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REDUCE
RETHINK

CHANGE THE WAY WE LIVE



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CHAIRMAN

Mai Po & Wetlands Oceans Climate Energy

Knock Plastic out of the Ocean

Knock Plastic out of the Ocean



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RESERVES / MARINE PARKS

- Guangdong Xiangtoushan National Nature Reserve**
Guangdong Neilingding Futian National Nature Reserve-Neilingding Island
Guangdong Neilingding Futian National Nature Reserve-Futian River Estuary Chinese White Dolphin National Nature Reserve

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WWF

LETTER FROM THE CHIEF & CEO MESSAGE



Our annual Earth Day environmental message is to turn off one day a year with us to turn off our lights. It is about taking action to preserve the environment, whether we choose to wear recycled clothing, transport ourselves by

This year's Earth Day theme is "Rethink, Change, Lead" on eliminating urban sprawl. We are calling on the World Bank to support a Smart City by becoming carbon neutral by 2030. We urge the World Bank to develop a city plan for dealing with climate change, leveraging global best practices. World Cities Day.

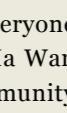
Education on conservation should start at a centre activities, and community events to join us at our Nature and Island House facilities and it's here we can transform a sustainable city.



Edward M. H
Chairman, Executive C
of WWF-Hong Kon



Peter Cornthwaite
Chief Executive Officer
WWF-Hong Kong



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GET IT
NFT LISTS



ED!



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THE STATE OF RECYCLING



"Recycling is not the solution to the problem of plastic waste in the environment. Even countries that have new systems are not recovering all of the plastics that is used. We need to understand that plastics cannot be recycled over and over again and that we are still manufacturing it at a rate that is not sustainable. Even if Hong Kong were to start building a state-of-the-art recycling system now, plastics would continue to proliferate in the environment. The only way to address this problem is to cut our dependence on single-use plastic items and start to reduce, re-design, re-think, replace and re-use and to reconsider the end-of-life of everything we buy."

Jo Ruxton

CEO
Plastic Oceans UK



"We're as much a source or a cause of plastic pollution as we are a victim of it, because plastics goes in the oceans and turns up on everyone's shores. This issue has been going on for a number of years, and is accelerating at an astonishing rate. We are all consumers, so we have to get on top of this before it overwhelms us. We have the tools, the knowledge, and the impetus to solve the plastics problem, and quickly. This will allow us to focus on really big stuff like climate change and sea-level rise. We need to continue to work together to make it happen."

Geoff Brighty

Technical Director
Plastic Oceans Foundation UK

PLASTIC SMART CITIES



"Marine litter has been brought to global attention in the last few years as we find more and more evidence of plastics in our oceans. The more single-use plastics that we use and throw away, the greater chance of it entering the ocean. We also realize that plastics is a useful material, we should not simply say NO to all plastics. In addition to phasing out unnecessary plastics, another issue in Hong Kong is that plastics recycling is not currently working due to the lack of support and regulation, as well as low public awareness. Our city needs to get smart and extend producer responsibility schemes to incentivise corporates and citizens to recycle responsibly."

Suzanne Cheung

Head of Conservation Policy
WWF-Hong Kong
suzannecheung@wwf.org.hk

PLASTICS TO THE HORIZON

Plastics manufacturers are facing increased global pressure to reduce plastic waste, primarily through recycling mandates and shifting end-user behaviour to reduce consumption. WWF-Hong Kong's environmental finance team examines the implications of this on plastics manufacturers in a report to be released later this year.

Asia is seeing rapid growth in plastics consumption but is behind the curve in taking steps to counter pollution through consumer behaviour and regulatory change.

The impact that reduced demand and increased recycling could have on plastics manufacturers in terms of earnings disappointment is yet to be seen.

Plastics manufacturers that are heavily exposed to basic resins will be most vulnerable to the likely slowdown in virgin plastic demand growth that will result from closed-loop recycling.

Currently, recycling is both difficult and expensive and has only a slight impact on the usage and demand for plastic. Recycling is expected to increase modestly over the next decade.

We expect that policies to prevent plastic pollution in Asia will be implemented over the next decade, and regulatory pressure to suppress plastic packaging and single-use plastics will increase.

The manufacture of plastic monomers has been healthily profitable for the past two years. A cyclical short-term downturn is currently underway but longer-term expectations are still positive – so there is significant room for earnings

disappointment if demand suppression results in long-term oversupply.

