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SOLUTIONS

for a living planet



無分界別，共創生生不息的地球

2009
ANNUAL REVIEW



過去一年，世界自然基金會在保育、生態足印及教育方面的工作，成果有目共睹。隨著更多社會人士積極參與保育活動，期望為環境帶來美好的轉變，我們的力量相信只會有增無減。以下是過去一年來，本會的主要統計數字：

WWF's conservation, ecological footprint and education efforts gain strength in numbers. As more people get involved, the power to make positive change can only grow. Here's a brief look at some of the year's outstanding statistics.

2,900,000 名香港市民參與「地球一小時」，
表達對氣候變化的關注
Hong Kong people showed concern for climate change by participating in Earth Hour

500,000 是本會自2007年以來，派發的《海鮮選擇指引》數量，以推廣可持續的海鮮食用方式
seafood guides distributed to promote sustainable seafood consumption since its launch in 2007

150,000 名香港市民參加本會的保育和教育工作
people benefited from WWF's outreach education programmes

1 個人都可對抗氣候變化，只要我們願意改變生活習慣
person making small lifestyle changes is all it takes to make a difference to climate change

300 名區內的濕地管理人員及保護區工作人員參加本會的濕地培訓項目及考察團
wetland managers and reserve staff from the region benefited from our wetland training programmes and study tours

483 間公司／機構支持本會的保育和教育工作
corporations supported our work

10,000 是本會義工及實習生貢獻給保育和教育工作的時間
service hours donated by volunteers and interns

22,825 名贊助人捐款支持
individual financial supporters

26,000 人到訪本會管理的米埔自然保護區
people visited Mai Po Nature Reserve, managed by WWF

98,650 名支持者提供協助
individual non-financial supporters

30,000 名來自逾540間學校的學生參加本會推行的教育項目
students from more than 540 schools benefited from WWF's education programmes at our centres

多謝支持世界自然基金會，並為保護環境出一分力。讓你我攜手，同創生生不息的地球！
Thank you for your support of WWF, action for the future of our natural environment, and working with us to find solutions for a living planet!

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踏入2009年之前，我們已準備就緒，決意於今年積極展開行動，提高公眾對香港保育問題的關注，推廣可持續生活模式，並加強教育下一代，團結全港市民的力量，共同對抗氣候變化。

本會多項工作，成績顯著，令人鼓舞。「地球一小時」獲各界熱烈迴響，約290萬港人參與這個全球行動，為地球未來投下具意義的一票，向2009年12月參與哥本哈根氣候變化會議的各國領袖，表達訴求，要求簽訂全新氣候協議，解決氣候危機。

2008年12月，本會發表《香港生態足印報告》，分析港人資源消耗模式和生態足印改變，為這方面的改善工作奠定重要基礎。數據顯示本港的人均生態足印較全球的人均生態足印大，並較中國內地高出近一倍。若香港居民完全倚賴本地境內土地和海洋的生物承载力，我們需要等於逾250個香港，方能滿足需求。

多年來，本會深信教育對未來發展極為重要，對年輕一代的影響，尤其深遠。我們透過教育，向學生灌輸可持續生活模式的概念，使他們認識與日常生活息息相關的保育問題，助他們培養良好的生活習慣，一同保護環境。身為社會的未來領袖，年青人必須明白何為可持續發展，以及自己的責任。

One year ago, we looked forward with great hope that 2009 would be a year of action. A year to bring high-profile attention to Hong Kong's conservation issues, to promote sustainable living by harnessing the power of the community, to educate the next generation, and to build momentum in the fight against climate change.

In several respects, many of these hopes have been fulfilled. Earth Hour showed that millions of Hong Kong people support efforts to tackle climate change. These numbers simply can't be ignored – and importantly, they showed Hong Kong's willingness to be part of a global environmental movement, as hundreds of millions of votes were cast to see climate change addressed by world leaders in Copenhagen in December this year.

In December 2008, we launched the *Hong Kong Ecological Footprint Report* which is an important benchmark from which we can track the future levels of consumption of our city. Distressing figures show that Hong Kong's average ecological footprint is bigger than the global average, and nearly twice that of Mainland China. We require an area of land and sea greater than the size of 250 Hong Kongs to support our consumption and absorb the carbon dioxide we emit.

WWF has long believed that education is the key to the

future, and for the young this is particularly true. By entrenching students with the knowledge on how to live sustainably, and making them aware of the conservation issues that affect them, they can develop lifelong habits and commitments that will help to protect our planet. They are our future leaders – it is important they understand the principles of sustainability, and the responsibilities they will hold.

“在各會員的鼎力支持下，來年我們將全力推行各個環境及保育項目，期望於不久將來，香港能夠成為低碳環保城市。我們將繼續努力，為我們和下一代締造生生不息的地球。

It is crucial that this momentum continues. As we look ahead to another year we are optimistic that, with your support, as individuals and businesses, we can develop Hong Kong's position as a low carbon and ecologically-conscious city, and continue developing solutions for a living planet.

”

主席 Chairman
楊子信 Trevor Yang



無可否認，不論在經濟還是自然資源方面，我們都正面對極大挑戰：當前的金融危機，自1929年來，前所未有；自然資源因人類毫無節制地耗用，快速減少，當中尤以海洋資源的損耗最為嚴重。兩極冰塊正在不斷溶解。如果我們不及早採取行動，繼續任意妄為，後果不堪設想！

過去一年，雖然經濟不景氣，但世界自然基金會香港分會仍致力推行優質的保育及教育項目，透過「Climateers氣候正能量」、「低碳辦公室計劃」(簡稱LOOP)及「低碳製造計劃」(簡稱LCMP)，三管齊下解決氣候變化問題。

「Climateers氣候正能量」幫助市民計算和監察自己的碳足印；「低碳辦公室計劃」旨在協助本地商界提高能源效益及減少碳排放；而「低碳製造計劃」則專為在珠三角設廠的製造商而設。三個項目皆能有效減少香港以至珠三角地區的二氧化碳和溫室氣體排放量。

「可持續生活模式教育計劃」(簡稱STEP) 將氣候變化問題引入本地學校，成效顯著並深受學校歡迎。另一方面，本會就本地漁業破壞海洋生態的問題提出建議。事實上，政府日益關注海洋環境保育，而行政長官亦計劃於海岸公園內全面禁止商業捕魚活動。

香港市民對本會的工作，深表支持，從「地球一小時」行動取得的空前成功，可見一斑。2009年3月28日，本會舉行「地球一小時」行動，邀請全球各地人士表達對氣候變化問題的關注。超過88個國家、4000個城市、數以億計的人士參與，一同於當晚熄燈響應。在本港，約290萬香港人士參與。「地球一小時」證明，我們能號召全球各地力量，共同應對日益嚴峻的環境問題。

報告中尚有提及其他保育及教育項目。這些項目得以成功推行，當然少不了你的支持。

The challenges we face are immense. We have gone through extensive economic turmoil with a financial "melt-down" unseen since 1929. The depletion of our planet's resources in particular the over-exploitation of our marine environment continues in an unabated manner. The melting of the polar ice caps has been relentless. The potential consequences will be dire if we do not act now!

Over this past year, despite the economic disaster, WWF in Hong Kong has remained focused on delivering high quality conservation and education programmes. We are addressing climate change through a three-tiered

approach. Climateers for individuals to monitor their personal carbon footprint; LOOP to address energy and carbon efficiency in commercial premises and LCMP for the manufacturing sector. These are robust programmes that are effective and will reduce our carbon and greenhouse gas emissions in Hong Kong and the Pearl River Delta. Our STEP programme, introducing the issues of climate change to Hong Kong schools, has been very effective and in high demand. Our solutions for fisheries are producing increased attention on the part of our government with the chief executive seeking to ban commercial fishing in our marine parks.

The Hong Kong public supports our work as evidenced by the outstanding success of Earth Hour, a global campaign to show that you and I are concerned about climate change. It was a spectacular triumph with over 4,000 cities, 88 countries and hundreds of millions of people world wide participating in turning off lights for one hour on 28 March 2009. WWF's strength is its global reach to bring all citizens to act to make their voices heard that environmental problems must be solved.

There are many other conservation and education programmes explained in the report. They are made possible by your support.

“本會深信，經濟及社會發展與保育工作是可以並存的。只要我們攜手合作，定能為地球帶來一線生機。

WWF firmly believes that economic and social development and conservation objectives are not mutually exclusive. It is only by working together that we can bring about the necessary changes to preserve this planet.

”



行政總裁 CEO
龐毅理 Eric Bohm

2008

Jul 七月

熊貓保育

四川大地震發生後，籌款逾450,000港元，支援災後重建

Panda Conservation

Raised over HK\$450,000 to support the post-Sichuan earthquake reconstruction of panda habitats

Aug 八月

\$3600用電慢慢“碳”大賽

鼓勵全港市民一同慳電救氣候

\$3600 Low Carbon Challenge

Encouraged the public to practice an energy-efficient and climate-friendly lifestyle

Sept 九月

公司會員計劃會籍頒授典禮

表揚企業對保育工作的支持

Corporate Membership Programme Award Presentation Ceremony

Acknowledged corporate commitment to conservation

Oct 十月

步走大自然@米埔2008

鼓勵市民採取可持續生活模式

Walk for Nature @ Mai Po 2008

Encouraged the public to take easy steps to a sustainable life

Nov 十一月

可持續生活模式教育計劃

教導本港小學生明白保護自然環境的重要性

海洋見證人行動

結集香港首部海洋故事紀錄

Sustainable lifestyle Target Education Programme (STEP)

Promoted the commitment for conservation to local primary school students

Ocean Witness Campaign

Documented the direct ocean-related experiences of Hong Kong people

Dec 十二月

野鴨衛星追蹤計劃

研究野鴨遷離本港的情況、候鳥在生態系統中的角色，以及禽鳥疾病（包括禽流感）的流行病學進行

香港生態足印報告2008

分析港人資源消耗模式及生態足印的改變，並為這方面的改善工作提供重要基礎

Duck Satellite Tracking Project

Studied wild duck migration from Hong Kong and the role of migratory birds in the ecology and epidemiology of avian diseases

Hong Kong Ecological Footprint Report 2008

Provided the benchmark to track our shift in consumption and the size of our ecological footprint

Jan 一月

海洋寶盒創作比賽

讓中小學生透過藝術創作，創造出心目中生生不息的海洋

Ocean in a Box Creativity Competition

Allowed the young generation to express their visions of the ocean

2009



Feb 二月

地球一小時：一人一力量展覽

讓市民明白每個人也有對抗氣候變化的能力

雲霄縣水產養殖協會

協助於漳江口縣成立協會，提供保育資訊、交流經驗及培訓

Earth Hour – The Power of One Exhibition

Showed that every single one of us has the power to tackle climate change

Aquaculture Association

Helped establish the Association in the Zhangjiang Estuary Nature Reserve, Yunxiao County for information and experience exchange and training

Mar 三月

地球一小時2009

向全世界展示香港對抗氣候變化的決心

Earth Hour 2009

Showed the world that Hong Kong is ready to make changes in the fight against climate change

Apr 四月

低碳生活—電器選購指南

協助市民選購具能源效益的家居電器及減少個人碳排放量

Low Carbon Living Appliances Guide

Helped individuals choose climate-friendly home appliances and reduce personal carbon emissions

May 五月

低碳製造計劃

協助珠三角地區的廠房提升能源效益及減少碳排放量

香港對抗氣候變化聯盟

聯同綠色和平及樂施會組成聯盟，對抗氣候變化及減低氣候變化對人的禍害

Low Carbon Manufacturing Programme (LCMP)

Helped factories in the Pearl River Delta increase energy efficiency and reduce emissions

Combat Climate Change Coalition

Formed with Greenpeace China and Oxfam Hong Kong to combat climate change together

Jun 六月

低碳辦公室計劃

協助企業量度其碳足印，及設計減少碳排放的措施

綠魚兒計劃

以「可持續使用及發展」的原則，從事塘魚養殖

Low-carbon Office Operation Programme (LOOP)

