



簡報
SUMMARY

HK

2013

世界自然基金會
香港分會年度簡報
WWF-HONG KONG
ANNUAL REVIEW SUMMARY



保育 CONSERVATION



生態足印 FOOTPRINT



教育 EDUCATION

年月累積的保育成就

CONSERVATION OUTCOMES MARKED BY YEARS OF DEDICATION

主席的話 CHAIRMAN'S MESSAGE



對世界自然基金會香港分會來說，2013 年絕對是值得慶祝和紀念的一年，除了經歷革新，我們的努力亦贏得各方認同，獲得國際肯定。

2013 年是本會管理米埔自然保護區的 30 周年紀念。本會多年來在米埔保育工作上不遺餘力，致力保護這片「國際重要濕地」的獨特生態。2013 年 6 月，本會獲全球最大的生態保育伙伴聯盟國際鳥盟 (BirdLife International) 頒發保育成就獎，肯定我們過去數十年間積極保育瀕危黑臉琵鷺的貢獻。

本會繼續提升在地區保育議題上的影響力，當中包括領導實行亞洲遷徙水鳥保育項目，以及管理亞洲水鳥保育基金。另外，本會的低碳製造計劃獲深圳市政府作為編寫《低碳管理及評審指南》的參考。我們亦逐步在中國推展活食用珊瑚魚保育項目。

本會將繼續竭盡所能，務要推動本港成為亞洲最可持續發展的城市。透過社會各界攜手協力，我們定能成功。

For WWF-Hong Kong, 2013 was a year of celebration and transformation; of anniversaries and accolades.

2013 marked the 30th year of WWF's management of Mai Po Nature Reserve. Marked by years of hard work and dedication, our conservation efforts have helped protect the unique ecology of this Wetland of International Importance. WWF was also given cause to celebrate in June 2013, when we received the prestigious BirdLife International Conservation Achievement Award for our decades of conservation work with the endangered Black-faced spoonbill.

WWF also spent much of 2013 further extending our influence beyond our borders, playing a leading role in driving the Asian Migratory Shorebird Conservation Plan and managing the Asian Waterbird Conservation Fund, helping the Shenzhen government model their Low Carbon Management and Assessment Guidelines on our Low Carbon Manufacturing Programme, and extending our Live Reef Food Fish project's influence to the mainland.

Finally, we are aiming high with our mission statement, looking to do nothing less than transform Hong Kong into Asia's most sustainable city. With the help and support of all sectors of Hong Kong, I know we will succeed.

楊子信 Trevor Yang

世界自然基金會香港分會董事委員會主席

Chairman, Executive Council of WWF-Hong Kong

行政總裁的話 CHIEF EXECUTIVE OFFICER'S MESSAGE



世界自然基金會香港分會的願景十分簡單：透過保育自然環境，減少碳排放造成的污染，市民「惜」用資源，推動香港成為亞洲最可持續發展的城市。不過，將願景化為現實並非易事。

自 1983 年起，本會管理米埔自然保護區，為多元化的濕地動植物種提供棲身之所，包括全球瀕危的黑臉琵鷺。我們欣然見證黑臉琵鷺的數量在 20 年間增加接近十倍。要讓米埔繼續生機處處，本會需要大家更多的幫助。

除此以外，香港已展開《生物多樣性策略及行動計劃》的制定工作。本會加入了政府成立的督導委員會、工作小組及專題小組，相信制定的行動計劃能切合本地需要，保護奇妙但受威脅的生物多樣性。

本會教育部這一年善用科技，推出兩個手機應用程式「探索海下」及「NEED：香港生態熱點流動學習平台」，讓學生進行海岸實地考察，並鼓勵公眾參與環境保育議題。

在此，本會期望 2014 年繼續為保育工作收獲豐盛的一年！

WWF-Hong Kong's vision is simple: to transform Hong Kong into Asia's most sustainable city where nature is conserved, carbon pollution is reduced, and consumption is environmentally responsible. Translating this vision into reality is less simple, however.

Since 1983, WWF has been managing Mai Po Nature Reserve which supports a huge diversity of wetland species, including the globally endangered Black-faced spoonbill. We are pleased to report that the spoonbill's population increased almost ten-fold in 20 years. But, to ensure Mai Po continues to thrive, increased support is urgently needed.

