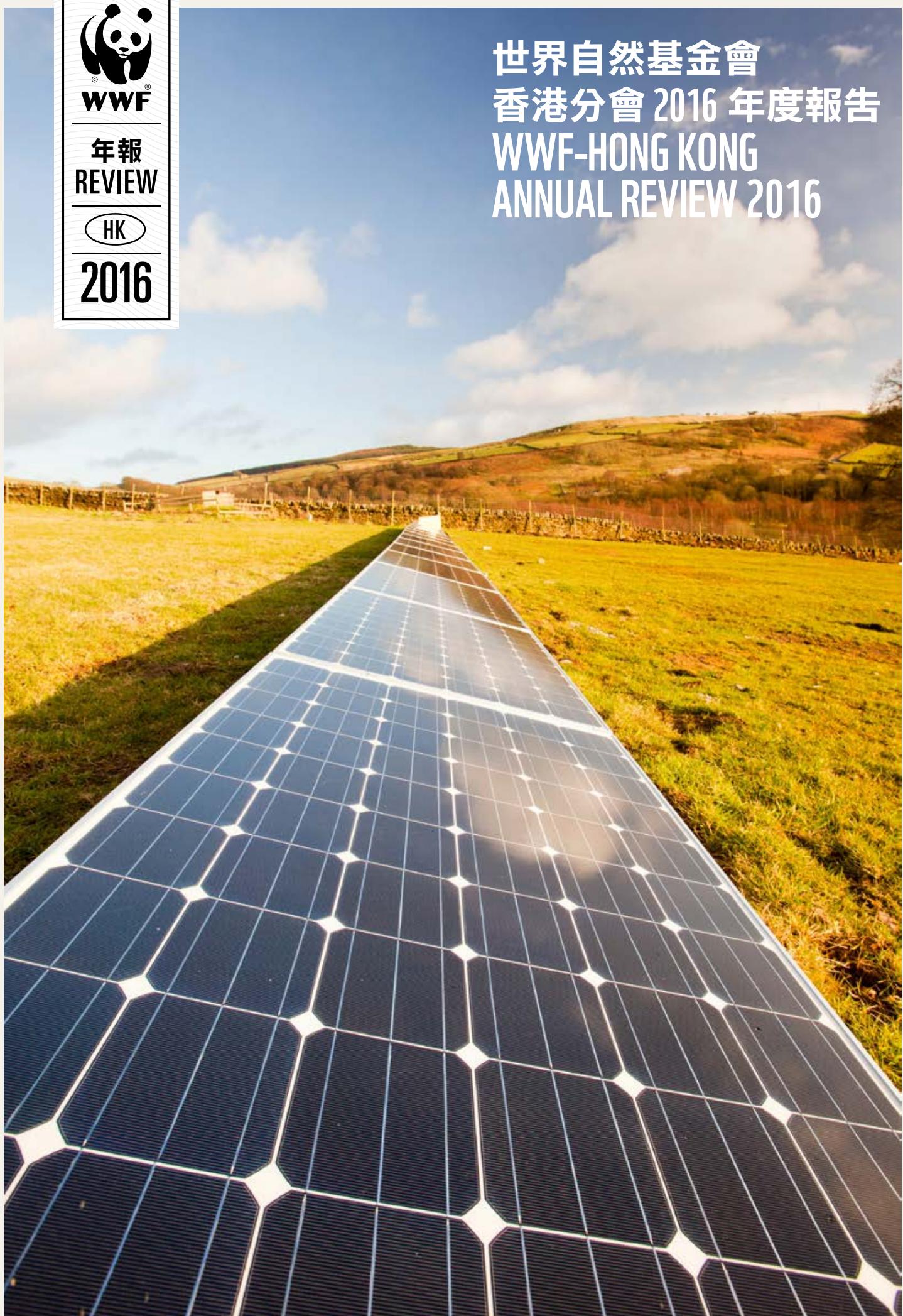




年報
REVIEW
HK
2016

世界自然基金會
香港分會 2016 年度報告
WWF-HONG KONG
ANNUAL REVIEW 2016



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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 build a future in which humans live in harmony with nature. WWF-Hong Kong has been working since 1981 to transform Hong Kong into Asia's most sustainable city through our Conservation and Education programmes. For more information, please visit our website: wwf.org.hk	06	Water and Wetlands
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CHAIRMAN & CEO MESSAGE

This past year was one of the most significant in WWF's history. We saw relentless hard work pay off with conservation success, public excitement and engagement at our events, and we watched with joy as new and exciting initiatives took flight.

Just look at what we achieved in 2015 and 2016: By convincing the world's largest shipping companies to commit to stop shipping shark fin, we have made the world's oceans safer for sharks. The leading role we played in ending the ivory trade in Hong Kong and on-going work to close domestic market in Asia is necessary to protect African elephants. Our Tx2 tiger initiative is working to double the world's wild tiger population by 2022. And by keeping the spotlight on energy-related issues, we are helping to ensure a brighter future for the next generation, one where renewable energy is embedded.

WWF-Hong Kong experienced several changes this past year: our new focus on partnerships for conservation, our new mission "Together Possible" and the new framework in six practices leading to high impact local and regional conservation objectives. We also began our ambitious Mai Po improvement scheme as we welcomed our new CEO, Mr Peter Cornthwaite, who will take this Hong Kong Jockey Club-sponsored project forward.

Peter Cornthwaite on his role with WWF says, "Being chosen to lead a committed team of conservationists is not only a great honour, it's a real adventure. The energy and passion of this team is contagious and I know we will be able to achieve great things together. As we enter our 35th year, I look forward to helping make our great city more sustainable, more supportive of renewable energy, and more committed than ever to preserving our precious natural environment."

We are enormously grateful to our members, our corporate partners, our volunteers, the wider community and the public as well as our staff for the unwavering support to our organization. Today, our planet needs you more than ever for people and nature to thrive. With your continuing encouragement, we can build an enduring legacy as we work together to transform Hong Kong into Asia's most sustainable city.

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

Peter Cornthwaite
Chief Executive Officer, WWF-Hong Kong

35 YEARS OF CONSERVATION



Mai Po and Inner Deep Bay lies at the heart of the East Asian-Australasian Flyway, it is the home to over 50 million migratory waterbirds including the Black-faced Spoonbill. After over 30 years of conservation efforts, a 2016 census revealed that the global population of Black-faced Spoonbills has increased from just 288 individuals in 1990 to almost 3,400.

Mai Po Nature Reserve is established. WWF begins actively managing the Reserve.



©WWF-Hong Kong



©WWF-Hong Kong

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.



©WWF-Hong Kong

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

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.



© Martin Harvey / WWF



©WWF-Hong Kong

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.