Assisted office-based companies to measure their carbon footprint and reduce carbon emissions

Eco-fish Farming Scheme

Adopted the principle of sustainable use and development in pond-fish farming practices

世界自然基金會的工作 A Glimpse At Our Work



© Loretta Luk / WWF-Hong Kong

作為本港的保育先驅，自1981年起，世界自然基金會香港分會一直致力建立人類與大自然和諧共存的未來，並透過推行一系列保育、生態足印及環境教育項目，為我們及下一代締造更美好的環境。

保育項目包括保護香港海洋、淡水和濕地的物種和環境的工作。我們同時會監察政府的保育和環境政策。世界自然基金會的保育項目旨在維持本港和鄰近地區的生物多樣性。

大部分香港人居於人煙稠密的市區，很少接觸大自然，因而對本地野生動植物感到陌生。我們希望透過保育行動，為這些生物品種及生境提供充足保護，確保它們繼續繁衍生息。

生態足印項目以減少人類生態足印為主要目的。我們希望透過推行環保項目，提高市民對氣候變化、海鮮和木材等自然資源的可持續性的關注。如果人類繼續以目前的速度耗用地球資源，及至2030年中期，我們便需要相等於兩個地球的自然資源，方能維持現有的生活模式。香港作為亞洲國際都會，資源消耗量龐大，有責任減少自己的生態足印，為亞太區其他國家，樹立良好榜樣。

教育項目是保護環境最有效途徑之一。年輕一代主宰地球未來的命運，因此，本會主動出擊，推行保育和教育項目，並推廣可持續生活模式，希望透過趣味活動、親身參與和體驗，增加參與者的保育熱誠。

Since 1981, WWF-Hong Kong has been one of Hong Kong's leading conservation organisations, working to build a future in which humans live in harmony with nature. Through the implementation of a wide range of conservation, ecological footprint and environmental education programmes, WWF continues to provide solutions for a living planet.

Conservation includes WWF's work to protect species and their habitats in the marine, freshwater and wetland environment in Hong Kong, and our role as an environmental watchdog to scrutinise the government's conservation and environmental policies. Operating locally and regionally, WWF's conservation initiatives aim to monitor and preserve Hong Kong's rich biodiversity. The extent of wildlife, fauna and other endemic tropical life remains largely unknown to many Hong Kong people, hidden behind the dense population of the city. Which is why WWF strives to ensure that those species and habitats that remain can be allowed to live and flourish with adequate protection.

Footprint efforts focus on reducing humanity's footprint through our work to address climate change, and the sustainable use of natural resources such as seafood and timber. If our demands on the planet continue to increase at the same rate, by the mid-2030s, we would need the equivalent of two planets to maintain our lifestyles. As an advanced city, Hong Kong has a key role to play in terms of consumption. Capitalizing on its position as a leading world city, WWF aims to help Hong Kong set an example not just at home, but also for others in the region to follow.

Education is one of the most effective ways to protect our environment. Recognising the crucial role the younger generation holds in the future protection of our planet, WWF takes a proactive approach to conservation and

sustainability education. We aim to promote stronger commitment from the community for conservation through fun, engagement and real-world experiences.



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地球一小時 Earth Hour 2009



© Donald Chiu



地球一小時義工楊輝青
Earth Hour volunteer Joyce, Yeung

© Joyce Yeung

“只要大家踏出一小步，便足以為地球帶來重大的轉變。

With a tiny step from each one of us, we can create a big difference to the planet.

”

地球一小時 燃點新希望

Light's Out: Earth Hour

氣候變化被視為廿一世紀人類面對最嚴峻的挑戰之一。氣候變化對地球的未來構成嚴重威脅，影響地球所有物種，無一倖免，故全球各地人士必須及早採取行動，共同對抗氣候變化問題。

「地球一小時」由世界自然基金會於2007年在澳洲悉尼發起。該活動至今吸引全球各地數以億計人士加入熄燈行列，成為世界上表達關注氣候變化的最大型公眾參與運動。

「地球一小時」亦有另一重要目的：2009年12月，各國領袖齊集丹麥哥本哈根，參加聯合國氣候峰會，本會希望透過「地球一小時」行動，向各國領袖傳達我們對抗氣候變化的強烈訴求，促請他們為地球的未來簽訂新的氣候協議。

2009年，香港首度參與「地球一小時」。在世界自然基金會香港分會的帶領下，香港市民成功向全世界發放了強而有力的信息，讓所有人知道，香港作為亞洲國際都會，對氣候變化問題深表關注，並願意為地球的未來出一分力。只要我們齊心協力，定能帶來美好的轉變。



© WWF-Hong Kong



Climate change has been identified as one of the greatest challenges facing mankind in the 21st Century. As the threat of climate change endangers the future of the planet as we know it, including us here in Hong Kong, addressing the problem is a truly global issue.

The concept for Earth Hour began with WWF-Australia in 2007, while in search of new ways to empower people and raise the awareness about climate change. Since then the scale, power and importance of Earth Hour has attracted hundreds of millions of people around the world to the cause.

Earth Hour also aimed to send a strong message to world leaders attending the Copenhagen UN climate summit in December 2009, urging them to agree on a new global climate deal aimed at protecting the future of our planet.

2009 marked Hong Kong's first major participation in Earth Hour. Led by WWF-Hong Kong, Hong Kong's involvement in Earth Hour spread a powerful message that, as one of Asia's leading cities, Hong Kong cares about climate change and we are prepared to take action for the future of our planet. We can act together to make



© Joseph Cheung

2009年3月28日，世界自然基金會再度號召全球各地人士，以熄燈的簡單動作，表達對抗氣候變化問題的決心。2009年共有88個國家、逾4,000個城鎮參加。世界各地政府、企業及人民皆透過熄燈一小時，為地球的未來投下具意義的一票。

紐西蘭及斐濟最先啟動熄燈行動，而中國則緊隨在後，帶領亞洲及世界各國進入關燈時刻。繼2008北京奧運成為全球焦點後，北京多座著名地標再度登場：奧林匹克公園附近街道、鳥巢及水立方、以及北京及其他中國主要城市的著名建築物，燈光皆陸續熄滅。

a difference.

On 28 March 2009, WWF once again asked the world to cast a vote through the simple action of flipping a switch. Over 4,000 cities and towns in 88 countries participated. By turning the lights off for one hour, governments, businesses and individuals cast a worldwide vote to take action on climate change.

Following New Zealand and Fiji, China was among the first countries to lead Asia and the rest of the world into Earth Hour. After taking the world spotlight during the Olympics in 2008, many of Beijing's now iconic buildings took the stage once again. Lights went out on the Olympic Park streets, the Bird's Nest and the Water Cube, among several prominent buildings in Beijing and other major cities in China.



萬眾同心 全力支持 Millions Cast Their Vote

香港各界均對「地球一小時」表示熱烈支持，傳媒亦廣泛報道，盛況空前。

本港有逾1,800座大廈及地標建築物，包括國際金融中心、文化中心及青馬大橋；逾600間公司及機構；逾160間學校及所有大學，以及約290萬名市民參與「地球一小時」活動，聯同全球各地88個國家、4,000個城鎮，共同以行動對抗氣候變化。當晚，維港的「幻彩詠香江」暫停。踏入八時半，大廈的霓虹燈招牌、裝飾燈陸續熄掉，整個城市步入黑暗之中，為對抗氣候變化燃點希望。「地球一小時」舉行後進行的調查發現，九成以上的參加者表示會從日常生活著手，節約能源，以減少個人碳足印對環境的影響。

The enthusiasm for Earth Hour in Hong Kong's community and media at large reached levels never before seen.

Around 2.9 million people of Hong Kong participated in Earth Hour, joining the millions and millions of voices from around the world in this call for action on climate change. The Symphony of Lights in the Victoria Harbour was suspended. The city began to go into darkness at 8:30 pm when neon signs and lights of buildings across Hong Kong started to go out. Over 1,800 of Hong Kong's major buildings and landmarks switched off their lights for Earth Hour, including the International Financial Centre, the Cultural Centre Complex and the Tsing Ma Bridge. More than 600 companies and organisations and over 160 schools and universities joined thousands of individuals in support of WWF-Hong Kong's efforts to call for action on climate change. A survey conducted after Earth Hour showed that 99 per cent of all participants want to take action in their daily lives to save energy and to reduce their impact on the environment.

創作歌手林一峰出席於海港城舉行的「地球一小時：一人一力量」活動，首度公開獻唱他為「地球一小時」創作的主題曲「Light Up Your Dreams」，吸引不少市民到場支持。

At WWF's Earth Hour - The Power of One event at Harbour City, singer-songwriter Chet Lam premiered his song "Light Up Your Dreams", dedicating it to Earth Hour Hong Kong, lending his stardom and youth appeal to the cause.



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同場推出「地球一小時：一人一力量攝影比賽」，優勝者可參加米埔觀星活動，藉此培養攝影技巧，並欣賞大自然之美。

The Power of One event also featured a photo competition in which winners were invited to a unique stargazing event, to help cultivate both their photographic talent and their passion for the beauty of our environment.



Yeung Wing Him William



Tai Hin Wa



Chan Hiuyu



Lee Man Chun



Kwok Yue Him



Tsui Piu

低碳辦公室計劃 Low-carbon Office Operation Programme (LOOP)



© Cambo Wong

利豐(貿易)有限公司營運副總裁關泰雄
Robert Kwan, Vice President - Vendor
Compliance, Li & Fung (Trading) Ltd.



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“ 低碳辦公室計劃是一個既全面又容易使用的碳管理工具，讓各機構節約能源。

LOOP is a comprehensive and user-friendly carbon management tool, which enables organisations to have potential energy savings.

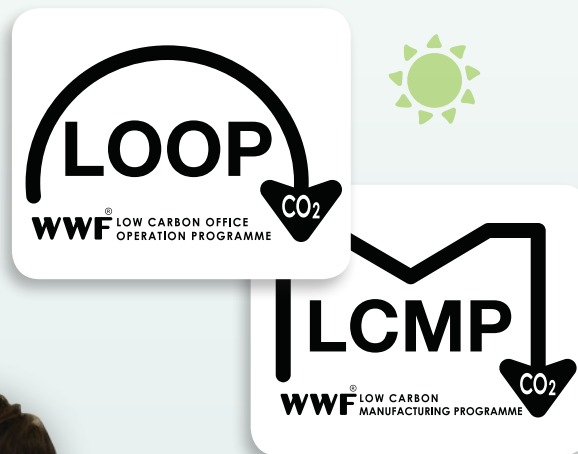
”

減碳推環保 企業皆有責 Green In Business

不論是個人抑或跨國企業，都會產生或大或小的生態足印。如果我們不妥善管理自然資源，地球將難以應付人類對自然資源與日俱增的需求。

商界是全港最大的能源消耗者。1996至2006十年間，本港的能源總消耗量增加了13%，當中以商界的能源消耗量升幅最大，達38%。因此，本港企業在對抗氣候變化問題方面，扮演著關鍵角色，其改變可有效減少香港整體的碳足印。

及早採取正確的行動，我們定能改善香港的碳足印問題。要妥善管理溫室氣體，我們必須了解溫室氣體的來源，明白哪些氣體排放是不能避免的，以及哪些排放是缺乏能源效益所致。



Everyone, from individuals to large multinational companies, creates an ecological footprint on some scale. Without the appropriate management of the world's natural resources, the collective demands of mankind will be too great for our world to sustain.

In Hong Kong, the commercial sector is the largest energy user of any sector. In the decade between 1996 and 2006, total energy consumption in Hong Kong increased by 13%, while the commercial sector saw the greatest increase of 38%. In the fight against climate change, shrinking businesses' carbon footprint therefore becomes essential.

Fortunately, these effects are reversible by taking the right and prompt action. Managing greenhouse gases (GHG) requires a complex understanding of where emissions are coming from, and how much of those are necessary versus how much is wasted through inefficiency.



