



WWF

簡介 Brochure

2012

# 地球寸草不生，無從營商獲利 Mankind does not profit from a barren planet

## 世界再沒有資源，你的業務會如何？

## How will your bottom line look in a world with no resources? 🐼



# 地球資源持續減少 有礙盈利增長

## A WORLD WITH DIMINISHING RESOURCES WILL DIMINISH PROFITS

2030年或之前，我們將需要兩個地球，方能滿足人類對天然資源的需求。你能否想像，我們將付出的代價？

資源減少，商界的營運成本勢必上升，而稅項亦會隨著補救遭受破壞的環境而增加。

任何業務都需要天然資源，當食品價值上升、電費增加，污染與營養不均的飲食導致醫療開支不斷增加，直接減低生產力，商界當然受到直接影響。試想想，假如淡水愈來愈少，甚至在地球上消失，我們怎能獨善其身？

不過，透過採取果斷且迅速的行動，實踐環保措施，你便可以佔據領先優勢，除成為捍衛環境的先驅之外，更可吸納與你同樣關心環境的顧客群。

By 2030, we will need two earths to meet our natural resource needs. Can you imagine what the costs will be?

Businesses all over the world will suffer from the rising costs of operating in an environment of diminishing resources and increasing taxes to repair the damage created “upstream”.

Communities across the planet will be impacted by the higher costs of food and electricity and rising medical bills from excessive pollution and poor diets, which in turn will lead to lower productivity. **Every** business will be affected by a world with scarce resources. All businesses rely on natural resources – just think of a world with little or no fresh water. No one is exempt.

But your business can take the lead now by acting more swiftly and decisively. Stay ahead of the curve. Switch to greener practices. You will not only be seen to be leading the way, you will be placed advantageously to reap the rewards of a more discerning customer base.

### 主席的話

我們都是地球村的一員，在地球村內，無論是顧客、員工、股東、供應商，還是服務提供者，均是唇齒相依。地球是我們唯一的家，提供我們所需，我們千萬不要忘記，地球的資源是有限的，可是，我們正以危險的速度消耗資源，目前我們耗用食用的淡水、木材及魚類等天然資源，較地球可補充的速度高出50%。

世界自然基金會是一個認受性及信任度俱佳的全球性環保組織，與本會合作，能夠展示貴公司於應付環境挑戰中的領導地位。無論客戶或員工皆期望貴公司為關心社會的先鋒，儘管商界以往常被批評，但正因為業界果斷和目標為本的視野，如能用於保育上，就正好帶來改變。

請加入世界自然基金會香港分會的公司會員計劃，成為會員將提升你的公司品牌及股東價值，與我們一起，攜手為我們的顧客、員工、股東及其下一代保存大自然資產。

世界自然基金會香港分會  
主席  
楊子信

### CHAIRMAN'S MESSAGE

We are all members of a global village. Our lives are closely interdependent whether we are customers, employees, shareholders or suppliers and providers of service. We live on one planet; it is our only home. It provides everything we need to sustain us. But we need to remember that this planet has a finite capacity, and our present path is perilous as we consume 50 percent more than the planet's ability to replenish resources such as freshwater, timber and fish.

WWF has a global brand presence that is recognised and trusted. Working with WWF offers your company the opportunity to demonstrate leadership in addressing environmental challenges. Your customers expect your company to be the vanguard of issues of the day; as do your employees. The reason for this attitudinal change is because business, while often criticised, is seen as decisive and results-oriented.

Join the WWF-Hong Kong Corporate Membership Programme. It will enhance your brand and shareholder values. By working together we will leave a legacy that benefits this and future generations of customers, employees and shareholders.

T.C.H. Yang  
Chairman  
WWF-Hong Kong

# 商界足以推動改變

## BUSINESS CAN MAKE A DIFFERENCE

我們相信，**每個人**都有責任：人類要為自己所造成的問題尋求解決方法。與企業合作的往績，讓本會感到自豪。甚麼令我們與別不同？本會的工作方針是仔細聆聽，與所有相關持分者溝通，然後才決定如何應對環境挑戰。我們要確保發展以可持續模式進行，提供以科學為本的解決方案，給各方帶來裨益——維持長遠的業務盈利及提高生態價值。

這奏效的方針促使本會與世界各大企業建立長遠的合作關係。這份信任令企業樂於與我們合作，捐款支持我們的工作。世界自然基金會是信譽卓越的務實保育組織，不但達致保育成效以至帶來正面改變，並能提升支持者的品牌形象。經驗顯示，實踐環保措施，可提高企業的效率及生產力，從而增加企業的盈利。