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



©WWF-Hong Kong

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".



©WWF-Hong Kong

1983

1985

1990

1996

2007

2010

1961

1984

1987

1992

2000

2009

2014

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.



©WWF-Hong Kong

Island House becomes a Conservation Studies Centre operated by WWF.



©WWF-Hong Kong

The first "Walk for Nature" event (then called "Discover Mai Po") is held, helping the public learn more about Mai Po Nature Reserve.



©WWF-Hong Kong



©WWF-Hong Kong

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



©WWF-Hong Kong



©Andy Cheng / WWF - Hong Kong

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.

WATER AND WETLANDS°



23,971

People experienced nature through education and public awareness programmes at Mai Po Nature Reserve



450+

Citizen scientists contributed over 2,600 hours to the Discovering Biodiversity in Hong Kong Wetlands project as of April 2016



100+

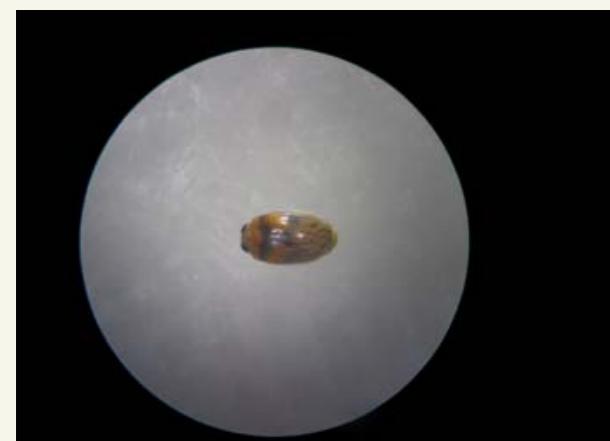
Pairs of egrets bred in a naturally-established egretry in the mangroves at Mai Po's Gei wai, including Great Egret, Little Egret, Black-crowned Night Heron and Eastern Cattle Egret. This is the only Great Egret breeding colony in Deep Bay.



WATER AND WETLANDS

The enduring importance of Mai Po

The latest addition of Mai Po Nature Reserve is a new-to-science beetle species. Scientists discovered a new species of skin beetle unique to the Reserve's mangroves called *Orphinus barthelemyi*. So far, more than 14 new species have been discovered in Mai Po and Deep Bay. Such abundant new species shows the important biodiversity at the Reserve. Over 12 per cent of the global Black-faced Spoonbill population continues to use Mai Po as their wintering site. On 7 October 2015, the Hong Kong Bird Ringing Group re-caught an Oriental Reed Warbler that was first ringed at the Reserve in 2004. This bird had just completed its 11th migration between breeding sites in Northern China and Japan and its wintering grounds in Southeast Asia, the equivalent of travelling around the Earth twice.



*Skin Beetle (*Orphinus barthelemyi*)*



*Oriental Reed Warbler (*Acrocephalus orientalis*)*

Nature With No Barriers



© Lew Young



© WWF-Hong Kong

Nature interpreters experience a visually impaired world

In early 2016, with the support of HSBC, WWF launched a three-year project called "Nature With No Barriers", aiming to make Mai Po accessible to communities with special needs. By enhancing facilities and through tailor-made tour experience, the project aims to introduce the Nature Reserve to over 5,500 physically disabled, visually impaired, hearing impaired and intellectually disabled visitors and their family members. Our nature interpreters received special training, whilst preparing to deliver these new tours.



Regional wetland management training

Aiming to ensure a healthy and robust network of wetlands, WWF's experts work closely with our wetland managers in China and around the region, sharing best practices, the latest management techniques and helping to develop education programmes. This year, our China Wetland Development Project at Minjiang Estuary National Nature Reserve in Fujian Province, running since 2012, continued to grow in strength by: protecting biodiversity through monitoring waterbirds and removing invasive vegetation; promoting the wise use of wetlands by making aquaculture ponds more habitable to waterbirds; and growing the capacity of Minjiang Reserve staff to conduct education-oriented reserve-based activities.

Results:

- 32 out of 33 priority actions on the Minjiang Wetland Management Plan are on track
- 24 ha of mudflats occupied by invasive Spartina vegetation were restored
- 3-year high in the number of waterbirds using aquaculture ponds
- 7 additional ponds rented for habitat improvement
- Over 160 local school students and teachers participated in reserve-based activities
- 6 school-based programmes developed with local teachers



© WWF-Hong Kong

Discovering Biodiversity in Hong Kong Wetlands



© Neil Fitter

Thanks to a generous donation by HSBC, starting in March 2015 WWF embarked on a two-year project called "Discovering Biodiversity in Hong Kong Wetlands", aiming to engage citizen scientists in conducting in-depth biological surveys in the Mai Po and Inner Deep Bay Ramsar site.

To date:

- 19 ecological surveys
- 11 of these were conducted by WWF at Mai Po including surveys on mammals, insects, aquatic fauna, spiders and others
- WWF's first photo of an Eurasian Otter was captured in March 2016 by a camera trap

OCEANS



100%

Working with WWF-Hong Kong, Maxim's Group has transformed its sourcing practices for basa, an important seafood species used in many of the Group's catering units. Today, 100 per cent of Maxim's basa comes from ASC-certified fish farms



63%

As of 30 June 2016, 16 of the top 20 global shipping companies, representing a total market share of 63 per cent, had placed a ban on carrying shark fin



34

Through our Sea for Future project, we organized a four-day study tour for 34 local leaders from the Hong Kong fishing community along with academics and policy makers. The group visited Honda Bay in the Philippines, successfully raising awareness about benefits of marine protected areas



16,000

Through the Tai O Interpreter Pilot programme, part of our Safe Haven project for the Chinese white dolphins, over 16,000 tourists enjoyed guided dolphin watching tours which are monitored by WWF

Making the oceans safer for sharks

Hong Kong accounts for about 50 per cent of the global shark fin trade. In 2015, 92 per cent of shark fin products, by volume, were brought into Hong Kong by sea. Over the course of the year, WWF carried out an industry survey and engaged in dialogue with 20 of the world's largest shipping companies. We shared information about the environmental, legal and reputational risks inherent in shipping shark fin products – including the risk of accidentally, but illegally, transporting threatened species.

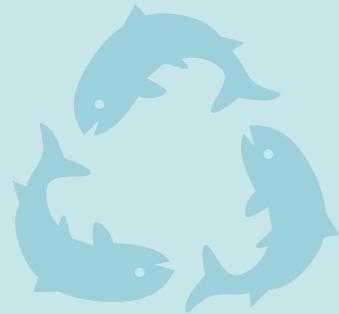
As of 30 June 2016, sixteen of these companies had committed to banning shark fin shipments. We held a press conference to announce this excellent result, and at the same time released a report entitled *Managing Risk: Global Shipping Companies Say No to Shark Fin*.