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低碳辦公室 商界齊響應 In The LOOP

經營業務所涉及的活動，從員工通勤、外判活動以至廢物棄置，皆耗用不少自然資源，這使企業產生大量的碳足印，因而影響自然環境。

本港商界在改善氣候變化問題方面，可扮演重要角色，本會於是特別針對在港設辦公室的企業，推行「低碳辦公室計劃」，藉此協助企業減少其碳足印。

「低碳辦公室計劃」（簡稱LOOP）協助企業量度及監察辦公室活動的整體碳排放量，從而了解企業可實行的低碳措施，建立名副其實的低碳辦公室。

作為全港首個針對辦公室的環保項目，「低碳辦公室計劃」旨在鼓勵本港企業減少辦公室營運所產生的溫室氣體，並協助企業採取新管理政策及運用科技，減少碳足印，從而緩和氣候變化問題。

「低碳辦公室計劃」的涵蓋範疇包括電力使用、航空交通及循環再用，使負責人能深入了解辦公室的碳排放情況，從而採取適當措施減少碳排放量。

「低碳辦公室計劃」亦設有評級制度，除記錄溫室氣體排放量外，還根據公司的基建設施、辦公室設備技術，及管理模式，評估公司在減少碳足印方面的表現。企業更可透過第三方的核實程序，獲得正式認可。

「低碳辦公室計劃」提供一系列適合辦公室使用的減碳工具，協助公司鼓勵員工支持計劃，減少個人碳足印，如《低碳辦公室計劃指引》詳列建議的辦公室減碳措施；「低碳生活—電器選購指南」幫助智選家電。



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From employee travel to outsourcing activities to waste disposal, the facets of running a business place demands on resources, directly or indirectly affect our environment, and leave behind a large footprint.

Identifying Hong Kong businesses as key drivers for change, WWF-Hong Kong developed a programme specially tailored for office-based companies to help them significantly reduce their carbon footprint.

The Low-carbon Office Operation Programme (LOOP) helps companies easily map out their overall office emissions sources so that they know where to start and what practices to adopt to become a low carbon office.

As the first of its kind, the programme has the aim of driving companies in Hong Kong to reduce GHG emissions from office operations, the programme helps businesses adopt new management policies, innovative technologies and behavioural changes.

LOOP covers emissions from areas such as electricity use, air travel and recycling, enabling managers to gain in-depth understanding of their office emissions profile and ways to reduce it.

LOOP also includes a rating system that evaluates the carbon performance of a company based not only on its greenhouse gas emissions but also its existing infrastructural set up, office equipment technologies and management practices. As an additional incentive, companies may get a formal certification by undergoing an independent third party verification process.

Within the office, LOOP offers a variety of tools to help companies engage their staff in reducing their footprint on a personal basis, such as the Low Carbon Office Guide, which lists recommendations on low carbon practices that can be carried out in the workplace, and the Low Carbon Living Appliances Guide.

把握綠色機遇 開創美好將來 Benefits Of Being Green

低碳辦公室有助改善公司業績及工作效率，但好處又豈止於此？「低碳辦公室計劃」有助企業找出營運上的不足，並透過改善能源效益及減少廢物節省開支。

此外，參與公司可利用從計劃中取得的LOOP標籤作推廣，向其商業夥伴、員工及客戶顯示企業的卓見，以及保護環境的實質行動。通過向商業夥伴展示對抗氣候變化的決心，及鼓勵更多公司採取減碳的營運措施，將能為公司的形象帶來正面影響。

是次計劃得到商界的熱烈支持，已參與的起導公司包括香港上海滙豐銀行有限公司、畢馬威會計師事務所、利豐(貿易)有限公司、The Body Shop及新馬實業有限公司。他們率先使用「低碳辦公室計劃」提供的方法，評估公司的碳足印，並就世界自然基金會的建議採取減碳措施。



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There are numerous commercial benefits that accompany green office operations – not least being improved results to bottom-line and productivity. LOOP assists in identifying operational inefficiencies, saving significant finances by improving energy efficiency, and reducing wastage.

Harder to measure but possibly even more powerful is the positive effect that obtaining a LOOP label has on a company's image, demonstrating to stake-holders, employees and customers alike that your business is forward-thinking and helping to make a difference.

Through obtaining a LOOP label, companies can promote the climate-friendly practices to their stakeholders and encourage more to do the same.

LOOP has received overwhelming support from the corporate sector. HSBC, KPMG, Li & Fung (Trading) Ltd, The Body Shop and the Sanmark Industrial Ltd, have piloted LOOP, have already assessed their companies' carbon footprint using the LOOP methodology, and have adopted measures to reduce their emissions following the recommendations from WWF.



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另一方面，世界自然基金會亦為於珠三角設廠的港商推行「低碳製造計劃」（簡稱LCMP），協助他們量度及評估廠房的碳表現。如獲全部於珠三角設廠的港商支持，估計每年能為區內工廠減少7,400萬公噸二氧化碳。根據世界自然基金會就去年起參與起導計劃、來自製衣、塑膠及電子業的公司所進行的分析顯示，每間公司均可透過低成本及快回報的方法，減少12%至24%的碳排放量。



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Beyond the commercial sector, WWF has also developed the Low Carbon Manufacturing Programme (LCMP) for manufacturers in the Pearl River Delta (PRD) to measure and report carbon performance. If factories across the PRD join LCMP, carbon emissions in the region could be reduced by 74 million tonnes a year. WWF's preliminary analysis of garments, plastics and electronics companies that joined the LCMP pilot phase last year shows that 12 to 24% cuts in annual emissions are possible at low cost and with quick returns. By working closely with industrial companies operating in the region, Hong Kong businesses can have a positive influence further down the line and around the region.

減少生態足印的工作 Our Work To Reduce Footprint

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- ✦ 全港約有290萬人、逾1,800座大廈、600間公司及機構、160間學校及所有大學參與「地球一小時」活動，聯同全球88個國家逾4,000個城鎮，一同表達對抗氣候變化的決心
- ✦ 逾3,100個香港家庭參加由滙豐贊助的「\$3600用電慢慢"碳"大賽」。活動旨在鼓勵全港市民節約能源，實踐低碳生活
- ✦ 本會推出「低碳生活—電器選購指南」，協助市民智選家居電器，從而減少個人碳排放量
- ✦ 在Green Dragon Fund及The British Consulate - General 的資助下，本會推行「低碳製造計劃」。計劃起導階段的結果顯示，珠三角地區的廠商均可透過低成本及快回報的方法，減少12%至24%的碳排放量
- ✦ 低碳辦公室計劃獲滙豐贊助，旨在協助在港設辦公室的企業量度碳足印及建議可行的措施，以減少辦公室營運操作的碳排放量
- ✦ 世界自然基金會、綠色和平及樂施會首度在香港結盟，成立香港對抗氣候變化聯盟，截至2009年12月，支持機構數目已達26個
- ✦ 自2007年起，54間公司／機構承諾不會在公司晚宴及典禮中供應魚翅
- ✦ 自2007年起，本會共派出逾500,000張「海鮮選擇指引」，推廣環保海鮮
- ✦ 由世界自然基金會創立的全球森林貿易網絡（中國），現與來自香港和中國的20名森林管理人員、製造商和零售商合作，增加來自可持續管理的森林的木製產品

- ✦ About 2.9 million people, over 1,800 building, 600 companies and organisations, 160 schools and all universities participated in Earth Hour in Hong Kong, together with 88 countries and over 4,000 cities worldwide
- ✦ Over 3,100 Hong Kong families participated in “\$3,600 Low Carbon Challenge,” which was sponsored by HSBC and aimed to encourage everyone in Hong Kong to practice an energy-efficient and climate-friendly lifestyle
- ✦ The Low Carbon Living Appliances Guide was launched to help individuals choose climate-friendly home appliances and reduce personal carbon emissions
- ✦ The pilot phase of Low Carbon Manufacturing Programme, sponsored by the Green Dragon Fund and the British Consulate – General Hong Kong, showed that 12 to 24% cuts in annual emissions at low cost and quick returns, are possible for factories in the Pearl River Delta
- ✦ The Low-carbon Office Operation Programme, sponsored by HSBC, was launched to assist office-based companies measure their carbon footprint, and design steps to reduce carbon emissions
- ✦ Combat Climate Change Coalition was formed with Greenpeace China, Oxfam Hong Kong. The number of supporting organisations reached 26 by December 2009
- ✦ 54 companies/ organisations pledged not to serve sharkfin since 2007
- ✦ Over 500,000 seafood guides were distributed to promote sustainable seafood consumption since its launch in 2007
- ✦ GFTN China, a WWF initiative, now works with 20 forest managers, manufacturers and retailers in Hong Kong and China to increase the availability and use of timber products from sustainably managed forests

華南濕地保育 South China Wetland Conservation



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“漳江口和海豐除了進行生境管理，亦提供可持續發展的教育，得到當地社區的參與，為內地其他濕地樹立良好榜樣。

The work on management of habitats, participation by local communities and education on sustainable development in Zhangjiang Estuary and Haifeng establish good models for other wetlands sites in mainland China to follow.



© Polly Chik / WWF-Hong Kong

世界自然基金會香港分會環境保護經理
(華南濕地) 文賢繼
Xianji Wen,
WWF-Hong Kong's Conservation Manager,
South China Wetlands

捍衛濕地 Safeguarding Our Wetlands

全球約有3至4億人口居於濕地附近，並賴以維生。濕地是地球上大量生物的棲息地，故其在生態系統中扮演重要角色，優美的自然環境使濕地成為大自然最壯麗的景觀之一。濕地為人類提供食物、燃料及就業機會，也是各種野生生物賴以生存的重要生境。濕地更有助保護人類免受河水氾濫威脅，故不論對人類或野生生物來說，濕地也極其重要。

華南地區擁有不少重要濕地。然而，接踵而來的挑戰，卻持續為這些重要濕地帶來威脅。資金短缺、人為滋擾增加、經濟發展與保育的利益衝突，以及當地政府和居民之間的關係等因素，皆令中國自然保護區內的濕地管理及保育工作，困難重重。

幸而，香港鄰近華南眾多沿海濕地，有助本會向中國多個自然保護區及濕地，分享以往與不同地區、組織合作，管理東亞—澳大拉西亞飛行航道時，所得的專業知識，以及管理米埔自然保護區累積的寶貴經驗。米埔是世界級的濕地培訓及教育設施，持續為區內濕地管理人員提供培訓，為其他濕地樹立良好榜樣。



© Angus Lau



© Neil Fifer

Around the world, between 300 and 400 million people live close to, and depend on, wetlands. Wetlands play a crucial role in the survival of a huge number of species, as they are home to some of the world's richest biodiversity. Their stunning beauty places them among nature's most spectacular sights, and their importance to humans and wildlife alike is immense – providing humans with food, fuel and employment while supporting a vast array of wildlife. Wetlands also protect millions of people against potentially disastrous flooding.

Our region is home to a number of major wetland locations, yet numerous challenges continue to threaten their survival. Limited funds, increased human disturbance, conflicts between economic development and conservation, and a complicated relationship between local government and communities are all factors that have contributed to the difficulty of wetland management and conservation in China's nature reserves.

Aided by our close proximity to many of South China's coastal wetland areas and our experience working on the East Asia–Australasian Flyway, WWF-Hong Kong is well placed to provide conservation guidance in China's nature reserves and wetlands. Our management of the Mai Po Nature Reserve has provided us with expertise as leading wetland managers in South China and far across the region. As a world-class wetland training and education facility, Mai Po continues to train and guide wetland managers from around the region, serving as an effective model for others to aspire to.