公司會員計劃是非指定用途捐款收入的主要來源，而該捐款為一些被商業市場忽視的保育計劃提供了重要的資金。本會成功推動香港水域禁止拖網捕魚，就是全靠非指定用途捐款收入所資助的；而這些捐款收入更可為全新的保育項目，提供展開計劃的本金。

你的支持極為重要，請立即參加世界自然基金會香港分會的公司會員計劃。

We believe that **everyone** must be a part of the solution. Mankind now needs to solve the problems we have created. WWF is proud of our track record of working with the corporate sector. What makes us different? The WWF approach is to listen carefully and engage with all stakeholders on an issue before deciding how to meet environmental challenges. We must ensure that development is sustainable; and we look for scientific solutions to complex problems – solutions that bring benefits to all parties, and create both long-term monetary and ecological value.

This approach is effective, and has allowed WWF to create long-term partnerships with major companies globally. Our trustworthiness means that corporate sponsors across the world are willing to work with us and contribute financially. WWF's well-established reputation as a pragmatic conservation organisation not only achieves conservation outcomes on a scale necessary to bring about change, but also enhances our supporters' brand image. Experience shows that "turning green" actually improves corporate profitability through a greater emphasis on efficiency and productivity.

The Corporate Membership Programme is a crucial source of unrestricted income to finance certain conservation activities that often lack "marketing glamour". Our success in achieving a trawling ban in Hong Kong waters was funded solely from our unrestricted cash flow. The Corporate Membership Programme also provides "seed capital" for new initiatives.

Your support is vital. Please join the WWF-Hong Kong Corporate Membership Programme today.

「我曾與同事們一同參加世界自然基金會於米埔自然保護區的義工活動，以及不同的教育項目。我們不單明白到保護環境的重要性，並十分享受這些活動。公司對環境保育的支持和參與，亦令我非常自豪。」



香港航空發動機維修服務有限公司  
外勤基地維修服務經理  
桂浩然  
自2006年成為會員

"I have participated in WWF's volunteer work at the Mai Po Nature Reserve as well as other education programmes with my colleagues. We learned about the importance of preserving our environment and we all enjoyed the activities very much. I am proud of being a member of a company which supports good environmental causes."

Francis Kwei  
On-Wing Care Manager  
Hong Kong Aero Engine Services Limited  
Member since 2006

「減碳對於企業或是員工個人都刻不容緩。我們參加『低碳辦公室計劃』，除了對整體減碳及營運成本有正面影響，亦為企業建立了良好的僱主形象，直接幫助我們招聘員工。年輕一代著重企業的社會責任，我們能吸引有潛質人士加入公司，相信他們亦會感到自豪。」



捷成集團  
集團人力資源董事  
莫家麟  
自2000年成為會員

"Whether as an individual or as a company, I see the reduction of our carbon footprint as a pressing issue. When participating in LOOP, we noticed a reduction in our overall carbon emissions as well as in our operating costs. At the same time, it enhanced the company's image which helped us with staff recruitment."

Nowadays, the younger generation cares more about corporate social responsibility; we can attract these high-caliber people to our company and they will be proud of being a member."

Francis Mok  
Group Human Resources Director  
Jebsen Group  
Member since 2000

「世界自然基金會對可持續發展的議題具專業知識，是我們多年來的綠色夥伴，為環保項目與措施提供專業意見，並與我們合辦不同的員工活動。我們將繼續與世界自然基金會合作，攜手建設低碳及可持續發展的香港。」