Working to make sustainable seafood sourcing a reality

As the second highest per capita seafood consumer in Asia, Hong Kong has the power to shape the future of the world's depleted fishery resources. WWF's work in Hong Kong supports corporate commitments to sustainable seafood sourcing and influences regional sourcing practices. We have partnered with the three Hyatt hotels in Hong Kong in a pilot project to assess the sustainability of their seafood and suggest strategies to achieve Hyatt's global target of sourcing 50 per cent of seafood from responsible sources by 2018.

The Hongkong and Shanghai Hotels Limited, which operates the Peninsula Hong Kong, also worked with us to assess their seafood sustainability, informing us of their commitment to phase out a range of unsustainable seafood by 2020. This partnership was then further developed between their hotel businesses and WWF offices in the Philippines, Thailand and Japan, helping this hotel chain to improve their seafood sourcing policies around the region.



Sea for Future – a best practice visit to the Philippines



In December 2015, WWF organized a four-day tour for representatives of the Hong Kong fishing community, academics and policy makers to Honda Bay in the Philippines. The tour aimed to raise awareness of the importance and benefits of marine protected areas (MPAs) and explore how different fisheries management approaches can effectively conserve the marine environment while maintaining a vibrant and profitable fishing industry.

Through sharing sessions with government officials, NGO representatives and researchers from the Philippines, and several exciting site visits including snorkelling in the Pambato Reef Marine Sanctuary, the participants were inspired by the success of co-managed MPAs and are now looking forward to being involved in future MPA planning and management in Hong Kong.

The Coastal Watch Project



In 2014 WWF initiated the two-year Coastal Watch project in collaboration with six strategic partners, aiming to help the government formulate long-term strategic management solutions to solve Hong Kong's persistent marine litter problem. This citizen science-based survey and clean-up project saw around 1,400 volunteers participate in 2015-16.

The project revealed that 75 per cent of marine litter in Hong Kong consists of disposable plastic products, with polystyrene boxes being a major component. Through the project's site actions, the Ocean Seminar series and other media activities, public awareness of Hong Kong's marine litter problem has skyrocketed. Through continuing engagement with marine user groups, and the fishing community, and increasing collaboration with groups in Macau and mainland China, WWF is working to continuously improve the situation both locally and regionally. The WWF team is now researching the source of marine litter and continues to encourage green groups and youth about the issue of single-use plastics and plastic waste.

CLIMATE AND ENERGY

© Steve Morello / WWF



195

In Paris in December 2015, 195 countries signed an unprecedented global agreement to combat climate change — the culmination of years of advocacy work by WWF and other groups through the United Nations climate change process



1.5°C

The Paris Agreement promises to try to limit the average global temperature increase to “well below” 2°C or 1.5°C above pre-industrial levels. We were one of the first organizations to advocate this more ambitious target and were delighted that it was included in the final agreement



1,000+

The Paris talks produced a wave of announcements and commitments from governments, cities and businesses, signalling that the world is ready to transition to clean energy, with more than 1,000 cities committing to sourcing 100 per cent of their energy from renewable sources



In December 2015, WWF International produced the documentary ‘The Urban Green’ to show cities of the world how to become sustainable and change climate change.

Shutting the door on energy wastage



© WWF-Hong Kong

We conducted an investigation into open display fridges in supermarkets and convenience stores. Volunteers observed over 700 outlets of 26 retail brands, finding that over 50 per cent of fridges equipped without doors in retail stores, wasting 90 million kWh of energy and emitting 51,000 tonnes of extra carbon into the atmosphere every year. We called on these retailers to take immediate action with positive results. They committed to retrofit doors and prioritize fridges with closing doors in over 1,200 outlets, measures which will save over 8 million kWh of energy and avoid 5,500 tonnes of carbon being emitted annually.

Key Figures

- We surveyed over 530 Hongkongers – 70 per cent supported and urged retailers to retrofit doors on all open display commercial fridges
- Our Chinese New Year booth engaged 6,000 people and collected 1,500 signatures urging companies to conserve energy by closing fridge doors



Business to be part of the solution



Our two business climate programmes this year, the Low Carbon Manufacturing Programme (LCMP) and the Low-carbon Office Operation Programme (LOOP), continued to lower the environmental impacts of corporate sector and create value for our business partners.

In 2016, with business that grew by 96 per cent collectively, 26 LCMP-accredited companies have reduced carbon emissions by 142,282 tonnes. This turnover production data was sourced from a comparison of performance year data with projected business-as-usual scenarios. Offices in the LOOP verification scheme avoided 837 tonnes carbon emissions from daily office operations. The total carbon emissions avoided by LCMP and LOOP in the year was equivalent to planting 6,222,565 trees.

The LCMP has also extended to the manufacturing supply chains in Vietnam, “the world’s newest factory” and one of the countries which are most impacted by climate change. Three Hong Kong run apparel factories in Vietnam joined the LCMP and completed the verification process. We hope more factories in Asia will be aware of managing their carbon performance during manufacturing process, and join the LCMP.

*BAU: BAU (Business-As-Usual) refers to the estimated amount of greenhouse gas emissions that would be produced under a company's current business situation, without employing any carbon reduction measures.

Transform Hong Kong into a low-carbon city



© WWF-Hong Kong

The challenge to stop climate change by significantly reducing humanity's carbon emissions will be won or lost in the actions taken now and over the coming decade in cities around the world. WWF has been advocating our low carbon vision to stakeholders around the city. This vision sees an absolute carbon reduction target of 40 per cent and at least 5 per cent of electricity should be powered by local renewable energy by 2030; adopting a feed-in tariff for our electricity market; and greater investment in energy efficiency to achieve an annual energy efficiency target of one to two per cent.

The Feed-in tariff is a mechanism being commonly adopted overseas, providing financial incentives which guarantee that individuals and businesses can get a rebate for generated electricity powered by renewable sources under a preferential rate. Since the governments in Taiwan, Japan, South Korea and Macau have introduced feed-in tariffs, small scale renewable energy installations with rooftop solar PV systems have been widely adopted. We would like to see Hong Kong working towards being a solar-powered city.



Empowering individuals to be changemakers



FY16 verified carbon emissions of WWF-Hong Kong offices

	Kwai Hing	2.08 tonnes per employee	Hoi Ha Wan Marine Life Centre	3.59 tonnes per employee
Central	8.94 tonnes per employee		Mai Po Nature Reserve	1.81 tonnes per employee
Island House	1.38 tonnes per employee			

Average total carbon emissions per employee per annum of all LOOP verified offices: 2.94 tonnes

We believe that everyone can help reverse climate change. Likewise in the business world, we believe that staff members can be a driver to promote low-carbon initiatives in their company. the *Low Carbon Changemaker toolkit*, a way of encouraging every staff member to do their parts, to fight climate change by influencing management, customers and business partners. It consists of 75 staff engagement exercises which encourage individual participation interactive discussion and collective action on a range of sustainability issues.