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保育華南濕地 Conserving South China's Wetlands

本會致力分享我們管理濕地的專業知識及技術，透過推行兩大保育項目——滙豐／世界自然基金會華南濕地項目及滙豐濕地管理培訓項目來推動這方面的工作。

我們在推行滙豐／世界自然基金會華南濕地項目時，與福建及廣東的自然保護區緊密合作，並於2005年透過此項目，為福建省漳江口國家級紅樹林保護區提供直接支援。該保護區面積達2,360公頃，其中天然紅樹林佔167公頃，是福建省內面積最大的紅樹林。目前，項目已見證了多項支援重要濕地的發展工作。

2008年8月，本會於保護區完成興建佔地7公頃的潮漲棲息地，令水鳥在潮漲時，亦可站立在泥灘上，是牠們在潮漲時的重要棲息地。在那之前，該保護區並無專為水鳥而設的棲息地，而該潮漲棲息地則為牠們提供額外保護，以及覓食機會。

此外，於2009年2月，本會協助成立雲霄縣水產養殖業協會，協會服務範圍涵蓋整個雲霄縣，亦即漳江口保護區的所在地。協會不但是資訊及經驗交流的平台、保育信息的傳播渠道，亦同時提供專業培訓，教授水產養殖技術。到目前為止，共有來自15個村落的46名漁民，以及21位政府官員加入成為協會會員。

世界自然基金會亦積極參與廣東海豐鳥類省級自然保護區的保育工作。該保護區約有七成是濕地，每年有逾20,000隻遷徙水鳥以海豐為越冬地，當中包括全球瀕危鳥類如卷羽鶉鴒、紫水雞、小青腳鵝及黑臉琵鷺。



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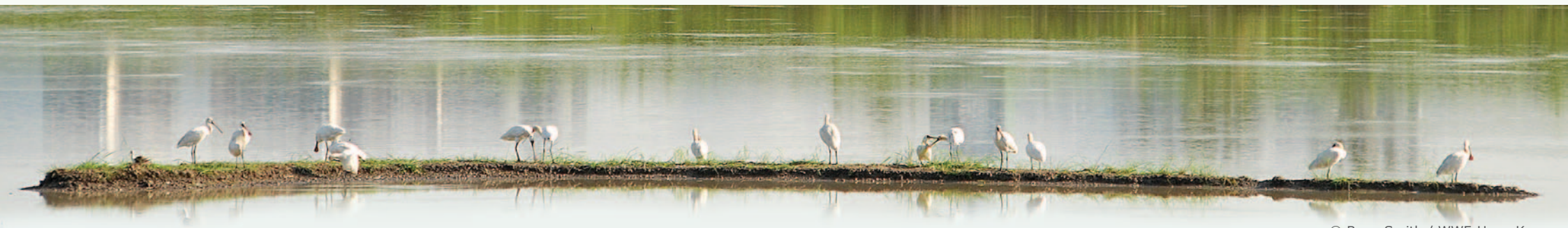
WWF plays an active role in providing wetlands expertise through two main initiatives – the HSBC/WWF South China Wetlands Project and the HSBC Wetland Management Training Programme.

The HSBC/WWF South China Wetlands Project partners closely with nature reserves in Fujian and Guangdong. WWF initiated a project to provide direct support to the Zhangjiang Estuary National Mangrove Nature Reserve in Fujian Province in 2005. The 2,360 hectare reserve contains 167 hectares of natural mangrove forest, the largest in Fujian, and the project has seen numerous developments to support these important wetlands.

In August 2008, a seven hectare high tide roosting site was completed at the reserve, providing birds with important roosting sites when the tide is too high for them to stand on the mudflat. Until this time, there had been no specific roosting site for water birds, and the site provides additional protection and feeding opportunities.

In addition, the Aquaculture Association was established in February 2009, with a scope covering the entire county of Yunxiao where the Zhangjiang reserve stands. The association provides a platform for effective exchange of information and experience, and a channel to spread the message of conservation. Importantly, the association also offers expert training on recommended aquaculture techniques. So far 46 fishermen from 15 villages and 21 government officials have become members.

WWF also plays an active role at the Guangdong Haifeng Birds Provincial Nature Reserve, located in Haifeng County, Guangdong province. Around 70% of the reserve area is made up of wetlands, and over 20,000 migratory waterbirds use Haifeng as a wintering site every year, including globally endangered birds such as the Dalmatian Pelican, Purple Swamphen, Nordmann's Greenshank and the Black-faced Spoonbill.



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除了推行保育計劃，以保護當地生物物種及重要棲息地外，本會並與當地漁民合作，共同管理養殖魚塘，透過示範正確利用濕地資源的方法，協助保護區推行保育工作。

2008年2月，漳江口保護區及海豐自然保護區皆獲劃定為拉姆薩爾濕地，而本會亦繼續透過一系列保育及教育項目，為保護區提供支援。

2009年1月至6月期間，海豐當地兩間學校共有逾百名學生參與一系列獲小額資助的環境教育活動。而在漳江口，則有逾1,500名學生於2008年7月至2009年6月期間參與其他環境教育活動，包括義工營、夏令營及座談會。

2008至2009年期間，逾2,800名人士受惠於在海豐及漳江口推行的華南濕地保育項目。當地漁民、濕地管理人員以至學生皆提高了保育意識。這不但加強了重要濕地與鄰近居民之間的聯繫，同時更促進下一代的全人發展。



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As well as implementing conservation plans aimed at protecting biodiversity and habitats, WWF assists the reserve by demonstrating wise use of wetlands through the co-management of aquaculture ponds with local fishermen.

Both the Zhangjiang and Haifeng reserves became designated Ramsar sites in February 2008, and WWF continues our supporting role through our range of conservation and educational initiatives.

From January to June 2009, over a hundred students at two local schools at Haifeng took part in a series of environmental education activities supported by a small funding grant. At Zhangjiang, from July 2008 to June 2009 over 1,500 students participated in other environmental education activities including volunteer camps, summer camps and seminars.

During 2008-2009, more than 2,800 individuals benefited in some way from the South China project at Haifeng and Zhangjiang, raising conservation awareness among everyone from fishermen in the community to wetland managers and local students. Not only does this strengthen the relationship between these vital wetlands and the people living in proximity, it also facilitates well-rounded, lifelong development for the next generation.

培訓區內濕地保育人員 Training The Region's Wetland Managers

滙豐濕地管理培訓項目同樣重視濕地的教育意義，項目涵蓋範圍包括全中國及亞洲其他國家。

滙豐濕地管理培訓項目，以米埔自然保護區及米埔后海灣內灣拉姆薩爾濕地作個案研究，旨在為東亞—澳大拉西亞飛行航道上的濕地，培育有責任感的濕地管理人員及決策者，從而為以航道作中途休息站的遷徙水鳥，提供覓食機會和各式各樣的生境。

自2008年7月起，項目亦舉辦了約20個培訓課程及考察團。課程進行期間，學員須在本港逗留數天，促進實地學習。此外，本會向學員派發《滙豐濕地管理培訓項目通訊》，與學員分享專業技術，使他們在完成課程後，能培訓區內其他人士成為專業的濕地管理人員。



© Yamme Leung / WWF-Hong Kong

The HSBC Wetland Management Training programme also puts great emphasis on the educational benefits held within the wetlands, with a scope that covers the entirety of mainland China and other countries in Asia.

Using the Mai Po Nature Reserve and the Mai Po Inner Deep Bay Ramsar Site as a living case study, the Wetland Management Training Programme aims to train wetland managers and decision-makers with responsibility for the management and conservation of wetlands in the East Asia – Australasian Flyway for migratory waterbirds, especially from mainland China.

Since July 2008, around 20 training courses and study tours have been organized as part of the programme, during which trainees stay with us for a number of days. The programme has also been complemented by the HSBC Wetland Management Training Programme Newsletter – providing yet another outlet for achieving a multiplier effect, where our expertise is shared with trainers, who can then train others in the region to become effective wetland managers.



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綠魚兒計劃 Eco-fish Farming Scheme



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“養生態魚不一定很快成氣候，不過是一個好的起步，令社會大眾認識及接受生態魚。

Cultivating Eco-fish may not gain wide popularity in a short period of time, but it's a good start to raise the public awareness and acceptance for the Eco-fish.



養魚戶黎來就
Lai Loi Chau, fishpond farmer

© Tobi Lau / WWF-Hong Kong

善用魚塘濕地 發展生態養殖 Eco-Fish Evolution

為了在環境保育、經濟發展及社會需要三大元素中取得平衡，本會推出一項生態塘魚養殖的試驗計劃——「綠魚兒計劃」，希望在符合「可持續使用及發展」的原則下，魚塘濕地資源能更有效地被善用，並為本地養魚戶帶來經濟回報。

本港及鄰近地區的漁業一直採用傳統的魚塘養殖方法。然而，近數十年來，由內地入口的平價淡水魚導致本地淡水魚養殖業的利潤下降，打擊這個行業。本會正採取行動，使這些重要的魚塘濕地回復生態、商業及社會價值。

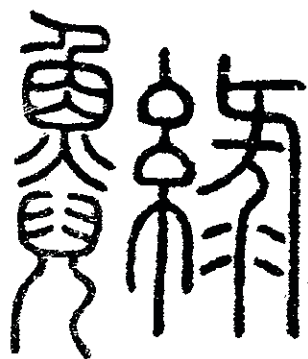
魚塘對環境保育具有重要價值，它可充當天然海棉吸收過剩的雨水，防止洪水氾濫，更可作為水鳥的覓食地，但魚塘需要漁戶積極管理，方能保持其生態及商業價值。

香港，尤其在后海灣一帶的塘魚養殖業，自1980年代起開始衰落，年輕一代對塘魚養殖業前景亦不樂觀，故多不願承繼祖業，預料將有更多魚塘遭荒廢，水鳥及候鳥亦因此失去牠們的棲息地。

透過為養魚戶開創更符合可持續發展原則的養殖業，我們不但能保留這些重要濕地，更有助養魚戶改善魚產品的品質，從而提高養魚戶的競爭力。



© Loretta Luk / WWF-Hong Kong



WWF recognizes the importance of finding ways to balance environmental conservation, economic development and the needs of society. Working with different facets of the community, WWF is a reasonable and pragmatic partner in developing ecological initiatives – and the Eco-fish Farming scheme is a prime example.

The traditional practice of fishpond farming has existed throughout the history of Hong Kong and the region, and while it has suffered in recent decades, WWF is taking steps to help bring ecological, commercial and community value back to these important environmental sites.

Fishponds serve as feeding and roosting grounds for several species of waterbirds, as well as acting as natural sponges to prevent flooding – but they can only be properly maintained to achieve ecological and commercial value through active management.

Since the 1980s, Hong Kong's pond-fish farming industry has declined, particularly around the Deep Bay area. This is mostly due to the large daily imports of cheap freshwater fish coming from mainland China, with which local fishpond farmers have difficulty competing. This can lead to the abandonment of fishpond farming operations, meaning the areas become harmfully overgrown, reducing their value to wildlife that depend on these habitats.

WWF believes that by creating a more environmentally sustainable business for farmers, we can not only preserve these important wetlands, but also help farmers to compete with imported Chinese fish by offering a superior, healthier local product.



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「綠魚兒計劃」締造三贏 Triple-Win Situation

為使后海灣一帶漁戶能繼續沿用傳統的塘魚養殖法，世界自然基金會於2006年在米埔自然保護區附近推行「綠魚兒計劃」。計劃的起導階段已於2009年完成，現正進入第二階段，並獲更多養魚戶支持。

「綠魚兒計劃」的資料顯示，在「可持續使用及發展」的原則下，從事塘魚養殖行業，既達到魚塘濕地資源保育效益，亦為養魚戶帶來新機遇，同時更為消費者提供優質生態魚的綠色食品選擇，為本港漁業、環境及市民締造三贏局面。

計劃旨在於魚塘保育、經濟考慮及社會需要三大元素中取得平衡：保護魚塘生態系統，使水鳥及候鳥能繼續在魚塘濕地棲息；為養魚戶發掘業務新機遇；為本港市場提供綠色魚類選擇。

在來自各界的合作夥伴支持下，首批生態魚在市面試售的階段圓滿完成。試售以來，顧客對「綠魚兒」反應不俗，更有熟客定期惠顧，例如每次可售出的烏頭，銷量與九龍一般街市魚檔相若。



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© Y.-J. Rey-Millet / WWF-Canon

To assist fishpond farmers around Deep Bay in continuing their traditional pond-fish farming methods, WWF launched the Eco-fish Farming Scheme in 2006 near Mai Po Nature Reserve. The Scheme has now completed its pilot phase and entered the second phase, with support from more fishpond farmers.