As single-use plastic pollution has emerged as a major issue in public consciousness, the potential for demand suppression via regulatory action presents perhaps the most significant risk to growth expectations.



Workshops for qualified institutional investors and financial professionals:
environmentalfinance@wwf.org.hk



Read the primer



THE JOYS OF BIRDING



A new race category for secondary school students was added this year to the Big Bird Race, our most highly-anticipated annual supporter event. While the main race category invites birders to see how many species they can spot in a 12-hour period, the school race last 4.5 hours. Experienced birder and long-time race adjudicator Geoff Carey gives some well-earned advice for new and young birdwatchers.

“Pay attention to both the common and the less common species, learning in detail what they look like, how they fly, where and when they usually occur and the sounds they make. Voice is a very important aspect of identifying birds, and becoming attuned to bird calls and song is a great way to expand the interest that birds provide. Establishing a detailed understanding of common birds is an important part of finding and appreciating the less common species.”

Asked the extent to which young birders should consider aspects such as location and weather, Geoff said, “Birds are everywhere, and it is easy to go out and find some. You don’t always have to go to well-known sites to gain enjoyment. Very wet or very windy conditions are not good for birdwatching, but don’t worry too much about the weather, as inclement weather often makes birding more interesting. It’s important to get out early in the morning as there is more bird activity, especially in a warm place like Hong Kong.”

Find out more



**BIG
BIRD
RACE**
香港觀鳥大賽

白金

隊伍

贊助

Platinum

Team

Sponsor

黃金

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活動

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



A GREEN THUMB

The Island House Conservation Studies Centre, WWF's sustainability hub and a centre of low-carbon living, has a distinct natural heritage embodied by its English-style gardens. These are currently undergoing a restoration by former school principal and botanical artist Sally Bunker.

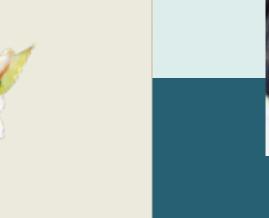
Sally is working on the gardens following the completion of a labour of love book project documenting indigenous, endemic, as well as environmentally and historically significant trees in Hong Kong. The book, being released in May 2019, took Sally seven-and-a-half years to complete.

"The idea is that the book will hopefully still be used in, say, 100 years' time to see what the 21st century flora was in Hong Kong," said Sally. She came upon the idea for the book project after realising that no illustrated botanical art guides existed for local trees in Hong Kong. Using her artistic talent, she collaborated with Richard Saunders, a professor of plant biology at the University of Hong Kong, for the project.

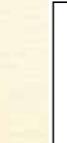
Sally is already looking to start a similar project, focusing on the herbs, weeds and medicinal plants of Hong Kong. But she hopes her first project will help Hong Kongers gain a better understanding of the local fauna.



8 / About Life



SUSTAINABLE SEAFOOD WEEK



重拾本地鮮味 Savour Local Flavours

環保海鮮週 SUSTAINABLE SEAFOOD WEEK

Tours of sustainable fish farms and a market featuring local sustainable seafood were some of the highlights of WWF-Hong Kong's third Sustainable Seafood Week, held from 10-18 November 2018.

Supported by the Environment Bureau's Sustainable Development Fund, the event was dedicated to creating positive change for the health of our oceans by working alongside the seafood industry to support business in implementing transparent and responsible supply chains, while using sustainable fisheries.

Throughout the week, 339 dining and supermarket outlets offered an Ocean-Friendly Menu and promoted sustainably-



Thank you to all the partners who worked with us to increase the availability of sustainable seafood in Hong Kong and protect the health of our marine ecosystems



NO PLASTICS IN NATURE

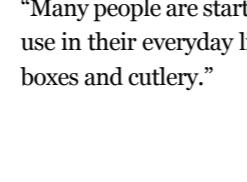
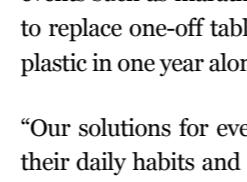
Sustainability and changing the way we live are the central themes of Earth Hour this year, with a focus on single-use plastics. We ask everyone to pledge to refuse single-use plastics and call on the government to regulate unnecessary single-use plastics in the food and beverage industry by 2022.

Plastic cutlery, containers and straws end up in our oceans. To help save our marine environment, commit to not using single-use plastic tableware.