We continued to organize low-carbon activities and provide important climate and energy-related information to the employees of LCMP and LOOP companies. We reached over 33,200 employees of these companies through seminars, site visits, newsletters ,etc.



The toolkit can be downloaded here:



WILDLIFE



20,000

Over 20,000 elephants are massacred every year in Africa to satisfy the demand for ivory products primarily in Asia



415,000

According to the International Union for Conservation of Nature (IUCN), since 2006, the number of African elephants has reduced by 30 per cent and now stands at only 415,000. Poachers have already killed off some entire elephant populations in West Africa. Localized extinction is almost certain unless countries and governments act now.



ASAP

A WWF study shows that the domestic ivory market in Hong Kong could be closed within two years, while the government proposes a closure in five years—by 2021. If the government halted the practice of issuing licenses and followed up with robust legislation, ivory sales could be completely illegal in Hong Kong much sooner.

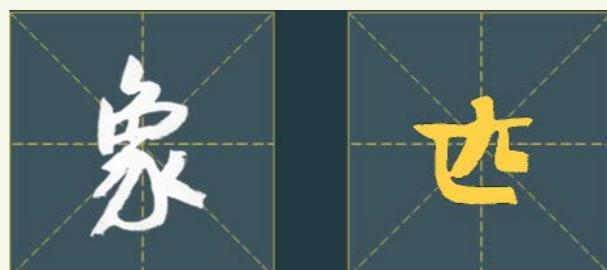
WILDLIFE

Successfully rewriting their future

Hong Kong has the dubious distinction of being the largest city market for ivory in the world – but many people are not aware elephants are killed in the making of ivory products. The Chinese characters for “ivory” (象牙) literally means “elephant tooth”, a description that misleads people to believe ivory will naturally fall off from the elephants like a human’s tooth. WWF’s Rewrite Their Future campaign engaged the public to end the confusion by creating a new character, which represents the precious value of elephants, to replace the old misleading character for ivory.

By the end of this campaign, we have collected over 90,000 petitions calling for an ivory ban and over 2000 character design submissions. It shows the desire of Hong Kong community to end the domestic ivory market.

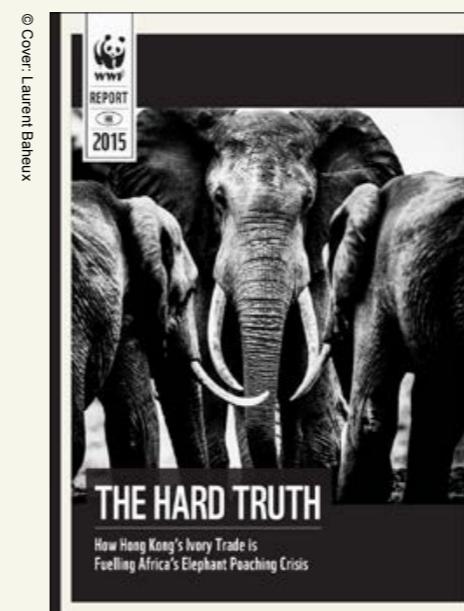
The number of African elephants has declined from 3 to 5 million in the last century to less than 415,000 today. Soaring demand for ivory, primarily from Asia has fuelled a poaching crisis, with around 20,000 African elephants killed each year.



Exposed the hard truth

WWF has exposed the illegality of the ivory trade in Hong Kong that directly contributes to the poaching crisis of elephants in Africa. The report, entitled *The Hard Truth*, details the ineffectiveness of the existing regulatory system, evidenced with undercover video of traders claiming it is possible to smuggle freshly poached ivory from Africa and launder illegal ivory by using Hong Kong’s legal stock of ivory. This means that legal ivory is used as a front to cover up the illegal ivory trade.

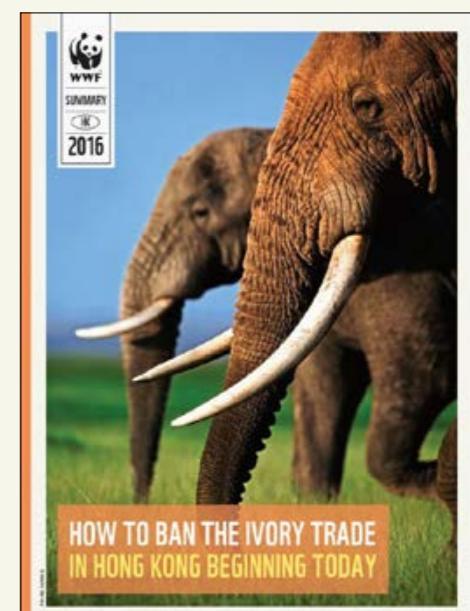
Local ivory traders claim that the sale of ivory items is legal because they are drawn from a stockpile of ivory imported more than 26 years ago – such imports were made illegal in 1990. However, systemic flaws and sketchy record keeping leave the system open to alleged rampant abuse.



Ban the domestic ivory market now

On January 13, 2016, Hong Kong’s Chief Executive announced that the government “...is very concerned about the illegal poaching of elephants in Africa”, and will “...actively explore ... phasing out the local ivory trade”. He then stated to CNN that the government’s firm intention was to “take steps to ban totally the sale of ivory in Hong Kong”. In response, WWF commissioned a report from Hong Kong barrister Tim Parker and the international legal consultancy Global Rights Compliance LLP entitled *A Feasibility Study on the Ban of Hong Kong’s Ivory Trade*.

The study showed that commercial ivory sales can be phased out within two years and that there is no obligation to provide financial compensation to ivory traders. Since ivory traders have not been legally allowed to bring ivory into Hong Kong since 1990, traders have had 26 years to get rid of their ivory stocks. WWF calls on the Hong Kong government to end the domestic ivory market as soon as possible.



BIODIVERSITY AND SUSTAINABILITY IN HONG KONG

© WWF-Hong Kong



3.9

We are a small city but Hong Kong's demand for renewable natural resources is huge. Our unsustainable lifestyles mean that if everyone on Earth lived the lifestyle we do, we would need 3.9 planets to fulfil our needs. This is simply too much



100

WWF commented on 100 per cent of Environmental Impact Assessment reports and planning studies involving ecologically important areas, giving a voice to the natural world



1,600

people supported our petition calling for the government to implement seven key recommendations in its Biodiversity Strategy and Action Plan. These recommendations covered marine, terrestrial and wetland conservation; threatened species and sustainable consumption

As eco-vandalism rises in Hong Kong, WWF stands firm

© WWF-Hong Kong



Eco-vandalism is on the rise in Hong Kong, resulting in the destruction of important, irreplaceable places and habitats. WWF took action in several areas. First and foremost, we reported all known eco-vandalism activities in ecologically important sites to the relevant authorities. These reports had some positive results, for example contractors were convicted and given a penalty for allowing muddy water to leak from a MTRC construction site into a fishpond in the Inner Deep Bay Ramsar Site.