WWF's Eco-fish Farming Scheme shows that by adopting the principle of sustainable use and development in pond-fish farming practices, a triple-win situation can be attained – for fishpond farmers, wildlife conservation and Hong Kong consumers.

The three-fold goal of the scheme involves firstly improving and extending wildlife conservation efforts, secondly creating new business opportunities for fish pond farmers and thirdly providing healthy, ecologically-friendly fish for the Hong Kong market.

With support from partners operating in different sectors, the first batch of Eco-fish sold enjoyed great success in the market. Attracting regular customers, the amount of grey mullet sold at each sales event equals sell-rates in Kowloon fish stalls.

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為使消費者明白生態魚是健康的食品選擇，世界自然基金會將養殖程序清楚列明，讓養魚戶按照程序行事。所有養魚戶均採用未經化學處理或非基因改造的魚糧作為飼料。為確保魚兒健康，整個養殖過程均受監察和測試。而控制魚群數目，則可將魚兒染病的風險降至最低，從而避免在養殖過程中使用藥物。

「綠魚兒計劃」除了為養魚戶發掘新機遇，及為消費者提供綠色食品選擇外，更能加強米埔自然保護區及附近地帶的保育工作。此外，參加者承諾每年在收魚後為魚塘排水，亦為水鳥提供重要的覓食及棲息地。

在「綠魚兒計劃」的協助下，在保護區附近的魚塘將得以發揮其重要價值，為米埔的水鳥及候鳥提供棲息地。



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Helping assure consumers that Eco-fish are the healthy option, WWF has outlined a strict set of procedures for farmers to follow. All feed is chemical-free and non-genetically modified, with laboratory tests performed throughout the cultivation process to ensure the health of the fish stocks. Maintaining a low fish-stocking rate also minimises the risk of disease in the fish, making it possible to avoid the use of any drug treatments.

In addition to providing new business for farmers and healthier food for consumers, the scheme will also boost conservation efforts in and around the Mai Po Nature Reserve. As part of the scheme, participants promise to drain their fields once a year after harvesting, which will provide important feeding grounds for water birds.

With the help of the Eco-fish Farming Scheme, the numerous fishponds surrounding the reserve will be able to build upon their important role for Mai Po's local and migratory water bird populations.

保護生物多樣性和環境的工作 Our Work To Conserve Biodiversity And The Environment

- ◆ 約80,000隻水鳥在米埔及內后海灣拉姆薩爾濕地一帶過冬（資料來源：漁農自然護理署）
- ◆ 於后海灣發現四個新鳥類品種，名為草原鵬、凍原豆雁、綠眉鴨及大石鵠
- ◆ 透過由滙豐贊助的華南濕地保育項目，本會繼續為漳江口自然保護區及廣東省海豐自然保護區提供支援，目前已有2,825人受惠
- ◆ 透過聯合國糧食及農業組織的資助，本會聯同香港大學微生物學系、亞洲生態環境顧問有限公司(AEC)及美國地質調查局(USGS)，推行「野鴨衛星追蹤計劃」，就野鴨遷離本港的情況、候鳥在生態系統中的角色、以及禽鳥疾病（包括禽流感）的流行病學進行研究
- ◆ 「綠魚兒計劃」2009-2010年的活動獲瑞銀集團贊助，計劃以可持續使用及發展的原則從事塘魚養殖行業，為本港漁業、環境及市民締造三贏局面
- ◆ 「海洋見證人」活動由渣打銀行(香港)有限公司贊助推出，蒐集香港人所見證的海洋變化，並將之結集成香港海洋故事紀錄
- ◆ 本會承蒙資生堂旗下品牌「歐珀萊」慷慨贊助，推出中華白海豚保護項目2008-2011，一同推動中華白海豚的地區性保育工作，同時提高大眾對中華白海豚所面臨的困境的認識
- ◆ 本會就港珠澳大橋的基建項目，繼續進行遊說政府的工作，務求中華白海豚能得到最大的保護
- ◆ 逾26,000人參觀米埔自然保護區，以了解濕地保育工作
- ◆ 審閱96個受環境影響評估、城市規劃條例及其他相關法例等規管的發展項目，當中包括與污染無關的海洋發展項目；不論是龐大的基建項目，還是規模較小的工程，本會的意見都有著深遠影響
- ◆ About 80,000 waterbirds wintered in and around the Mai Po and Inner Deep Bay Ramsar Site (Source: AFCD)
- ◆ Four new bird species were found in Deep Bay, namely Steppe Eagle, Tundra Bean Goose, American Wigeon and Great Thick-knee
- ◆ WWF continued to offer support to Zhangjiang Estuary Nature Reserve and Haifeng Nature Reserve through the HSBC/WWF South China Wetlands Project, sponsored by HSBC, benefiting 2,825 people
- ◆ Duck Satellite Tracking Project, funded by Food and Agriculture Organization of the United Nations, was launched in partnership with the Department of Microbiology of the University of Hong Kong, Asia Ecological Consultants and the US Geological Survey, to study wild duck migration from Hong Kong and the role of migratory birds in the ecology and epidemiology of avian diseases
- ◆ The Eco-fish Farming Scheme, with UBS as the major sponsor for the 2009-2010 activities, was delivered to help strike a balance among economic development, environmental conservation and social needs, by adopting the principle of sustainable use and development in pond-fish farming practices
- ◆ Ocean Witness Campaign, sponsored by Standard Chartered Bank (Hong Kong) Limited, was launched to document the direct experiences of people who are witnessing the changes in Hong Kong's marine environment
- ◆ The Chinese White Dolphin Conservation Project (2008-2011) was officially launched with AUPRES to assist regional conservation efforts for Chinese white dolphins and increase public awareness on the plight of the species
- ◆ WWF continued our advocacy for the maximum protection of dolphin populations against the proposed construction of the Hong Kong-Zhuhai-Macao Bridge
- ◆ Over 26,000 people visited Mai Po Nature Reserve to learn about wetland conservation
- ◆ Reviewed 96 development projects, including non-pollution related marine developments, under the scope of the Environmental Impact Assessments (EIAs), Town Planning ordinances and other relevant laws, resulting in significant influence made to development of various scales

可持續生活模式教育計劃 Sustainable lifestyle Target Education Programme (STEP)



© Yifei ZHANG / WWF-Canon

“ 整個計劃是由一群熱愛地球的人所創作，向學生傳遞愛護地球的信息，希望大家都一起參與！

Designed by a group of people who are deeply concerned for the planet, the programme passes on a loving message to the students. I hope all primary schools can join STEP. ”



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香港教育工作者聯會黃楚標學校陳雅莉老師
Lily Chan, teacher at HKFEW Wong Cho Bau School

終身學習 Education For Life

世界自然基金會認為，及早為年青一代提供環保教育對他們的發展非常重要，亦能助他們應對保護環境的挑戰。

作為少數關注可持續發展教育(ESD)的機構，本會深信透過適當的教育，年青人將可在生活體現可持續生活模式、減少生態足印，及與大自然和諧共存。此外，本會希望強化教育工作者的教學技巧及教學內容，提升學習效果。

自1981年起，世界自然基金會積極推行教育項目，在不同學習階段，注入可持續發展教育元素，從小培養年輕一代的可持續生活概念。

世界自然基金會採取主動的教學方式，提供課室及野外學習，透過趣味活動、親身參與和體驗，增加參加者的保育熱誠。我們現有的教育項目，善用創新媒體式及科技，令年輕人可從多個途徑，認識全球自然環境。過去一年，共有逾150,000名香港及華南地區的年輕人參與本會的教育項目。



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WWF recognises the huge importance that education from a young age holds in adequately preparing today's youth for the challenges of protecting our environment.

As one of few organisations to place such strong emphasis on education for sustainable development (ESD), WWF firmly believes that with the right education, sustainable living, reducing ecological footprint and living harmoniously with the environment can become second nature to young people. And by strengthening the skills of educators themselves, WWF hopes to achieve a multiplier effect to maximise the educational capacity for students.

Since 1981, WWF-Hong Kong has been delivering ESD with the belief that by weaving ESD from early learning stages through to higher education, lifelong results can be achieved.

With our proactive approach to education, both in the classroom and in the field, WWF strives to promote stronger commitment from the community for conservation through fun, engagement and real life experience. Our numerous educational programmes are

complemented by the range of new media and technology now available – offering more ways than ever to provide today's youth with a global understanding of the environment. Over the past year, our education work has reached over 150,000 young people in Hong Kong and South China.

可持續生活 共創建未來 STEP Into The Future

「可持續生活模式教育計劃」（STEP）於2008年推行，是世界自然基金會特別為本港小學生推出的外展教育項目，透過校內進行教育活動，讓學生認識氣候變化問題，從而推廣可持續生活模式。

在為期一星期的校內活動中，學生參與特別設計的教育活動，包括講座、戲劇、展覽、大型遊戲及藝術創作等，深入淺出地向小朋友講解氣候變化問題。此外，即使學生在年紀尚小時學習有關氣候變化的問題，也能為環境帶來轉變。

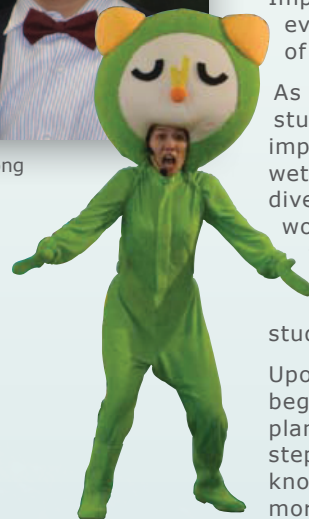
11位參加「可持續生活模式教育計劃」的教師赴雲南考察，親身感受氣候變化帶來的影響。他們參觀了雲南的濕地及積雪的山脈，了解氣候變化對當地環境及居民的影響，這些經歷將有助他們日後與學生分享個人經歷，現身說法。

完成「可持續生活模式教育計劃」的學生將具備氣候變化的知識，明白自己是地球上重要的一員，並積極從生活細節上著手，協助令環境變得更健康、更美好。

「可持續生活模式教育計劃」與世界自然基金會其他教育計劃相輔相成，如「綠Teen日記」，夥伴學校透過參與一系列教育活動，讓學生培養積極態度，並了解可持續生活模式的概念。



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Launched in 2008, the Sustainable lifestyle Target Education Programme (STEP) is an outreach education programme specially developed by WWF to promote awareness of climate change and sustainable living among local primary school students.

In the week-long in-school programme, students take part in specially designed activities, including school talks, drama, exhibitions, mass games and art work, which explain the issues of climate change in ways that young children can understand and relate to. Importantly, students learn that even from a young age, everyone can make a difference to reverse the effects of climate change.

As part of the STEP programme, 11 teachers joined a study tour to Yunnan, China to witness first-hand the impact of climate change. Visiting everywhere from wetlands to Yunnan's snow-capped mountains, these diverse landscapes allowed the teachers to see the real-world impact of climate change on the environment and those who depend on it. Armed with this first-hand understanding, the teachers can now share their experiences to provide a clearer understanding for students.

Upon completion of the STEP programme, students can begin to see themselves as educated stewards of the planet. By becoming committed to STEP, students can step forward into the future with confidence and the knowledge necessary to contribute to a healthier and more harmonious environment.

STEP works alongside numerous other WWF educational schemes in the classroom, such as the Green Teenage Diary, in which partner schools take part in a series of educational programmes that enrich students' understanding of sustainable living concepts.