Wing Lee, Founder of WeUse, a local tableware rental service company for events such as marathons, carnivals and concerts, estimated that their solution to replace one-off tableware prevented the use of 270,000 pieces of single-use plastic in one year alone.

"Our solutions for events and mega-events show people how they can change their daily habits and make choices that are more friendly to the environment. We want to help make a greener Hong Kong," said Wing.

"Many people are starting to realise how much plastic tableware and cutlery they use in their everyday lives and when they go out for lunch, now bring their own boxes and cutlery."



Plastic
Pollution
Free City
走塑都市

weuse



EARTH HOUR SCHOOL

There's more to Earth Hour than symbolically switching off the lights for one hour and schools plays an important role in spreading the message with educational activities. Our Earth Hour programmes, running till the end of July, are tailor-made to each school's needs, with activities covering the themes of biodiversity, plastic pollution and renewable energy.

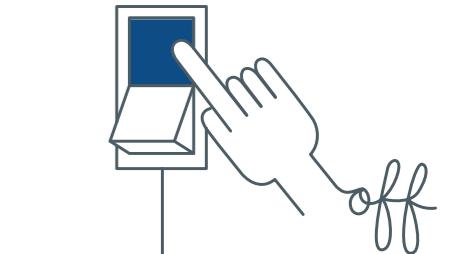
Students can discover the consequence of plastic pollution on marine species and humans with screenings of *A Plastic Ocean* that will have them reflecting on the global disposable lifestyle and consequences of their daily choices. Or they can discover how plastics are destroying the earth's ecosystem and take part in a science workshop.

We will also present talks to open their eyes to the amazing range of biodiversity they can encounter in Hong Kong. Coastal clean-ups are another popular activity. By collecting, sorting, and classifying the litter they find along Hong Kong's shorelines, students will gain a deeper understanding of the impacts of a throwaway culture and the importance of saying no to the single-use plastics, and of reducing, rethinking and changing the way they live.

BE LESS OF A SUCKER.
DITCH THE PLASTIC STRAW.



Book now



慳啲 REDUCE
醒啲 RETHINK

改變生活 · 變好世界
CHANGE THE WAY WE LIVE



COMMUNITY ENGAGEMENT & EDUCATION

DISCOVER BIODIVERSITY WITH CITY NATURE CHALLENGE

In 2018, WWF participated in City Nature Challenge for the first time, together with members of the public, schools, corporates and our One Planet Youth ambassadors. For four-days in April we joined 67 cities around the world to promote nature awareness and contribute to the growing database record on Hong Kong's biodiversity. **A total of 755 participants uploaded 20,268 photographic wildlife observations covering 2,932 species (as of 15 November 2018).**

This year, we will join over 160 cities from 26-29 April to discover more of the amazing species Hong Kong has to offer. Ahead of the upcoming City Nature Challenge on 26-29 April, we caught up with some of the key people responsible for this international bioblitz extravaganza.

City Nature Challenge is organized by the California Academy of Sciences and the Natural History Museum of Los Angeles County, with Alison Young and Lila Higgins as the two lead organizers, respectively, and Shaun Martin acting as Hong Kong and Macau coordinator.



"Too often people think that they need to go to a national park to be in "nature". In reality, nature is all around us, but it takes some slowing down and

looking to really see biodiversity. Community science gives people that chance to slow down, be curious, and observe. Once you really start looking, you start to appreciate the sheer number of species that exist around you.

Understanding and appreciating biodiversity is the first step in getting people to want to conserve and steward nature.

The next step is taking what you've learned and come to appreciate through community science, and applying that toward action – making change personally or trying to enact change at a bigger level, to help conserve and sustain nature."

Alison Young

*Senior Manager, Community Science
Natural History Museum of Los Angeles County*



"We are in a biodiversity crisis! Human actions, particularly in urban and urbanizing areas are causing ongoing habitat destruction. This loss of



habitat in turn causes some plant and animal populations to decline, and even for some species to go locally extinct. We have to raise awareness about the plants, animals, and fungi that share our cities with us, and the role they play in the ecosystem. If not, we as the human species will continue to build over their homes and we will lose them, and maybe many, many more.

We see community science as a tool to connect people with nature, particularly in urban settings. These sorts of engagement opportunities work better to connect some people to biodiversity and nature than more passive methods."