Combatting the destruction of nature is a long-term battle which must be waged at the highest levels. This year WWF was heavily involved in contributing to the formation of Hong Kong government's Biodiversity and Strategy Action Plan, which will act as a blueprint for conservation in the years ahead. A number of our staff sit on the BSAP Steering Committee, and the various working groups and focus groups and we delivered talks on the BSAP to business groups, the media and in public forums.

We also organized a "Wall of Destruction 2006-2016" exhibition with other green groups to bring home the reality of this destruction and show the public what is at stake, gathering their support in a petition for our recommendations.



Our BSAP submission
to the government in
2016



August 2011 / Sam Po Shue (San Tin), Sheung Shui

Land Policy

© WWF-Hong Kong



We act to protect Sha Lo Tung, where the ecological value is only slightly less than mighty Mai Po

In November 2015, the "Our Hong Kong Foundation" produced a report suggesting that Hong Kong's current land supply will not meet future housing demand. They proposed an aggressive land creation plan which would produce over 9,000 hectares of land through reclamation and incursion into our country parks. WWF's Conservation team rapidly responded to counter the claim, producing government population projection figures and arguing that the current land supply will be sufficient for over 500,000 housing units over the next 35 years – more than enough to meet the demand for the projected 482,700 households.

WWF continuous campaign against unnecessary development and reclamation in all parts of the SAR, saw several conservation successes involving the Tung Chung New Town Extension project. First, we successfully convinced the government to withdraw their reclamation plans for the ecologically important Tung Chung Bay, home to a thriving Horseshoe crab population. We also succeeded in including the government to designate the entire Tung Chung Valley under a Development Permission Area plan, meaning action can be taken against unauthorized development and the illegal dumping of construction waste on private land generated by future new town development.

Earth Overshoot Day



To date: If everybody on the planet consumed renewable natural resources at the same rate as we do in Hong Kong, we would require 3.9 Earths to fulfil our resource needs.



* Local emission and CO2 generated during production and transportation of imported products.

Hong Kong's Ecological Footprint

COMMUNITY ENGAGEMENT AND EDUCATION

© WWF-Hong Kong

242,279

People supported WWF's conservation initiatives in FY16, working to build a better environment for all of us and for the next generation

704/27,572

704 volunteers, interns and mentees donated a total of 27,572 service hours in FY16, gaining valuable experience while striving to show everyone that simple, everyday actions can make a big difference to our environment

33,547

Individuals now support WWF, directly contributing to our conservation and education work and being green advocates for a brighter future

30%

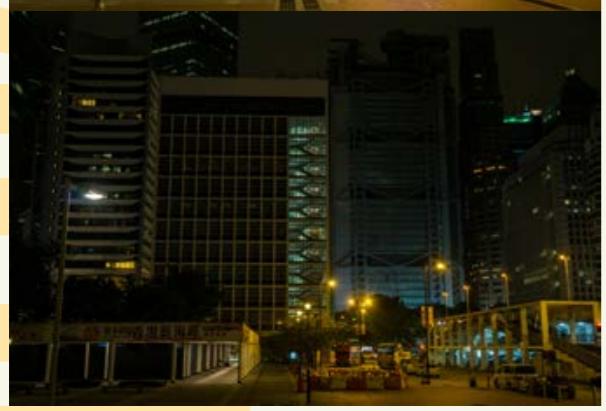
WWF's Education for Sustainable Development programme has reached 30 per cent of schools across Hong Kong – 410 schools in total – through a variety of educational activities, projects and training programmes for students and teachers

Earth Hour 16

19 March 2016 marked WWF's Earth Hour, with millions of people across 178 countries and territories participating. Here in Hong Kong, over 4,100 companies and buildings took part in the event; while more than 230 primary and secondary schools, all universities and numerous Hong Kong landmarks gave their support. Electricity consumption during Earth Hour dropped by 3.06 per cent, equivalent to a reduction in CO₂ emissions of approximately 113.8 tonnes.



© Ringo Ma / WWF-Hong Kong



© Ringo Ma / WWF-Hong Kong



© WWF-Hong Kong



© WWF-Hong Kong



© WWF-Hong Kong

Panda fundraising events

WWF holds three iconic fundraising events in our calendar: Walk for Nature, The Big Bird Race and Run for Change. Each year, these fun and educational events attract thousands of people and raise vital funds to support our conservation and education work. In 2016, these events were extremely popular, successfully raising 3.8 million dollars for our programmes to deliver conservation impact.



© WWF-Hong Kong

Engaging schools through multiple approaches

WWF's Education for Sustainable Development programmes had a particularly successful year in 2016, reaching 30 per cent of schools across Hong Kong – 410 schools in total – through a variety of educational activities, projects and training programmes for students and teachers. These included educational activities in our “outdoor classrooms” at the WWF Hoi Ha, Mai Po and Island House centers, outreach programmes with schools, advocacy work for conservation policies, hands-on conservation action and professional training for teachers – provided participants with unique and unforgettable nature-based experiences. Details of our programmes can be found at:



Partnering with schools on sustainability

This year WWF received a grant from the Quality Education Fund for a three-year change-focused project called “Mainstreaming Sustainability into the Local Primary School Curriculum”. Collaborating with twelve primary schools and using the whole-school approach, these schools began integrating sustainability issues into the school environment by encouraging students, teachers, parents and the schools' management to make environmentally sustainable choices in their daily lives through fun and engaging school-based activities. The programme will run through to 2019.

Island House turns 110!

Island House Conservation Studies Centre is an important part of Hong Kong's cultural and natural heritage. It is also an island of green in the urban environment, a place where people can learn about biodiversity and see sustainable living in action. This year Island House celebrated its 110th anniversary, inviting over 800 people to its Open Days held in January 2016. The future is bright for Island House, and coming enhancements to facilities and programmes will allow this special place to welcome more students, visitors, WWF supporters and volunteers in the years to come.



© WWF-Hong Kong

GET INVOLVED



Corporate Membership Programme – a win-win-win formula!

WWF believes that business and industry have a vital role to play in driving our city forward as we work towards our vision to transform Hong Kong into the most sustainable city in Asia. Our leading Corporate Membership Programme is committed to partnering with companies large and small to create a “win-win-win” situation – for the environment, for society and for the participating corporates.

