWF was founded in 1961 with a mission to save the world’s threatened wildlife. For over 50 years, we have focused on saving species both large and small around the planet. However, as developments are taking off at lightning speed, the world’s wildlife is being pushed to face the grave crisis of mass extinction. Amidst all the adversities, WWF firmly believes that humanity can live in harmony with nature.

The Earth has already lost half of its wildlife in the past 40 years. Between 1970 and 2010 populations of mammals, birds, reptiles, amphibians, and fish around the globe dropped 52 per cent or more. The battle we face is daunting with mounting threats: Habitat destruction and degradation, unchecked human development, pollution and wildlife crime are combining to decimate populations of elephants, tigers, rhinos and more.
In 2015, WWF investigated the ivory trade in Hong Kong, and obtained video evidence which uncovered several fundamental flaws in the current regulatory system. The findings demonstrated that the legal ivory trade can be easily exploited, and fuel the present-day poaching of African elephants.

The results were published in a report called *The Hard Truth* – a powerful document which WWF presented to the public and used to lobby the Hong Kong government to ban ivory trade. This public campaign worked has mobilized public support for an ivory ban in Hong Kong. The Chinese characters for “ivory” literally translate to “elephant tooth”. Over the years, this has led to a popular misconception that ivory just “falls off” an elephant naturally, causing no harm to the elephants. But the reality is that taking ivory from an elephant inevitably leads to its brutal death as the tusks are connected to the elephants skull. The campaign called on Hongkongers to use their creativity and design a brand-new Chinese character that accurately portrays the cost behind ivory. We need to end the poaching, end the slaughter and end the trade in ivory.

“The world’s future depends on the path we choose today. At a time that the planet’s species, such as elephants, rhinos and tigers, are disappearing at an alarming rate, we aim to halt and reverse the declining trend.

Hong Kong is the largest market for ivory products, carrying more items on sale than any other surveyed cities. To save the elephants and put an end to this brutal trade, we have mobilized Hongkongers to pressure the Government. Following a massive anti-ivory campaign, the Hong Kong Chief Executive finally committed to phase out the ivory trade in January 2016. This was a milestone.

Moving forward, we must stop Hong Kong being used as a route for transnational criminal gangs that smuggle wildlife products.”

-Cheryl Lo, Senior Wildlife Crime Officer

The giant panda is an iconic symbol for WWF and a national treasure of China. These gentle wild creatures live in the mountainous bamboo forests of western China. Threatened by habitat loss, fragmentation and hunting, giant panda numbers fell throughout the 20th century. Thanks to intense and proactive conservation work, China’s panda population recorded a 17 per cent increase in the decade between 2003 and 2013 – rising from 1,596 to 1,864.

There is still much work to be done, however, and WWF is busy on multiple fronts trying to increase the amount of protected panda habitat, create green corridors, perform research and monitoring and patrol against poaching and illegal logging.
A NATURAL EDUCATION

Educating the next generation continues as a core mission for WWF-Hong Kong. Over the years, our programmes have changed, but the Education Team’s aim remains the same – instil the joy of being out in the natural world and create conservation and sustainability advocates with fun, engaging and real life experience. Our programmes for students, teachers and the public in schools and at Mai Po Nature Reserve, Hoi Ha Marine Life Centre and Island House Conservation Studies Centre are inspiring Hong Kong’s youth with the knowledge necessary to make our society greener, more energy efficient and more conservation oriented.

ONE PLANET EDUCATION PROGRAMME

WWF’s One Planet Living is a global initiative that aims to make sustainable living a reality. WWF-Hong Kong’s highly successful education programmes are now being aligned under the principles of the One Planet Living initiative, UNESCO’s Education for Sustainable Development (ESD) policies, and our own vision – to transform Hong Kong into Asia’s most sustainable city.

The One Planet Education Programme will build on the success of our citizen science-based Coastal Watch and Discovering Biodiversity in Hong Kong Wetlands projects, mobilizing young people across Hong Kong and the region to take conservation action through hands-on, experiential learning activities.

Working with various stakeholders, including individual schools and the Education Bureau, we will mainstream ESD into the Hong Kong education system, inspiring students and youth to become future conservation champions.

“Bringing kids into nature is an absolutely fascinating experience. Nature itself is the perfect classroom. It is equipped with the best learning components: diverse wildlife and habitats that immediately surround the students. Better, no textbooks are required! Complementing formal school curriculums in Hong Kong, our education work in these natural classrooms has evolved over the years from pure interpretation and field trips into action-based experiential learning.”