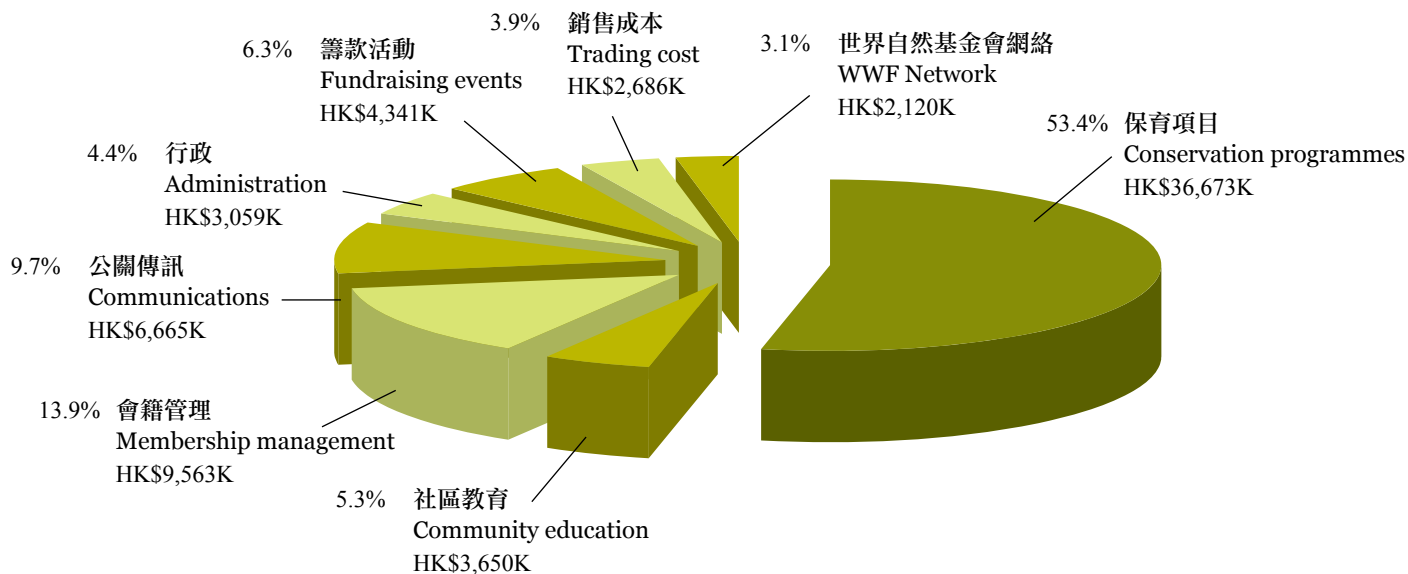
香港中華煤氣有限公司  
環保工作委員會主席  
龐超靈  
自2000年成為會員

"WWF... are the experts in sustainability issues and we have partnered with them over the years. WWF has given us valuable recommendations for our environmental programmes and policies, and has organized different activities for our staff members. We hope we can keep working together for a low carbon and sustainable Hong Kong."

Victor Kwong  
Chairman of Environmental Working Committee  
The Hong Kong and China Gas Limited  
Member since 2000

# 本會經費分配

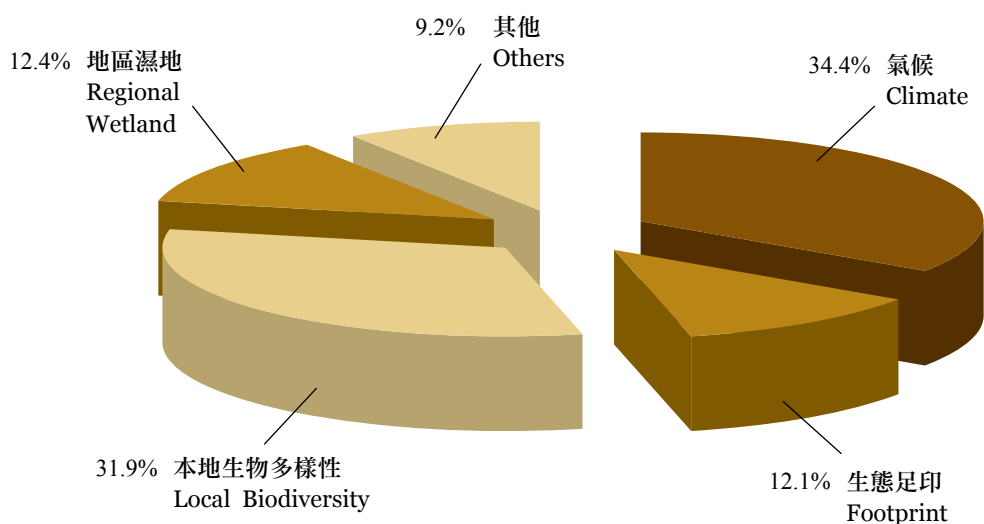
## HOW YOUR DONATIONS ARE INVESTED



2011財政年度的支出分配：6,875.7萬港元  
Expenditure allocation for FY 2011: HK\$68.757 million

# 保育投資

## CONSERVATION INVESTMENT



約49.9%來自非指定用途款項，公司會員計劃是其重要來源。

Approximately 49.9 percent comes from unrestricted donations. Our Corporate Membership Programme is an important source of these donations.