This year, 378 companies and organizations supported WWF through donations, gifts-in-kind and pledges. We partnered with corporates in driving sustainable business practices, in communications and awareness-raising activities, and providing their staff with memorable hands-on experience of the natural world. Details of Corporate Social Responsibility(CSR) and Creating Shared Value (CSV) programmes can be found at



Details of Corporate Social Responsibility(CSR) and Creating Shared Value (CSV) programmes can be found at



FINANCIALS

Our income

The following highlights provide an analysis of the financial statements of WWF-Hong Kong for the year ended 30 June 2016. The financial statements have been audited by BDO Limited and are prepared in accordance with the Hong Kong Financial Reporting Standards.

WWF-Hong Kong reported some surplus over two consecutive years and healthier growth in FY16. Income increased by 7 per cent to HK\$90.2 million. Individual donations remained our largest source of recurring revenue, with growth in face-to-face fundraising. Corporate donations continued to be an important source of income. Income from trust and foundations also increased strongly in view of funding for our Mai Po based programmes namely “Discovering Biodiversity in Hong Kong Wetlands” and “Nature with No Barrier”, and an ocean programme, “Sea For Future” .

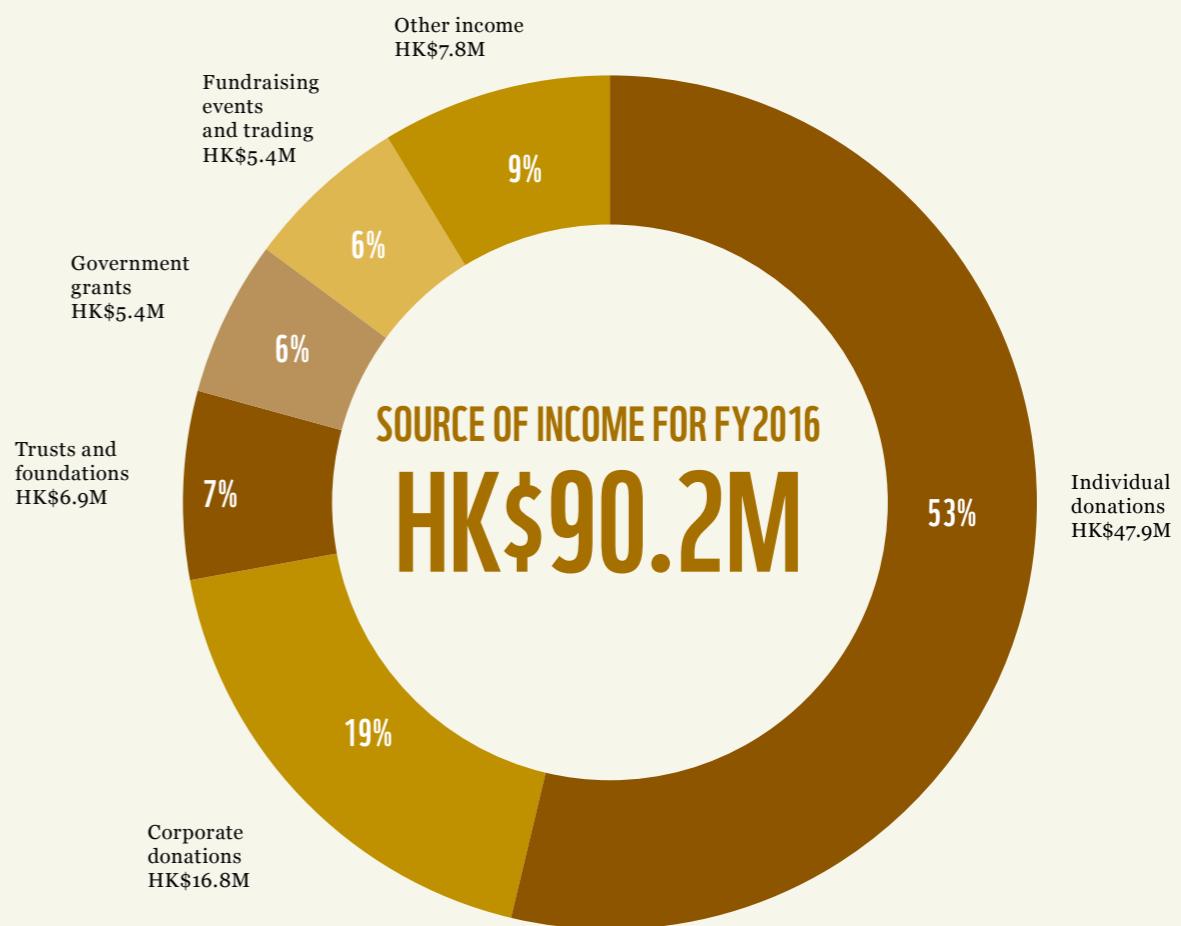
WWF-Hong Kong will continue to focus on local and regional high impact conservation actions. By engaging with our local community and youth, we continue to grow our supporter base delivering conservation and education programmes that match our donor expectations.