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實地考察 親身體驗 In The Field

除了在課堂上直接與學生交流外，本會在米埔自然保護區、海下灣海洋生物中心等保育地點推行中心為本的教育活動，讓參加者投入大自然，參與保育工作。

「制服團隊海洋教育訓練計劃」專為制服團隊領袖而設，提高團隊領袖舉辦海洋教育活動的能力，協助他們向年青一代，傳遞保育信息。培訓更多人肩負傳承保育信息的責任，一直是本會的發展重點之一，這項計劃就體現了這個信念。



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In addition to working directly with students in the classroom, WWF offers unique hands-on environmental experiences through our numerous centre-based educational programmes at key facilities such as the Mai Po Nature Reserve and Hoi Ha Marine Life Centre.

The Marine Education Leader Training and Education Programme aims to enhance young group leaders' ability to organize marine-focused educational activities and support their efforts to spread the conservation message to the younger generation. This is a prime example of the multiplier effect WWF hopes to achieve, as trainers go on to teach what they have learnt to students for many years.



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學習無界限 Learning Beyond The Boundary

透過可持續發展教育，華南濕地項目提高華南地區居民對濕地資源保護的意識，並教導他們善用濕地資源，落實保育概念，成功將教育推向另一層次。此項目自2005年推行以來，為本地教育工作者及保護區工作人員提供培訓，並在保護區內設立所需的教育設施，改善環保教育基建。此外，更為本地學校制定正式的可持續發展教育項目。到目前為止，已有近3,000名華南地區人士參與此項目。

課程以大專院校、中小學教育工作者及職業培訓導師為對象，旨在為教育工作者帶來教學上的突破，以成就下一代的全人發展。



© Lydia Pang / WWF-Hong Kong

The South China Wetlands Programme has taken education to further local action with great success. This ESD initiative has the objective of raising awareness about wetland conservation and the wise use of wetland resources in the South China region. Running since 2005, this collaborative programme offers training for local educators and reserve staff. The programme also enhances environmental education infrastructure by building education facilities while developing and promoting formal ESD programmes for local schools. Close to 3,000 people from South China have benefited from this programme.

These comprehensive courses suitable for educators from primary, secondary, and tertiary institutions, as well as those leading career training achieve a major educational breakthrough in facilitating well-rounded, lifelong development for the next generation.

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教育工作 Our Education Work

© Simon de Trey-WHITE / WWF-UK

- 📖 本會於香港管理三間教育中心：米埔沼澤野生生物教育中心、海下灣海洋生物中心及元洲仔自然環境保護研究中心
- 📖 世界自然基金會與兩間小學合作，於米埔自然保護區推行首個資訊科技教育項目，於項目中加入資訊科技學習元素，提高教學效率
- 📖 推行中心為本的教育項目，以推廣「在環境中學習」
- 📖 「可持續生活模式教育計劃」由太古發起、本會負責推行，透過多元化的教育活動及生活體驗，鼓勵本港小學生積極保育環境及善用資源。於2008/2009學年，共有15間先鋒學校參與計劃
- 📖 完成為期兩年的教育項目「綠 "Teen"日記」。此項目由利希慎基金贊助，約1,000名來自7間夥伴學校的學生參加，透過實地考察及一系列教育活動，協助學生培養積極態度，實踐綠色生活模式
- 📖 滙豐濕地培訓項目，迄今已有漳江口自然保護區一帶11間學校逾1,500名學生參加，項目內容包括各項環保活動，如義工活動、夏令營及講座；而位於海豐自然保護區的兩間學校亦展開一系列環境教育活動，有關活動由少額撥款贊助推出
- 📖 舉辦「海洋寶盒」創作比賽，為「海洋見證人」活動的一部分，誠邀中小學生以紙盒製作「海洋寶盒」，在盒中創造出心目中生生不息的海洋。比賽共收到約1,400件作品

- 📖 Managed three education centres in Hong Kong: Mai Po Marshes Wildlife Education Centre, Hoi Ha Marine Life Centre, Island House Conservation Studies Centre
- 📖 WWF implemented the first 'IT in Education' programme at Mai Po Nature Reserve, through partnership with two primary schools. Filled with fun and IT learning elements, the programme enhanced the learning and teaching effectiveness
- 📖 Carried out centre-based and thematic outreach education programmes to promote learning IN the environment
- 📖 Sustainable lifestyle Target Education Programme (STEP), initiated by the Swire group and administered by WWF-Hong Kong, was launched to promote the commitment for conservation through fun, engagement and real life experience for local primary school students. 15 pilot schools joined the programme in the Academic Year 2008/2009
- 📖 Completed the 2-year programme "Green Teenage Diary" which was sponsored by the Lee Hysan Foundation. About 1,000 students from seven partner schools developed a positive attitude towards a green lifestyle through a site visit and a series of school-based and home-based activities
- 📖 Under the HSBC Wetland Management Training Programme, over 1,500 students from 11 schools around Zhangjiang Estuary Nature Reserve participated in the environmental education activities, such as volunteer activities, summer camps and seminars; two local schools at Haifeng Nature Reserve started a series of environmental education activities supported by a small grant
- 📖 Organized the "Ocean in a Box" Creativity Competition, as part of the Ocean Witness Campaign, to invite students to express their feelings and visions for the future of our oceans with a cardboard box. The competition received nearly 1,400 entries



© Chris Martin Bahr / WWF-Canon

“ 本會衷心感謝各捐助者，令我們可繼續推行保育工作。

We are most grateful to our donors, whose contributions make our continued work possible. ”

財政資料 Financials

在財政方面，2009年是滿有挑戰的一年。全球經濟陷入自三十年代以來最嚴峻的金融危機，本會亦不能倖免。然而，我們感謝捐款者對本會的保育及教育項目作出長遠支持，使經濟衰退對本會的影響得以緩和。

儘管本會的整體收入仍有增長，但增長速度減慢，反映商界為迎接金融危機的挑戰而減少捐款。在支出方面，本會實施多項節流措施，包括停止增聘人手、暫停投資於資訊科技及行政項目等。不過，本會幸得支持者對本會項目作跨年度的財政支持，使我們無須進一步加強節流措施，並可繼續進行重要的保育及教育工作。

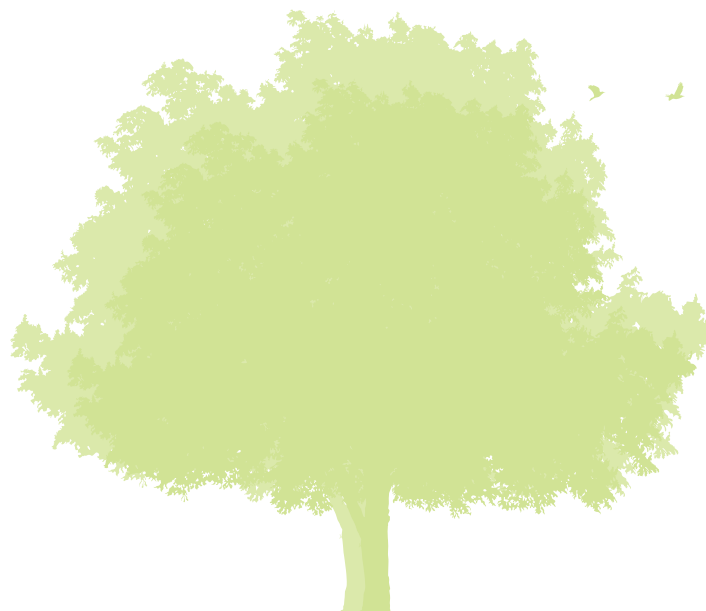
以下是世界自然基金會香港分會的財務狀況摘要，由均富會計師行審核，並按世界自然基金會國際標準計算。截至2009年6月30日止的年度財務報告全文，刊載於本會的年度經審核財務報告內。

WWF-Hong Kong faced a challenging year in 2009. The global economy suffered from the worst banking crisis since the 1930s, and WWF-Hong Kong was not immune to its financial impacts.

To a certain extent we were cushioned from the severity of the downturn thanks to our strategic decision to opt for long-term commitments from donors to fund our conservation and education programmes.

There has been a decline in the rate of growth in revenues, not a decline in total. This reflected the draw back by the business community to conserve resources to weather the storm. On the expenditure side, the organisation implemented cost-saving measures such as a hiring freeze, delays in IT expenditure and other administrative projects. However, with donors' valuable support in making multi-year commitments to our programmes, WWF-Hong Kong has been able to continue our efforts without resorting to draconian measures to reduce expenditures in our vital work.

The following audited financial highlights are from WWF-Hong Kong's finances which have been audited by Grant Thornton, and are calculated using the WWF International Standard. The full financial statements for the year ended 30 June 2009 are published in our audited annual accounts.



主要收入

Our major income

今年，本會的總收入增至\$5,050萬港元。個人及公司捐款繼續成為本會的主要收入來源，分別佔總收入45%及34%。

本會的個人捐款總額為\$2,250萬港元一個人會員捐款佔總額92%（\$2,060萬港元），餘下8%（\$190萬港元）來自一般捐款。今年，本會的會員人數增加14%，而會員捐款亦增加23%。

公司捐款為本會的第二收入來源，今年的公司捐款總額增至\$1,710萬港元。來自本會的公司會員（\$550萬港元）及無限制用途（\$160萬港元）的公司捐款，佔公司捐款總額42%，餘下的58%是用途受限制的收入（\$1,000萬港元），作為特定保育及教育項目的經費，如「低碳製造計劃」（Green Dragon Fund）及滙豐/世界自然基金會華南濕地項目（滙豐銀行慈善基金）。

本會一年一度的籌款活動－「步走大自然」，今年進一步取得圓滿成功，反映香港市民的環保意識日益提高，同時亦更支持環保活動。此活動為本會籌募無限制用途的捐款。由於愈來愈多公司限制捐款用途，故活動籌募無限制用途捐款，可作為平衡，以支付經常開支。

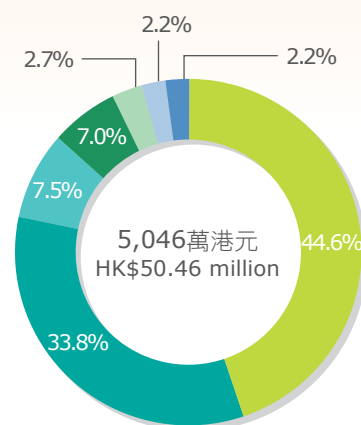
此外，本會繼續獲多個信託及基金提供大筆捐款，包括香港賽馬會及太古集團慈善信託基金。

Total income increased to HK\$50.5 million this year. Both individual and corporate donations continue to be our major sources of income, their contributions being 45% and 34% of total income respectively.

Our total individual donations were HK\$22.5 million – individual members contributed 92% (HK\$20.6 million) and general donations 8% (HK\$1.9 million). This year our individual membership base grew by 14%, while membership donations were up by 23%.

Corporate donations were the second largest revenue

2008至2009財政年度的經費來源：5,046萬港元
Source of Income FY2008-2009: HK\$50.46 million



source, and they grew to HK\$17.1 million this year. 42% of corporate donations came from our corporate members (HK\$5.5 million) and unrestricted corporate donations (HK\$1.6 million). The remaining 58% were given in the form of restricted donations (HK\$10 million) for particular conservation and education programmes, such as The Low Carbon Manufacturing Programme (Green Dragon Fund) and the HSBC/WWF South China Wetlands Project (the Hongkong Bank Foundation).

Our annual major fundraising event Walk for Nature was even more successful this year, reflecting Hong Kong's

經費來源 Income	港幣千元 in '000 HK\$	%
會員及個人捐款 Membership & donations from individuals	22,509	44.6
公司捐款 Corporate donations	17,059	33.8
政府撥款 Government grants	3,785	7.5
基金、信託 Trusts and foundations	3,533	7.0
籌款活動 Fundraising events	1,363	2.7
賺取收入 Earned income	1,110	2.2
世界自然基金會網絡 WWF network	1,110	2.2
	50,469	100

growing awareness and support of environmental issues. The event contributes unrestricted funding, which offers vital counterbalances to corporations' growing focus on restricted giving.