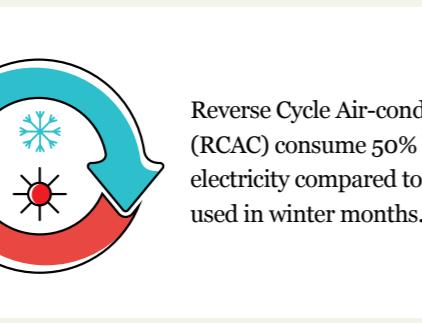
Shaun Martin

*Hong Kong & Macau Co-Ordinator – City Nature Challenge
National Geographic Explorer Asia*

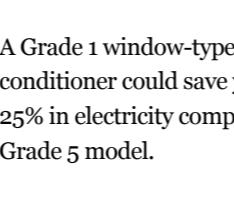


SAVE 1%, SAVE 1 PLANET

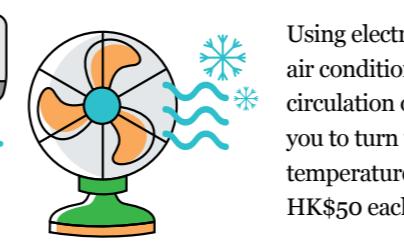
Air conditioners use up as much as 25% of household electricity. Choosing an air conditioner with the highest energy efficiency rating, together with smart usage, can significantly reduce power consumption:



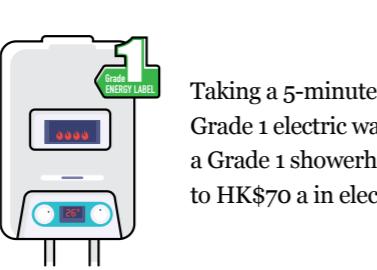
Reverse Cycle Air-conditioners (RCAC) consume 50% less electricity compared to fan heaters used in winter months.



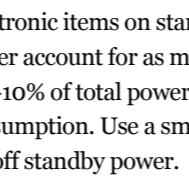
A Grade 1 window-type air-conditioner could save you up to 25% in electricity compared to a Grade 5 model.



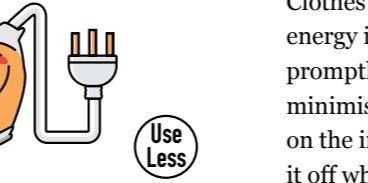
Using electric fans together with air conditioners to increase the circulation of cool air, allowing you to turn up the air-conditioner temperature by 2-3 degrees, can save HK\$50 each month.



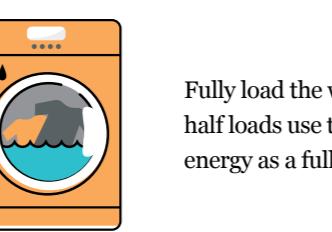
Taking a 5-minute shower using a Grade 1 electric water heater with a Grade 1 showerhead can save up to HK\$70 a month in electricity costs.



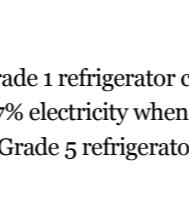
Electronic items on standby power account for as much as 5-10% of total power consumption. Use a smart plug to cut off standby power.