# 成為本會的公司會員後， 你便可： AS A CORPORATE MEMBER, YOU WILL BE ENTITLED TO:



	雙鑽石會員 Double Diamond	鑽石會員 Diamond	黃金會員 Gold	珍珠會員 Pearl	純銀會員 Silver
<b>學習專業的保育知識 Learn about conservation from eco-experts</b>					
獲贈本會會訊《生命之延》 Free Subscription to WWF's newsletter, About Life	✓	✓	✓	✓	✓
定期獲得本會最新消息 Get Regular Updates on WWF News	✓	✓	✓	✓	✓
獲邀出席本會周年大會 Invitation to WWF Annual General Meeting	✓	✓	—	—	—
米埔自然保護區免費導賞團一次 One Free Mai Po Nature Reserve Guided Visit	✓	✓	半價優惠 50% off	半價優惠 50% off	八折優惠 20% off
米埔自然保護區免費浮橋導賞團一次 One Free Mai Po Nature Reserve Boardwalk Guided Visit	✓	半價優惠 50% off	半價優惠 50% off	八折優惠 20% off	—
免費保育講座一次 One Free Conservation Seminar	✓	✓	✓	—	—
元州仔自然環境保護研究中心免費導賞團一次 One Free Island House Conservation Studies Centre Guided Visit	✓	—	—	—	—
海下灣海洋生物中心免費導賞團一次 One Free Hoi Ha Marine Life Centre Guided Visit	✓	—	—	—	—
<b>協助保護環境 Be part of the solution and help make positive changes</b>					
豁免參加低碳辦公室項目(LOOP)首年費用 Waiver of the Participation Fee for the Low-Carbon Office Operation Programme (LOOP) for the First Year	✓	✓	✓	✓	✓
參加本會的義工項目 Participate in WWF's Volunteer Programmes	✓	✓	✓	✓	✓
優先參加本會舉辦的特別活動 Priority Booking for WWF's Special Events	✓	✓	✓	—	—
獲邀參與專為雙鑽石會員而設的活動 Invitation to Exclusive Double Diamond Member Event	✓	—	—	—	—
<b>提升企業形象 Enhance your corporate image</b>					
獲邀出席會籍頒授典禮 Invitation to Award Presentation Ceremony	✓	✓	✓	✓	✓
使用本會公司會員標誌 Use of WWF Corporate Membership Logo	✓	✓	✓	✓	✓
企業名稱出現於本會網頁、會訊《生命之延》、年報、米埔及廣告中的鳴謝名單 Acknowledgment on WWF's website, in our newsletter, About Life and Annual Review, on a Poster at Mai Po and in various advertisements	✓	✓	✓	✓	✓
會員可使用本會之電子聖誕咭 Use of WWF Christmas e-card with Member Logo	✓	✓	✓	✓	✓
會員可於本會網頁分享其綠色項目及可持續發展報告 Share Member's Green Initiatives and Sustainability Reports on WWF's website once a year	✓	✓	✓	✓	—
會員商號出現於本會網頁 Member Logo Displayed on WWF's website	加上會員公司網頁的超連結 Also Hyperlink to Member's website	✓	—	—	—
於本會會訊《生命之延》免費刊登一次全版廣告 One Free Full Page Advertisement in WWF's newsletter, About Life	✓	八折優惠 20% off	—	—	—
會員商號出現於會訊《生命之延》 Member Logo Displayed in WWF's newsletter, About Life	✓	—	—	—	—

# 一起締造生生不息的地球 為我們帶來福祉

## TOGETHER WE WILL PROFIT FROM A LIVING PLANET

# 150,000

超過150,000學生參與於米埔、海下灣及大埔的教育中心開辦的外展環境教育項目，他們透過體驗活動，了解不同的保育事項。

Education outreach programmes continued at our three Conservation Education Centres in Mai Po, Hoi Ha and Tai Po, welcoming over 150,000 students from Hong Kong and helping them learn about conservation issues through experiential learning programmes.

# 7

本會自2004年起推行拯救海洋大行動，經過7年的游說與努力，本會成功倡議香港政府立法禁止拖網捕魚這種高度破壞性的捕魚活動。

Since 2004, WWF's Save Our Seas campaign had been working to draw attention to and reverse the decline of the once-thriving Hong Kong fisheries. After seven years of negotiation and hard work, WWF successfully lobbied the Hong Kong government to approve a ban on trawling in Hong Kong waters.



# +400

過去一年，與超過400間公司機構合作。

We worked with over 400 companies and organizations in the last year.

# 2,700,000

270萬人參與地球一小時2011；84%的受訪參加者表示會「接力地球一小時」，於活動後繼續實踐可持續生活模式。2.7 million people participated in Earth Hour 2011, and 84 percent of participants surveyed saying they would "go beyond the hour" and adopt a more sustainable lifestyle.

