

YOUR ROLE IN PROTECTING HONG KONG'S FUTURE

The environmental challenges facing the world today require urgent action on a greater scale than ever before. And while WWF strives to keep pace, we cannot do it alone.



Over the last five years the magnitude of WWF-Hong Kong's conservation and education programmes has increased substantially, resulting in increased levels of professional staffing. Today, many of our high calibre staff are leaders and experts in their respective fields within Hong Kong and the WWF Network.

Our past achievements have only been made possible with your support.

High quality conservation can only be achieved with outstanding people. We don't solely mean WWF people. We also mean students, the public, corporations and governments – all of us play a hugely important role in WWF's conservation successes.

We depend on your support, and as our initiatives become more advanced to tackle the growing challenges, that support is all the more important.

So how can you get involved?

Individual memberships continue to be one of the most vital sources of regular unrestricted income from which WWF-Hong Kong can develop its plans for growth. Our Corporate Membership Programme is ideal for corporate involvement, offering a versatile platform to address an organisation's footprint and showcase a company's commitment to the community and environment in which we live.

Meanwhile, WWF-Hong Kong's annual events like Walk For Nature, the Big Bird Race and Earth Hour (to name just a few) provide unique opportunities to become involved, to gain awareness, and to play an active role in safeguarding our planet's future.

WWF-Hong Kong needs your support. Whether it's through donations, sponsorship or partnership in our conservation, footprint and education programmes, we can work together to inspire necessary change and to develop real solutions for a healthy, living planet.

WWF's Strategic Objectives in numbers

20%

Under the guidance of WWF-Hong Kong's business engagement tools, a 20% carbon reduction is possible for each office.

200

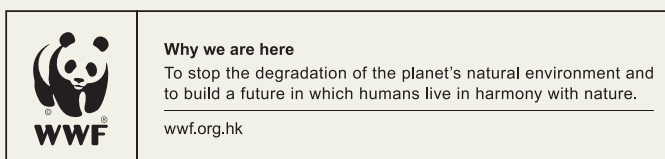
By 2015, WWF will strengthen the network of internationally important wetland sites for migratory waterbirds in East Asia through the establishment of two strategically located demonstration sites, and the delivery of professional training for 200 wetland managers.

2.2

If every one in the world lived like people in Hong Kong, we would need the equivalent of 2.2 planets' resources to support that lifestyle. WWF aims to reduce this over-consumption and ensure our use of natural resources is sustainable.

250,000

The number of supporters WWF-Hong Kong aims to have by 2015.



Footprint | Climate | Regional Wetlands | Local Biodiversity

Towards a Sustainable Future

WWF-Hong Kong's Strategic Objectives 2010-2015



FOOTPRINT

2015 VISION: Hong Kong has transformed itself from a trading hub for unsustainable seafood (including threatened species) and timber products, to a regional catalyst driving sustainable fisheries, aquaculture and timber production.

Hong Kong is a city living beyond its means in ecological terms. According to the Hong Kong Ecological Footprint Report 2008, Hong Kong's per capita footprint is roughly double the global average. We require a land and sea area 250 times the size of the territory to sustain our consumption of the planet's natural resources, particularly the absorption of our greenhouse gas emissions, which have risen by seven times since the early 1960s. Our seafood consumption is a growing area of concern, with Hong Kong having the third highest per capita consumption in Asia, at nearly four times higher than the global average.

Hong Kong is a leading financial centre for Asia and the rest of the world. WWF-Hong Kong sees great potential in partnering with Hong Kong's powerful and influential commercial sector. With a view to developing deeper engagement across multiple footprint issues, WWF-Hong Kong will build strong alliances with the Hong Kong's business community to share practical solutions, to increase market demand and penetration for standards, to influence and spread awareness and change through companies' supply chains. WWF-Hong Kong is the only organisation in Hong Kong that addresses such a wide diversity of footprint issues, and has the locally relevant tools to take action.

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CLIMATE

2015 VISION: There is a tangible transformation in Hong Kong's cityscape to a low carbon existence through a variety of formal and informal mechanisms, such as retrofitting of existing buildings, iconic new buildings, renewable energy installations, and public education on wise energy use.