We continue to receive significant donations from several trusts and foundations, including the Hong Kong Jockey Club and the Swire Group Charitable Trust.

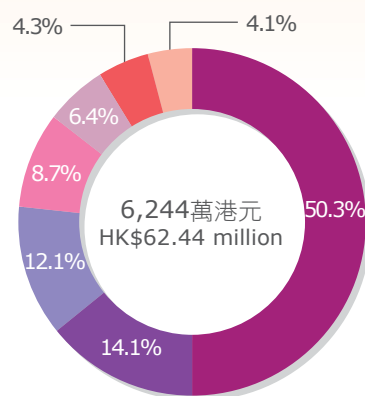


本會支出 Our spending

本財政年度的總支出為\$6,240萬港元。今年，本會的經費主要用於開發及拓展氣候項目，以及推行濕地項目。香港舉行的「地球一小時」活動更吸引了接近300萬市民參與，對抵抗氣候變化表示熱烈支持。此外，我們投放了不少經費於會籍管理方面，是為本會的第二大開支，有助向本會支持者傳遞更多有關保育的訊息，對提高公眾的保育意識，推動本會的保育工作非常重要。一如既往，我們亦繼續投資於社區教育方面，以實踐本會教育下一代的目標。每年，香港分會都會支持世界自然基金會總會的工作，而我們亦撥出一部分「總捐款收入」，協助推行本會的全球項目。

Total spending for the year was HK\$62.4 million. This year our investment in conservation continued to focus on developing and expanding our climate programmes and delivering the wetlands programmes. The Earth Hour campaign in Hong Kong attracted nearly 3 million participants, who showed strong support in the fight against climate change. Membership management expenditure is our next major investment. This is an essential component for extending our messages to supporters, as an informed supporter is an avid conservationist. We continued our investment in community education in line with our goal of educating our next generation. As in previous years, we contributed a percentage of our "total donated income" to achieve WWF global objectives.

2008至2009財政年度的支出分配：6,244萬港元
Expenditure allocation for FY2008-2009: HK\$62.44 million



支出 Expenditure	港幣千元 in '000 HK\$	%
保育項目 Conservation programmes	31,412	50.3
會籍管理 Membership management	8,805	14.1
社區教育 Community education	7,556	12.1
世界自然基金會網絡 WWF Network	5,434	8.7
公關傳訊 Communications	3,997	6.4
行政 Administration	2,685	4.3
基金籌募 Fundraising	2,560	4.1
	62,449	100



2008及2009年回顧

Review of 2008 and 2009

去年，本會獲得滙豐銀行慈善基金\$634萬港元慷慨捐款，以及來自多個信託及基金，合共\$350萬港元的捐款，包括太古集團慈善信託基金及利希慎基金。今年，本會總收入錄得3.1%的增長。

今年，本會的總支出亦錄得26.6%增長。增加的保育項目支出，主要用於「地球一小時」活動及「STEP可持續生活模式教育計劃」。另一開支增加的主要部分，是世界自然基金會網絡服務費。本會與核數師已達成協議，將採取更穩健的費用政策。

與去年比較，雖然本會轉盈為虧（\$1,200萬港元赤字），但今年有部分開支已以過往所收到的捐款支付。我們已採取相應措施，並正著手集中保育及教育項目的發展方向，逐步改善效能，在減省開支的同時，繼續維持本會作為香港、華南以至亞太區保育先驅的地位。我們並會積極爭取更多無限制捐款，以助推行重要的保育工作。

Last year, we received a HK\$6.34 million donation from the Hongkong Bank Foundation and HK\$3.5 million from several trusts and foundations including Swire Group Charitable Trust and Lee Hysan Foundation. This year our total income grew by 3.1%.

Total Expenditure was up by 26.6% this year. The increased conservation programmes expenditure was mainly related to the Earth Hour campaign and the Sustainable lifestyle Target Education Programme. Another major area of increase was the WWF Network Service Fee in which we agreed with the auditor to adopt a more conservative approach in fee provision policy.

We have moved from the previous year's surplus to deficit situation this year (-HK\$ 12 million). However, be

收入 Income	2008	2009	%增減 %change
會員及個人捐款 Membership & donations from individuals	18,544	22,509	21.4
公司捐款 Corporate donations	14,435	17,059	18.2
政府撥款 Government grants	3,327	3,785	13.8
基金、信託 Trusts and foundations	8,122	3,533	-56.5
籌款活動 Fundraising events	2,202	1,363	-38.1
賺取收入 Earned income	1,517	1,110	-26.8
世界自然基金會網絡 WWF network	636	1,110	74.5
其他 Other sources	147	-	-100
	48,930	50,469	3.1%

reminded that some of the expenditures incurred in 2009 were covered by the income received and the surplus of previous years. Remedial actions have been implemented with the objective of reversing the loss while remaining the foremost environmental agency in Hong Kong, South China and the region. We are narrowing the focus of our conservation and education programmes and instituting steps to improve efficiency and productivity. We are focused on replenishing our unrestricted reserves.

支出 Expenditure	2008	2009	%增減 %change
保育項目 Conservation programmes	24,017	31,412	30.8
社區教育 Community education	9,469	7,556	-20.2
會籍管理 Membership management	7,348	8,805	19.8
公關傳訊 Communications	2,860	3,997	39.8
行政 Administration	2,318	2,685	15.8
基金籌募 Fundraising	2,121	2,560	20.7
世界自然基金會網絡 WWF network	1,184	5,434	359.0
	49,317	62,449	26.6%



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員工管理 Staff management



© Alan Leung / WWF-Hong Kong

2009年，本會擴充教育團隊，以支援新推出的校本計劃，並強化傳訊隊伍，從而確保本會傳達的信息清楚無誤，並與本會的形象相符。

In 2009, we expanded our Education team to support new school based programmes, and focused on enlarging our Communications team as it is imperative that WWF communicates our message clearly and consistently with our branding.

職員人數 No. of staff	2006	2007	2008	2009
行政總裁 CEO	1	1	1	1
公關傳訊 Communications	4	4	4	6
環境保護 Conservation	26	33	36	37
教育（社區教育及行動） Education (CEPA)	19	21	21	24
市場推廣及籌款 Marketing & Fundraising	10	7	10	10
營運（財政及行政） Operations (Finance & Administration)	13	16	21	20
總人數 Total	73	82	93	98



衷心致謝 Our thanks

推廣可持續的生活模式、保護香港以至亞太區的自然環境，需要各界的努力和支持，還有各位的捐助。缺少了大家在財政上的支持，我們亦壯志難酬。可惜版面所限，未能逐一鳴謝支持我們的各個人會員、企業、信託和基金。

本會仍希望藉此機會，答謝我們的公司會員，以及其他曾在去年給予本會重大支持的個人和機構。

Promoting sustainable lifestyles and preserving the natural environment in Hong Kong and beyond takes hard work, dedication and ... money. Without it we would not be able to do our job. We have thousands of individual members and many corporate, trust and foundation supporters, and we would love to name you all. Sadly we cannot, but you know who you are, and we thank you.

However, we would like to take this opportunity to thank our corporate members, individuals and corporations who have made important contribution to our works.

世界自然基金會香港分會公司會員2008-2009 WWF-Hong Kong Corporate Members 2008-2009

雙鑽石會員

瑞信

滙豐

捷成集團

嘉里控股有限公司

新濠集團

捷成馬國際有限公司

摩根士丹利

兆亞投資集團有限公司

新鴻基地產發展有限公司

瑞銀

九龍倉集團有限公司

鑽石會員

佳能香港有限公司

國泰航空公司

花旗集團

香港電燈集團有限公司

廣興置業集團

Pacific Tiger Group Limited

華富國際控股有限公司

邵氏父子有限公司

Double Diamond Members

Credit Suisse

HSBC

Jebsen Group

Kerry Holdings Limited

Melco Group

MF Jebsen International Limited

Morgan Stanley

Search Investment Group
Limited

Sun Hung Kai Properties Limited

UBS

The Wharf (Holdings) Limited

Diamond Members

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Limited

Cathay Pacific Airways Limited

Citi

Hongkong Electric Holdings
Limited

KHI Holdings Group

Pacific Tiger Group Limited

Quam Limited

Shaw & Sons Limited

黃金會員

清水灣鄉村俱樂部

愛普生基金

恒生銀行

Linklaters

太平洋航運集團有限公司

The Robert Burns Hotel Group

太古地產

思緯市場資訊有限公司

TNS

澤善基金

珍珠會員

德意志銀行

富昌證券有限公司

環球資源

希慎興業有限公司

九龍建業有限公司

利奧紙品集團(香港)有限公司

羅祖儒投資人管理(香港)有限公司

宏利人壽保險(國際)有限公司

泰山投資控股有限公司

東方海外貨櫃航運有限公司

Gold Members

The Clearwater Bay Golf &
Country Club

Epson Foundation

Hang Seng Bank

Linklaters

Pacific Basin Shipping Limited

The Robert Burns Hotel Group

Swire Properties Limited

Synovate Limited

TNS

Zeshan Foundation

Pearl Members

Deutsche Bank AG

Fulbright Securities Limited

Global Sources

Hysan Development Company
Limited

Kowloon Development Company
Limited

Leo Paper Group (Hong Kong)
Limited

Lloyd George Management
(Hong Kong) Limited

Manulife (International) Limited

Olympus Capital Holdings Asia

Orient Overseas Container Line
Ltd.



歷峯亞太有限公司
信和集團
晶門科技有限公司
利樂中國有限公司
德永佳實業有限公司

純銀會員

安達保險有限公司
香港航煤營運有限公司
友邦慈善基金
洪紡(香港)有限公司
亞倫國際集團有限公司
安理國際律師事務所
尚乘財富策劃有限公司
美國安利(香港)日用品有限公司
The Body Shop
Catalog
時富投資集團有限公司

祥華實業有限公司

科銳香港有限公司
嘉柏環球有限公司
數碼轉速有限公司
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Cheung Wah Development Co
Ltd.
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Crown Records Management
DigitalRev Limited
Eco Art Limited
Energizer Asia Pacific, Inc.
Eralda Industries Ltd.
Ernst & Young
Euro Suisse Foundation

FIL Capital Management
(Hong Kong) Limited & The
Auerbach Family
Global Sage Limited
豪馬(香港)有限公司
漢宏貨運有限公司

惠普香港公司
Honeychurch International
Antiques Ltd.
香港航空發動機維修服務有限公司

香港中華煤氣有限公司

香港上海大酒店有限公司

日本城(香港)有限公司
莊信萬豐貴金屬香港有限公司

皇權集團
元暉光電有限公司
領先工業有限公司
能益有限公司
義生洋行

樂庭國際有限公司
曼佳美(香港)照明電氣設備有限
公司
三菱電機香港集團有限公司

FIL Capital Management (Hong
Kong) Limited & The Auerbach
Family

Global Sage Limited
Hallmark Cards (HK) Limited
Hellmann Worldwide Logistics
Ltd.
Hewlett-Packard HK SAR Limited
Honeychurch International
Antiques Ltd.

Hong Kong Aero Engine Services
Limited

Hong Kong and China Gas
Company Limited

The Hong Kong and Shanghai
Hotels, Limited

Japan Home Centre (HK) Ltd.
Johnson Matthey Hong Kong
Limited

King Power Group
Light Engine Limited
Linkz Industries Ltd.

Long Data Technology Limited
Lorence & Company O/B Total
Chance Limited

LTK International Ltd.