You make our world go round

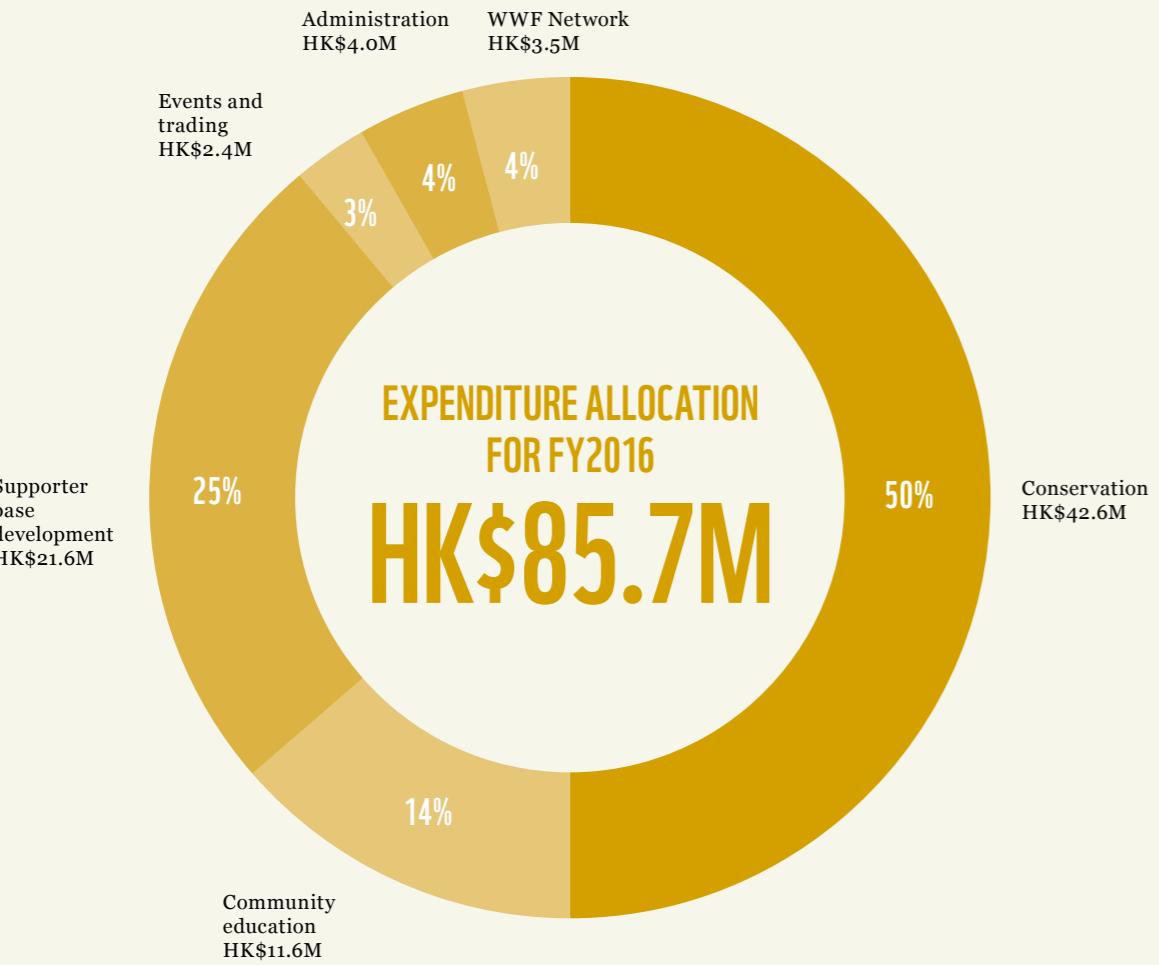


Individual contributions enhance the WWF Team to deliver conservation impact. In 2016, over 33,000 individuals supported WWF through financial contributions, with almost 27,000 of these being active supporters making regular donations. This year we continued to encourage people to donate regularly by joining our activities and monthly membership programme or by “adopting” an endangered species.

We approach people in many ways – in person on the street, in shopping centres and at our community based events; and electronically through television appeals, online communications and via social media. These channels helped inform our supporters of the important work being done to protect our planet. With regular and reliable income, we can together bring our long-term conservation vision to life.



Total spending for the year was HK\$85.7 million, an increase of 13.9 per cent over the previous year. Spending increased to deliver multi-year conservation programmes such as “Discovering Biodiversity in Hong Kong Wetlands”, “Nature with No Barrier”, and “Sea For Future”. Our contribution to deliver impact was assured. Conservation remained the largest expenditure component in FY16 and it is increased by 17 per cent compared to last year. The Organization continued to implement community education through our centre-based education programmes, multiplier training and school partnerships. Investment in community engagement and keeping supporters updated through social media and other channels is crucial to strengthen support for our conservation action in the community. As in previous years, a portion of our donated income was contributed to the WWF network to deliver global objectives.



CORPORATE GOVERNANCE

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

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

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

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

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

THE MEMBERS OF THE EXECUTIVE COUNCIL

(Members as at 30th June 2016)

Chairman

Mr. Edward M. HO

Executive Council

Mr. Daniel R. BRADSHAW (Hon. Legal Advisor)

Ms. Sylvia CHAN

Dr. Steve CHEUNG

Ms. Irene CHU

Professor David DUDGEON

Mr. William W. FLANZ

Mr. David M.H. FONG, BBS, JP

Ms. Sarah LEGG (Hon. Treasurer)

Mr. Frederick J. LONG

Dr. K.C. PANG, MH

Professor Yvonne SADOVY

Mr. Douglas WOO

OUR THANKS

As our planet's resources become more and more scarce, the pressures on the world's ecosystems and everything living within them are growing ever greater. This fact makes WWF's conservation work an urgent and vital task.

Working effectively in this high-pressure environment takes time, dedication and sustained financing. Without the encouragement and great generosity of our corporate and individual members, it would be impossible to continue our conservation and education projects.

We would like to extend our heartfelt thanks to all of you for allowing us to fulfil our mission, and for helping to create a better future where humans can live in harmony with nature. Sadly due to space limitations, we cannot name every one of you. But you know who you are, and we thank you.

WWF-Hong Kong corporate members 2015-2016

Double Diamond members

China Everbright International Limited
Crystal Group
Jebsen Group
Kerry Holdings Limited
MF Jebsen International Limited
Search Investment Group Limited
The Wharf (Holdings) Limited

Diamond members

Canon Hongkong Company Limited
Citi
KHI Management Limited
Melco Group
Pacific Tiger Group Limited
S.C. Johnson Ltd
Schmidt Marketing (H.K.) Ltd
Shaw & Sons Limited
Sun Hung Kai Properties

Gold members

Carty Limited
Hang Seng Bank
Henderson Land Group

The Hongkong and Shanghai Hotels, Limited
Kowloon Development Company Limited
Man Cheong Metals and Building Materials Company Limited
Noble Group Limited
Richemont Asia Pacific Limited
Swire Properties Limited
Winnington Capital Limited
ZeShan Foundation

Pearl members

Cathay Pacific Airways Limited
Crocodile Garments Ltd
Dah Chong Hong Holdings Ltd
Global International Credit Group Limited
Galaxy Entertainment Group
Hayco Group
Hinrich Foundation
Hong Kong Baptist Hospital
The Hong Kong Jockey Club
Leo Paper Group (Hong Kong) Limited
Linklaters
MUJI (Hong Kong) Company Limited
Simatelex Group
Victor and William Fung Foundation

Silver members

AEON Stores (Hong Kong) Co., Limited
AFSC Operations Limited
Alpha Appliances Limited
Arup
AXA Hong Kong
Bank of Communications Co., Ltd Hong Kong Branch
The Bank of East Asia, Limited
The Body Shop (HK & Macau)
Bond Apparels International Limited
Bridgestone Aircraft Tire Company (Asia) Limited
Centuryan Services Limited
China Aircraft Leasing Group Holdings Limited
Chun Wo Development Holdings Limited
Cinda International Holdings Limited
Como Como
Convoy Financial Holdings Limited
COSCO SHIPPING International (Hong Kong) Co., Ltd.
Cree Hong Kong Limited
The Dairy Farm Company Ltd – 7-Eleven
Ecolab Limited
Elite Partners CPA Limited
Emperor International Holdings Limited
First Shanghai Group
Gravity Partnership Limited
Great Eagle Holdings Limited
HNA Group (International) Company Limited
Hong Kong Aero Engine Services Limited
Hong Kong Convention and Exhibition Centre (Management) Limited
The Hong Kong and China Gas Company Limited
Hongkong International Theme Parks Limited
Hopewell Holdings Limited
Hysan Development Company Limited
Inchcape Hong Kong