Climate change is the biggest challenge facing mankind, and it is a threat we can no longer afford to ignore. Hong Kong, has contributed to the current climate crisis through a history of intensive industrial activity and increasingly wasteful, carbon-heavy lifestyles.

Companies in Hong Kong are looking for solutions to reduce their energy consumption and carbon emissions in order to fulfill their Corporate Social Responsibility objectives and international environmental compliance, as well as to ensure their competitiveness in an increasingly carbon-aware market. To leverage its strong link with the business community, WWF-Hong Kong has developed several business engagement tools to help offices (and Hong Kong-owned factories in the Pearl River Delta) mitigate their carbon footprint and make their impact measurable and quantifiable. WWF-Hong Kong's strategic plan's basis of stakeholder engagement using effective business tools, makes potential 20% carbon reductions possible for each office.

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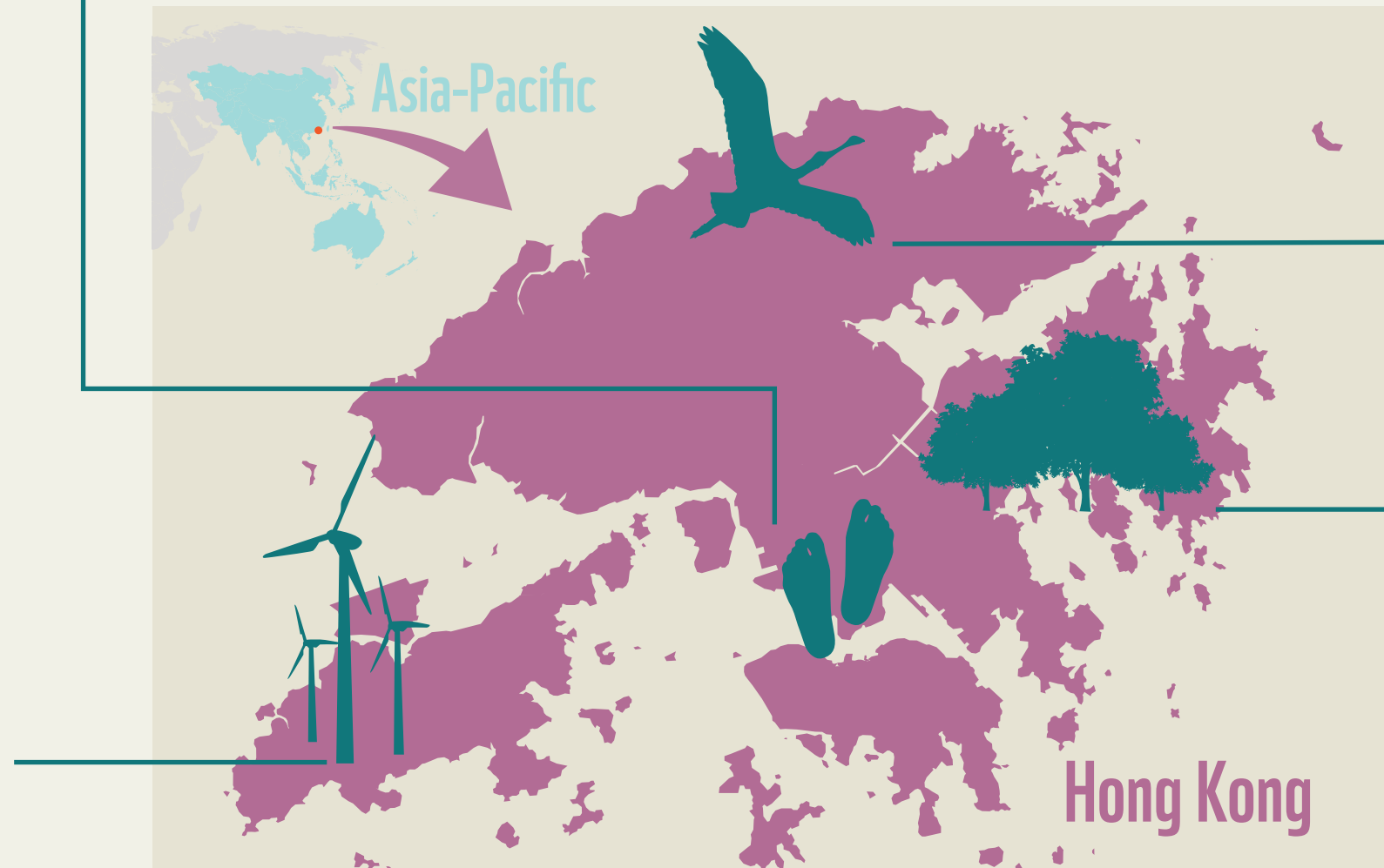
WWF'S VISION OF HONG KONG'S FUTURE