Megaman (HK) Electrical &
Lighting Ltd

Mitsubishi Electric Hong Kong
Group Limited

現代貨箱碼頭有限公司
摩托羅拉亞太有限公司
港鐵公司
南華精機製品有限公司
瑞士諾華製藥(香港)有限公司

日郵物流(香港)有限公司

美國莊臣有限公司
莎莎國際控股有限公司
興華拓展有限公司
新瑪德集團
渣打銀行(香港)有限公司

瑞士再保險公司
新昌管理服務有限公司

ThreeSixty
聯邦航空貨運有限公司
源富投資管理

Ward Ferry Management Ltd.
威林干那有限公司

永亨銀行

Modern Terminals Limited
Motorola Asia Pacific Ltd.
MTR Corporation
Nam Wah Precision Product Ltd.
Novartis Pharmaceuticals (HK)
Limited
NYK Logistics (Hong Kong)
Limited
S.C. Johnson Ltd
Sa Sa International Holdings Ltd
Schmidt Marketing (H.K.) Ltd.
Simatelex Group
Standard Chartered Bank (HK)
Ltd
Swiss Reinsurance Company
Synergis Management Services
Limited
ThreeSixty
U-Freight Limited
Vision Investment Management
(Asia) Ltd
Ward Ferry Management Ltd.
William E. Connor & Associates
Ltd.
Wing Hang Bank



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We would also like to thank the following for their contributions:

機構

永旺（香港）百貨有限公司
美國安利（香港）日用品有限公司
雅仕維廣告媒體有限公司
Aviva Life Insurance Company Limited
貝克·麥堅時律師事務所
中國銀行（香港）有限公司
東亞銀行
協善廣識有限公司
Blu Inc Media (HK) Ltd.
Green Dragon Fund
British Consulate-General Hong Kong
商界環保協會
Buspak Advertising (Hong Kong) Limited
佳能電產香港有限公司
佳能香港有限公司
國泰航空有限公司
長江實業（集團）有限公司
高達戶外國際（香港）有限公司

Corporate

AEON Stores (Hong Kong) Co., Ltd.
Amway Hong Kong Limited
Asiaray Advertising Media Limited
Aviva Life Insurance Company Limited
Baker & McKenzie Solicitors & Notaries
Bank of China (Hong Kong) Limited
The Bank of East Asia
Bliss Concepts Ltd.
Blu Inc Media (HK) Ltd.
Green Dragon Fund
British Consulate-General Hong Kong
Business Environment Council
Buspak Advertising (Hong Kong) Limited
Canon Electronic Business Machines (H.K.) Co., Ltd.
Canon Hongkong Company Limited
Cathay Pacific Airways Limited
Cheung Kong (Holdings) Limited
CODY Advertising (Hong Kong) Limited

商業電台
Cosmopolitan Magazine
陳廷驊基金會
DHL Global Forwarding (Hong Kong) Limited
易通集團
Edelman Hong Kong
教育局課程發展德育及公民教育
愛普生香港有限公司
Focus Media Hong Kong Limited
福臨門酒家有限公司
Fusion Advertising Solution Limited
恒隆地產有限公司
海港城
恒基兆業地產集團
滙豐銀行慈善基金
香港中華煤氣有限公司
香港移動通訊有限公司
香港房屋協會
香港賽馬會慈善信託基金
香港檳球總會
香港小交響樂團
香港電車有限公司

Commercial Radio
Cosmopolitan Magazine
The D.H. Chen Foundation
DHL Global Forwarding (Hong Kong) Limited
Easy Groups Limited
Edelman Hong Kong
Education Bureau - Curriculum Development Moral and Civic Ed
Epson Hong Kong Ltd
Focus Media Hong Kong Limited
Fook Lam Moon Restaurant Ltd.
Fusion Advertising Solution Limited
Hang Lung Properties Ltd
Harbour City
Henderson Land Development Co. Ltd.
The Hongkong Bank Foundation
The Hong Kong And China Gas Company Limited
Hong Kong CSL Limited
Hong Kong Housing Society
The Hong Kong Jockey Club Charities Trust
Hong Kong Rugby Football Union
Hong Kong Sinfonietta
Hong Kong Tramways Limited

香港青年藝術協會

HOTMEDIA
鴻興柯式印務有限公司

和記電訊（香港）有限公司

希慎興業有限公司

政府新聞處

Jardine Matheson & Co., Limited

JCDecaux Cityscape
協德網絡有限公司
孖士打律師行

The Kitchen Limited
萊坊測計師行有限公司
畢馬威會計師事務所

Lan Kwai Fong Association
朗豪坊一鷹君市務管理（冠君）有限公司
利希慎基金
利安顧問有限公司

Leo Burnett Limited
利豐（貿易）有限公司
萬盛國際律師事務所
Maxell Asia Ltd
新城廣播有限公司

Hong Kong Youth Arts Foundation
HOTMEDIA
Hung Hing Off-Set Printing Co Ltd
Hutchison Telecommunications (Hong Kong) Limited
Hysan Development Company Limited
The Information Services Department
Jardine Matheson & Co., Limited
JCDecaux Cityscape
JM Network Limited
JSM
The Kitchen Limited
Knight Frank Petty Limited
KPMG
Lan Kwai Fong Association
Langham Place - Eagle Property Management (CP) Limited
Lee Hysan Foundation
Leigh & Orange Ltd
Leo Burnett Limited
Li & Fung (Trading) Ltd
Mallesons Stephen Jaques
Maxell Asia Ltd
Metro Broadcast Corporation Limited



Millepede Foundation
MSN Hong Kong
Nam Sang Wai Development Co Ltd
National Geographic Channel
諾基亞（香港）有限公司
NOW寬頻電視
香港海洋公園
東方報業集團有限公司
Pacific Coffee Company Limited
寶捷旅行社
電訊盈科有限公司
POAD Group Limited
警察公共關係科
香港攝影記者協會
羅兵咸永道基金

Millepede Foundation
MSN Hong Kong
Nam Sang Wai Development Co Ltd
National Geographic Channel
Nokia (HK) Limited
NOW TV (Infotainment)
Ocean Park Hong Kong
Oriental Press Group Ltd
Pacific Coffee Company Limited
PC Tours & Travel
PCCW Limited
POAD Group Limited
Police Public Relations Branch
Press Photographic Association
PriceWaterhouseCoopers Foundation
Rabobank Hong Kong Branch
RBS
Drs Richard Charles and Esther Yewpick Lee Charitable Foundation
RoadShow Media Limited
The Royal Bank of Scotland Saving International (Holdings) Ltd.
Senses Marketing International Limited

邵氏父子有限公司
資生堂麗源化妝品有限公司

瑞安集團
信德集團有限公司
新浪網香港
信和集團
渣打銀行（香港）有限公司

Starcom Worldwide - Hong Kong
天星小輪有限公司

新鴻基地產發展有限公司
可持續發展基金
太古集團慈善信託基金
生活區報

Times Square Limited
TNS
卓佳專業商務有限公司
屈臣氏蒸餾水
九龍倉集團有限公司
永安（集團）有限公司
雋德傳播集團

WWF International
WWF-UK
有利集團有限公司
葉氏兒童合唱團

Shaw & Sons Limited
Shiseido Liyuan Cosmetics Co., Ltd
Shui On Group
Shun Tak Holdings Limited
Sina.com (Hong Kong) Limited
Sino Group
Standard Chartered Bank (HK) Limited
Starcom Worldwide - Hong Kong

The "Star" Ferry Company Limited
Sun Hung Kai Properties Limited
Sustainable Development Fund
Swire Group Charitable Trust
Take me Home - a member of HKET Ltd
Times Square Limited
TNS
Tricor Services Limited
Watsons Water
The Wharf (Holdings) Limited
The Wing On (Holdings) Limited
The Wings Communications Group
WWF International
WWF-UK
Yau Lee Holdings Limited
Yip's Children's Choir

個人

Alice Chan小姐
白丹尼先生
捷成漢先生
June Kwok小姐
Chan Wing Chung先生
Sammy Yick先生
Chung Wai Yee小姐
Lai Sung Ziang John先生
To Chi Cheong先生
Wong Wing Foo Paddy先生
邵在德先生
霍綺蓮女士

胡棣周先生
Christopher Buttery先生
Keith Cheung先生
Robert Nield先生
李澤鉅先生
Pieter van der Schaft先生
Christian Brun先生

Individuals

Ms. Alice Chan
Mr. Daniel Bradshaw
Mr. Hans Michael Jebson
Ms. June Kwok
Mr. Chan Wing Chung
Mr. Sammy Yick
Miss Chung Wai Yee
Mr. Lai Sung Ziang John
Mr. To Chi Cheong
Mr. Wong Wing Foo Paddy
Mr. Markus Shaw
Mrs. Geraldine Elaine Forsgate Marden
Mr. Wu Tai Chow
Mr. Christopher Buttery
Mr. Keith Cheung
Mr. Robert Nield
Mr. Li Tzar Kuoi Victor
Mr. Pieter van der Schaft
Mr. Christian Brun



企業管治

Corporate Governance

世界自然基金會香港分會年度會議(AGM)一般於每年11月舉行，由理事出席。會議上，理事選出董事委員會成員，任期三年。成員輪流交替接任，故每年有三分之一成員退任，但可應選連任。臨時空缺可由會議成員透過選舉填補，但有關人選須通過下一屆年度會議選舉，方能成為正式成員。董事委員會每年舉行五次會議，為主要的管理機關；在附屬委員會的輔助下，制定策略方向、通過年度預算及保育項目，並定期檢討機構的運作情況。各附屬委員會的主席均於董事委員會佔有席位。所有董事委員會成員皆以義務性質服務，成員包括：

The Annual General Meeting (AGM) of WWF-Hong Kong is held annually, usually during November, at which trustee members may attend. Executive Council members are elected by trustee members at the AGM. The term of appointment is three years and there is a rotation of members so that one-third of the members retire each year, but are eligible for re-election. Casual vacancies may be filled by co-option but the member in question is subject to election at the next AGM. The Executive Council, which meets five times per year, is the main governing body and is responsible for setting strategic direction, approving annual budget and conservation programmes and regularly reviews the operations of the organisation. They are assisted in this work by various sub-committees, the chairpersons of which sit on the Executive Council. All members serve on a voluntary basis. The members are:

楊子信先生 (主席)

鍾逸傑爵士, GBM, KBE, JP

捷成漢先生, BBS

魏國麟先生 (義務司庫) ***

白丹尼先生 (義務法律顧問)

張肇昌醫生

鍾嘉年先生

范文志先生

龍德先生

彭敬慈博士

薛綺雯博士

唐立賢先生

吳宗權先生

胡棟周先生

Mr. Trevor Yang (Chairman)

Sir David Akers-Jones, GBM, KBE, JP

Mr. Hans Michael Jebsen, BBS

Mr. Edgar D Ancona (Hon. Treasurer) ***

Mr. Daniel Bradshaw (Hon. Legal Advisor)

Dr. Steve Cheung

Mr. Kenneth Patrick Chung

Mr. William W. Flanz

Mr. Frederick J Long

Dr. K C Pang

Dr. Yvonne Sadovy

Mr. Tony Turner

Mr. Douglas Woo

Mr. Wu Tai Chow

***由於被調派到海外工作，故自2009年9月1日起退任，並由麥榮恩先生接任

***Retired with effect from 1 September 2009 due to being posted outside out of Hong Kong and replaced by Mr. Iain James Mackay





世界自然基金會 - 締造生生不息的地球 WWF – Solutions for a living planet

世界自然基金會是全球性環保組織，分會及辦事處遍佈全球超過100個國家。使命是建立人類與大自然和諧共存的未來。自1981年起，世界自然基金會香港分會透過保育、生態足印及環境教育項目，締造生生不息的地球。

WWF is a global conservation organisation, with a global 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 deliver solutions for a living planet through conservation, footprint and education programmes.

電話 Tel: 2526 1011

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網頁 Website: wwf@wwf.org.hk

世界自然基金會香港分會香港灣仔軒尼詩道一號熙信大廈10樓1002室

WWF-Hong Kong, Suite 1002, Asian House, 1 Hennessy Road, Wanchai, Hong Kong

有關本會在2008-2009年間，推出的保育、生態足印及環境教育項目，請登入本會網頁，閱讀本會年報：

For further information on the conservation, footprint and education programmes WWF delivered in 2008-2009, please visit our website to view our Annual Review:

wwf.org.hk/annualreview



for a living planet®