Japan Home Centre (HK) Limited
Johnson Matthey Pacific Limited
KPMG
Lamma Rainbow Seafood Restaurant Limited
LAWSGROUP
Lidl Hong Kong Limited
Light Engine Limited
Linkz Industries Limited
Lombard Odier
Long Data Technology Limited
Manulife (International) Limited
Mayer Brown JSM
McDonald's Restaurants (Hong Kong) Limited
Meinhardt (Hong Kong) Ltd
Meiriki Japan Company Limited
Modern Terminals Limited
MTR Corporation
M.Y.Cheng & Co. (Engineering) Limited
Nam Wah Precision Product Limited
Neonlite Electronic & Lighting (H.K.) Limited
New World Development Company Limited
OCBC Wing Hang Bank Limited
Olympus Capital / Asia Environmental Partners
Orient Overseas Container Line Limited
PCCW Limited
Sa Sa International Holdings Limited
SEIKO
Shenzhou International Group Holdings Limited
Simmons Bedding & Furniture (HK) Limited
Sinomax Health & Household Products Limited
Swarovski Hong Kong Limited
Texwinca Holdings Limited
Top Form Bras Manufacturing Co., Ltd.
Turner International Asia Pacific Ltd.

We would also like to thank the following for their contributions

Corporate

AD-4D Limited (Festival Walk)

ADM Capital Foundation Limited

AECOM Asia Company Limited

Alpha Appliances Limited

apm

A-Rich Ltd.

Ban Ban Music Limited

Bank of China (Hong Kong) Limited

BDO Limited

C4Sheep Ltd

Canon Hongkong Company Limited

Charities Aid Foundation America

Chevalier Group

China 3D Digital Entertainment Limited

China Everbright International Limited

China Life Insurance (Overseas) Company Limited

Citi Hong Kong

Cody & Co.

Consulate General of the Federal Republic of Germany

Crystal Group

D.Park

Dah Chong Hong Holdings Limited

Deep Bay Sub-division, Marine West Division,
HK Police Force

Education Bureau - Curriculum Development
Moral and Civic Ed

Electrolux (Far East) Ltd

Elegance Industrial Company Limited

Elite Partners CPA Limited

Emperor International Holdings Limited

Environment and Conservation Fund

Ernst & Young

Fortune Pharmacal Co. Ltd

Geometry Global

Goldman Sachs

Hang Seng Bank

Government - Information Service Department

Great Eagle Holdings Ltd

Hang Seng Bank

Hayco (Hong Kong) Limited

Henderson Land Development Co. Ltd.

Hong Kong Aero Engine Services Limited

Hong Kong Baptist Hospital

Hong Kong Exchanges and Clearing Limited

Hong Kong Housing Society

Hong Kong Maritime Museum

Hong Kong Tramways Limited

Hongkong Land (Property Management) Limited

Honyat Development Limited

HSBC

HSH Management Services Limited

Hutchison DBS Card Limited

Hutchison Telecommunications (Hong Kong) Limited

Hysan Development Co Ltd

I.T. Apparels Limited

Integrated Waste Solutions Group Holdings Limited

iSQUARE

Jebsen & Co. Ltd

JM Network

Kai Shing Management Services Limited - Landmark North

Manag

Kerry Holdings Limited

Kingdom C Edinfotainment Group

Kowloon City Plaza

Lanbase Surveyors Limited

Land Marker (1980) HK Company Limited

Lee Hysan Foundation

Lord Wilson Heritage Trust

Malayan Banking Berhad

ManyMany Plus

Marks and Spencers(Asia Pacific)Limited

Maxim's Caterers Limited

Megaman (HK) Electrical & Lighting Ltd

Milk Magazine

Modern Terminals Limited

MOL Liner ltd.

MUJI (Hong Kong) Company Limited

New World Development Company Limited

Ng Teng Fong Charitable Foundation Limited

Noble Resources Ltd

Ocean Park Corporation

Olympian City

Plaza Hollywood

RoadShow Media Limited

S.C. Johnson Ltd.

Shao Ming Lo Foundation Limited

Shine Training Limited

Sino Administration Services Ltd

Sino Group

Snaptee Limited

Spintec Precision Manufactory Limited

Starcom Media

Swire Properties Limited

Tenco Advertising Ltd.

The Body Shop

The Clearwater Bay Golf & Country Club

The Construction Industry Council

The Dairy Farm Company Limited - 7 Eleven

The Hong Kong and China Gas Company Limited

The Hong Kong Jockey Club

The HongKong and Shanghai Hotels, Limited

The Kowloon Dairy Ltd

The Peak Tower Limited

The Swire Group Charitable Trust

The Tokio Marine and Fire Insurance Co. (HK) Ltd.

Times Square Limited

Top Form Brassiere Mfg Co Ltd

United Italian Corporation (H.K.) Ltd

Verde Garment Manufacturing Ltd.

VT Comms

WWF US

Yahoo! Hong Kong Limited

Z Entertainment

Zip Magazine

Individual

Mr Rex Au Yeung

Mr Daniel R. Bradshaw

Ms Chan Wai Lan Doris

Mr Cheng Ting Fung

Mr Choi Yeung Bun

Mr Franklin Chow

Mr Christophe Barthelemy

Mr Darren Obrien

Mr William W. Flanz

Mr Fong Sut Sam

Mr Edward M. Ho

Mr Markus F. Jebsen

Mr Hans Michael Jebsen

Ms Joanne Loughlin

Mr Lai Chi Shing Vincent

Mr & Mrs Robert W. Miller

Mr Douglas Narine

Ms Markus Shaw

Mr Ralf Siempelkamp

Mr Martin Tang

Miss Monica Terwindt

Mr Xu Jian Ken

Mr Trevor Yang

WWF-Hong Kong numbers

27,572

704 volunteers, interns and mentees donated a total of 27,572 service hours in FY16.

242,279

people supported WWF's conservation initiatives this year

378

corporations and organizations supported WWF this year

110

This year Island House Conservation Studies Centre celebrated its 110th anniversary, inviting over 800 people to its Open Days held in January 2016



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Registered Name 註冊名稱 : World Wide Fund For Nature Hong Kong 世界自然 (香港) 基金會
(Incorporated in Hong Kong with limited liability by guarantee 於香港註冊成立的擔保有限公司)