WWF is the world's leading conservation organisation, operating on the ground in over 100 countries. Our mission as part of the WWF Network, and as Hong Kong's best run NGO, is to find solutions to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature. We can achieve this mission through the process of positive engagement with all sectors of our society using science-based solutions to environmental problems. Our individual and collective actions have a direct connection to positive change in Hong Kong's complex ecosystems, and across Asia Pacific, through education, awareness raising and active conservation.

This strategic plan leverages our expertise and guidance to lead others and to inspire change in our relationship with our environment. WWF provides constructive solutions to meet and overcome conservation and footprint challenges. The key is working in partnership with businesses, government and all sectors of society, to protect our living planet and reduce humanity's impact on the natural world.

WWF-Hong Kong's overall vision for 2015 is:

- The transformation of Hong Kong into a leading low-carbon city that prides itself on sustainable development, and whose influence as a financial and trading hub catalyses positive change throughout the region.
- Hong Kong is a city surrounded by rich, flourishing ecosystems which are cherished by its people and whose conservation value extends far beyond our borders.
- A noticeable transformation in behaviour and attitudes, driven by the younger generation, who are educated to understand that we must all work together to protect our natural world, and that by doing so we can create a bright new future.



REGIONAL WETLANDS

2015 VISION: The integrity of the East Asian-Australasian Flyway is maintained, ensuring the successful migration of healthy populations of waterbirds. Establishing and enhancing an extensive network of sustainably-managed wetlands, providing support for waterbird migration between their breeding and wintering grounds, including the enhancement of the Mai Po Nature Reserve.

Every year, 50 million waterbirds migrate along the East Asian-Australasian Flyway (EAAF), which extends 13,000 km from the Arctic Circle through Southeast Asia and on to Australia and New Zealand. This incredible journey is dependent on networks of wetland sites in countries along the flyway, including Hong Kong's Mai Po and Deep Bay wetlands.

However, these birds share the flyway with 45% of the world's human population, and Asia is seeing the planet's greatest declines in migratory waterbird populations. Climate change, habitat loss and degradation, hunting, pollution, aquaculture practices and human disturbance are viewed as the cause, with the Yellow Sea Region being of particular concern. WWF-Hong Kong' strategic plan focuses the majority of its wetland and waterbird work on shorebird conservation to protect Mai Po's important position on the flyway, and to support high-level projects to guide decision-making right across the EAAF.



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LOCAL BIODIVERSITY

2015 VISION: Hong Kong is a city surrounded by rich, healthy and cherished natural ecosystems, with adequate protection and enforcement to allow for the safeguarding and recovery of local wildlife and their habitats.

The sea around Hong Kong should be one of its greatest assets. Our waters are home to a particularly diverse range of marine life – with greater coral and fish biodiversity than the Caribbean, and several iconic species such as the Chinese white dolphin. Yet Hong Kong's marine environment has sustained tremendous and relentless damage, which is only just starting to be addressed. Over-fishing remains a problem in waters outside of Hong Kong's Marine Parks, and fisheries have historically favoured maximizing annual catch rather than using sustainable methods. The pressures of Hong Kong's continuous development projects, such as reclamation, dredging and pollution, are also an ongoing strain. As a result of these factors and others, fish stocks have declined dramatically, and unless further action is taken, Hong Kong waters may never recover.

While 43% of Hong Kong's land lies within protected areas, there are still numerous important biodiversity habitats that receive little or no protection. The remaining environmentally-sensitive-terrestrial areas also suffer from a lack of effective policy and management, with habitat destruction and degradation being continuous threats. In particular, WWF-Hong Kong sees an urgent need to protect the biodiversity of the wetlands surrounding Deep Bay, an internationally recognized Ramsar site. WWF-Hong Kong's strategic plan focuses on creating an overall, long-term strategic plan for the conservation and wise-use of the site.



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