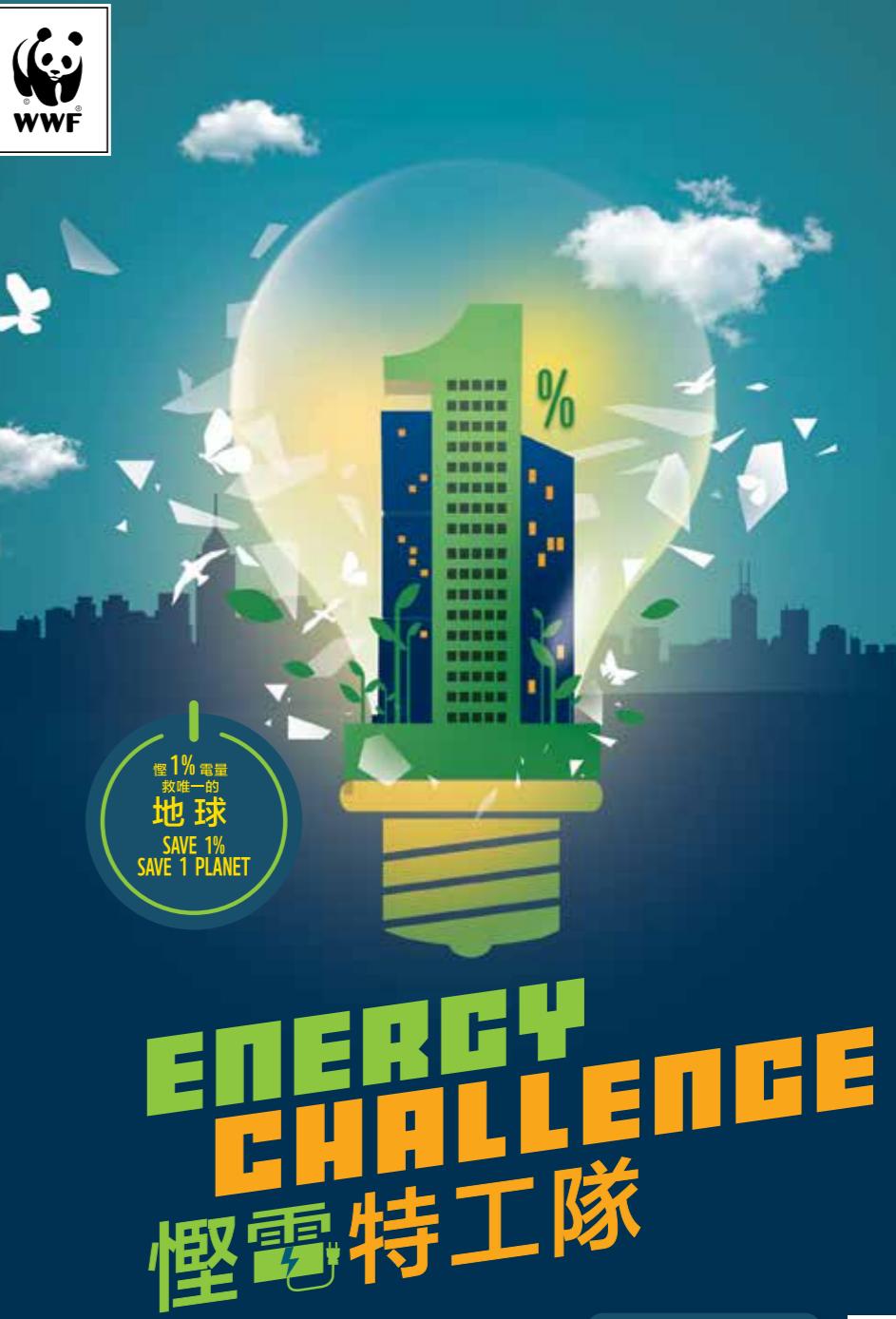
Clothes irons use up to 1,800 watts of energy in one hour. Remove clothes promptly from the washing machine to minimise the need for ironing. Switch on the iron just before use and switch it off when you are done.



Fully load the washing machine as half loads use the same amount of energy as a full load.



A Grade 1 refrigerator can save up to 97% electricity when compared to a Grade 5 refrigerator.



HELP SEA TURTLES GET OFF THE HOOK



© Shutterstock / Shane Myers Photography

16 / About Life

What does yellowfin tuna caught by fisherman in Vietnam have to do with turtle conservation? It all comes down to bycatch, that is, the accidental catching of non-target species by the fishing industry.

Longline fishing, in which multiple baited hooks are set on lines behind fishing boats, is responsible for a large percentage of turtle bycatch in Vietnam's yellowfin tuna fishery. Attracted to the bait, turtles bite on or swallow the hooks and get caught, causing severe, often fatal internal injuries.

Fortunately, a solution exists in the circle hook. Circle hooks are more difficult to swallow than traditional J-shaped fishing hooks and significantly reduce turtle mortality rates. Studies have found that the use of circle hooks can reduce the incidental bycatch of sea turtles by 80-93%, without serious negative impacts on the target catch.

In 2014, the Vietnam Yellowfin Tuna Fisheries Improvement Project (FIP) was formally launched, WWF has been working with the government and partners in Vietnam to develop bycatch mitigation measures and help ensure the long-term sustainability of the industry. With less than 5% of Vietnam's yellowfin tuna fleet able to afford circle hooks, we've launched a crowdfunding campaign to pay for 30,000 circle hooks to be distributed to 165 Vietnamese fishing vessels, helping to save an estimated 400 sea turtles. Learn more at the QR code below.