Yamme Leung Yan Ming, Director, Education
NEW AND EXCITING WAYS TO LEARN ABOUT NATURE

“Our One Planet Education Programme is educational, fun and action-based. Families learn about biodiversity through geocaching – a treasure hunt with a GPS-equipped mobile device. This journey of discovery lets people work together to get a closer look at the environment. Our multi-day summer holiday camps also help children immerse themselves in nature. They experience wetland conservation work, encounter coral communities when snorkelling in a marine park, and enjoy many other unique experiences that help develop stronger links between people and nature.”

Cecily Yip Sze Man, Education Manager, Development

DISCOVERING BIODIVERSITY IN HONG KONG WETLANDS

In May 2015, WWF-Hong Kong launched a historic project called Discovering Biodiversity in Hong Kong Wetlands. Supported by HSBC and using experts and citizen scientists to conduct numerous wildlife surveys, the project’s aims were to discover the current ecological state of these wetlands and develop a biodiversity inventory to be used for long-term ecological monitoring and habitat management decision making.

The two-year project was a huge success, showing that despite not having a strong background in science, ordinary people with an interest in conservation can still make valuable scientific contributions. Teams of experts and over 450 citizen scientists volunteered over 6,600 service hours, recording over 2,050 wildlife species in Mai Po, and delivering solid proof of the usage of Deep Bay by rarely-seen species like the Eurasian otter and the Mai Po Bent-winged firefly.

“Citizen scientists were essential to the project – in fact, it would have been almost impossible to complete the project within two years without them. Citizen scientists helped us collect data in the field and performed preliminary specimen sorting work and data input. Citizen scientists were involved in one of my most memorable WWF moments. It was last summer when we were conducting a firefly survey in Mai Po. We managed to record over 900 individual Mai Po Bent-winged fireflies – the highest-ever count for this species! If we can bring more people out of the city and into the natural environment to experience scenes like these, we can make the concept of citizen science even more popular.”

Alex Wong Wai Tung, Education Manager, One Planet Youth

COASTAL WATCH

June 2014 saw the launch of the ground-breaking Coastal Watch project, which created awareness and searched for solutions to Hong Kong’s serious marine litter problem. This was another unique education and action project which saw teams of volunteers perform marine litter and ecological surveys and clean up campaigns at 34 coastal and underwater sites around Hong Kong. The survey data is now being used to help the government formulate effective long-term solutions to our persistent marine litter problem.

These results showed that plastic litter is present in all Hong Kong coastal habitats. Plastic was the major component of the litter found at every site – ranging from 60 to 80 per cent of the litter collected, posing a serious threat to Hong Kong’s marine environment. We require community cooperation to tackle the problem at source and restore healthy seas.

WHAT’S NEXT?

WWF-Hong Kong has big plans for 2017 and beyond, see these QR code for more:
“Building for Tomorrow” has been the mission for The Wharf (Holdings) Limited. The Group has been conducting our businesses with a view to foster the long term development of the society.

Through our Business-in-Community initiatives, we are dedicated to nurturing the youth, supporting the needy, promoting art and culture, and enabling a greener future. Together with our staff and business associates, we are committed to improving people’s quality of life and fostering a sustainable community for our future generations. The Group has been selected as a Constituent Member of “Hang Seng Corporate Sustainability Index”, among the top 30 corporate sustainability leaders in Hong Kong in 2016. The group has also been awarded “CSR Index Plus Mark” by Hong Hong Quality Assurance Agency, in recognition of our continuous effort in corporate social responsibility.
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2017.7.28-8.6
太古城中心地下 (近誠品生活)
Cityplaza G/F (Near eslite spectrum)

活動包括 Activities include:
- 獸野工作坊 Mini Act Workshop
- VR 動物模型 VR Experience
- 影相機 Camera Trap
- 手繪工作坊 Hand Painting Workshop

#iProtectTigers

WWF Hong Kong
WWF Hong Kong
WWF hk
WWF hk
35
Years of conservation in Hong Kong

21st century

WWF’s refurbishment project at Mai Po Nature Reserve will create a 21st century nature classroom for the future enjoyment of the Hong Kong community.

35

planet on which we all live and work
to preserve. Together we can make a difference.

One

The year by which 30% of Hong Kong waters need to be designated as Marine Protected Areas.