Donate Now



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With a focus on premium quality property developments, Kerry Properties is committed to integrating sustainability elements into all business decisions, and moving forward to a brighter future with our stakeholders.



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THE GREEN LIFE



With 3,600 tonnes of food waste sent to Hong Kong landfills every day, food sustainability is unquestionably an issue of environmental and social concern. A recent survey conducted by WWF-Hong Kong looked into this issue from sourcing to serving.

Vegetarian restaurant Green Common took part in the survey, scoring particularly high for providing non-GMO food and reusable tableware.

We caught up with David Yeung, founder of plant-based concept store Green Common, and Hong Kong-based social enterprise Green Monday, an advocate for sustainable and mindful eating.

"Food is the most overlooked yet most critical sector in terms of sustainability as it is at the nexus of virtually all aspects of our ecosystem crises, namely climate change, food security, food safety, water scarcity, water pollution, deforestation, and biodiversity."

David believes public education plays a key role in promoting sustainable living and consumption. He explained, "The modern-day urban lifestyle and food supply chain further disassociate the setting of consumption (i.e. supermarkets and restaurants) versus the setting of production (i.e. animal factory farm).

"So the biggest challenge is to educate people to make the connection between the behind-the-scenes happening and what's on their plate, as well as to innovate and provide options that can balance pleasure, sustainability and health."

Learn more at greenmonday.org



We engage in a **broad range of business** activities and investments.

We contribute to the sustainability of our **global environment**

through an emphasis on sound profitability and **corporate social responsibility**

in delivering **high quality** products and services.

We aim to provide **rewarding work environments** for our staff, and support peaceful, non-confrontational environmental initiatives around the world.



The image displays a grid of logos for various companies, likely part of the mfJebsen Group. The logos include:

- mfJebsen (large logo)
- AGU
- ASTON MARTIN
- BCD travel
- DAINESSE
- JEBSEN HOLIDAYS (捷成假期)
- Jebsen Insurance (捷成保險)
- JEBSEN shipping partners
- Jebsen Travel (捷成旅遊)
- caringcompany
- WWF Double Diamond Member
- LIMPOKWENA Nature Reserve
- mfJebsen electronics
- PROTEC AVANTAGE
- ZINGELA NATURAL RESERVE

At the bottom, the text "mfJebsen Group" and the website "www.mfjebsen.com" are displayed.

BUILD GREEN THE RIGHT WAY



Around 90% of the electricity generated for a city is used to run our buildings. Developing green buildings seems an obvious choice. However, there are cost implications. Double-glazed windows, for example, provide better insulation but are more expensive than single pane.

To encourage the development of green buildings, the government introduced financial incentives in 2011. Buildings certified through the local green building certification system (BEAM Plus) meet one of the prerequisites for application of concessions of up to 10% of total gross floor area (GFA) of public areas of the buildings.

Buildings subject to BEAM Plus assessments are now entitled to maximum 10% GFA concession regardless of their ratings. We recommend government incentivise developers via the GFA concession according to the BEAM Plus

rating achieved. Only higher ratings (gold or platinum) are eligible to maximum GFA concession of 10%.

To enable innovative designs, including net-zero energy buildings, additional GFA concessions could be given on a discretionary basis. We advocate that GFA concessions mandate buildings achieve a minimum building energy efficiency performance to help Hong Kong reduce its energy requirements and combat climate change.

Suzanne Cheung

*Head of Conservation Policy
WWF-Hong Kong
suzannecheung@wwf.org.hk*



米 埔 慈 善 步 行
WALK FOR NATURE

跟住雀仔去旅行
#FLAPYOURWINGS

WWF

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

KEY EVENTS

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

EARTH HOUR 30 March 2019	RUN FOR WILD 7 April 2019	CITY NATURE CHALLENGE 26-29 April
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Donate

GREEN FINANCE

Our primer looks at the key issues of climate change: the science; ongoing policy response; evolving technological approaches; and how these link to the financial sector.

CORPORATE

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

GET INVOLVED!

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#NoPlasticInNature

170 countries

have signed a UNEA global framework targeting plastic pollution.

8 million

tonnes of plastics enter the world's oceans every year. This is projected to increase four-fold by 2050.



Only 13%

of plastic in Hong Kong is recycled. Dinnerware constitutes about 10% of disposed plastic waste.

15,000 tonnes

of marine litter are collected by the government from Hong Kong's sea and coastlines every year.



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

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