In addition, Hong Kong has finally begun to work on the formulation of a Biodiversity Strategy and Action Plan (BSAP). WWF is formally involved in the government's advisory body preparing the BSAP. We believe the plan that is being developed will be locally relevant; preserving our amazing and threatened biodiversity.

This year, our Education Department increased its digital portfolio and launched two mobile apps: Explore Hoi Ha is a coastal field study education app; while our NEED programme app promotes public engagement in environmental issues.

We look forward to another great year for conservation in Hong Kong in 2014!

顧志翔 Adam Koo

世界自然基金會香港分會行政總裁

Chief Executive Officer, WWF-Hong Kong

年度大事回顧

HIGHLIGHTS OF THE YEAR

Jul - Aug 2012



強颱風韋森特襲港，貨船上共 150 噸膠粒跌入大海，沖上沿海岸邊及海灘。本會專家前往不同地方視察膠粒散布的情況，並協調義工清理膠粒。

Six containers fell off a vessel following a typhoon, spilling millions of plastic nurdles across Hong Kong's coastlines and beaches. Our experts visited different places to assess the extent of the spill and coordinated the clean-up with volunteers.

Sep 2012

推出互動「海寶圖」，讓公眾探索本港海洋生境，認識海洋瑰寶。WWF's Online Marine Biodiversity Map was launched to help the public explore Hong Kong's marine habitats and learn about the diversity of sea life.

集結全球海產業、保育界、政府和非政府組織代表的國際海產峰會首度在港舉行。

The International Seafood Summit, sponsored by WWF and held in Hong Kong for the first time, was attended by hundreds of seafood business leaders, representatives from governments and NGOs around the world.

Nov 2012



本會旗艦籌款活動步走大自然吸引 3,000 人及逾 40 支企業隊伍參與。

3,000 participants and more than 40 corporate teams participated in our signature fundraising event Walk for Nature.

Dec 2012

經過本會多年倡議，本港禁止拖網捕魚的法例終於生效，標誌被過度捕撈的海洋生態有望恢復。

After years of advocacy by WWF, the trawling ban officially came into effect in Hong Kong, marking the beginning of a new phase in the recovery of Hong Kong's over-fished marine environment.

Jan 2013

新一屆特區政府在首份施政報告提及就《生物多樣性策略和行動計劃》諮詢公眾。

Hong Kong's new administration committed itself in its first Policy Address to working on the formulation of the Biodiversity Strategy and Action Plan.

Feb 2013



舉行香港觀鳥大賽，喚醒公眾對東亞地區沿海濕地流失的關注。

The Big Bird Race was held, highlighting the alarming loss of coastal wetlands in East Asia.

推出香港首個海岸實地考察流動應用程式「探索海下」，讓師生認識香港豐富的海洋資源及生境。

Hong Kong's first coastal field study mobile app – Explore Hoi Ha – was launched, giving students and teachers access to a wealth of information about Hong Kong's coastal environments.

Mar 2013

地球一小時在全球 153 個國家、超過 7,000 個城市舉行。全港超過 3,800 間公司及大廈、所有大學和逾 370 間學校一同熄燈響應。

Earth Hour took place in over 7,000 cities in 153 countries across the globe. In Hong Kong over 3,800 companies and buildings, all universities, and over 370 schools switched off their lights.

Jun 2013

發起「齊撐 Ruby」活動，提升公眾關注中華白海豚在香港水域面對的困境。

The "Vote Ruby" campaign was launched to raise public awareness of the plight of Chinese white dolphins in Hong Kong waters.

世界自然基金會香港分會及米埔管理委員會獲國際鳥盟頒發保育成就獎，肯定其保護瀕危黑臉琵鷺的努力。

WWF-Hong Kong and the Mai Po Management Committee received the BirdLife International Conservation Achievement Award for their efforts in protecting the endangered Black-faced spoonbill.

保育

CONSERVATION



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本會一直致力保護豐富的生物多樣性和獨特的野生棲息地，並促使公眾在行為和態度上有正面轉變。

wwf.org.hk/conservation

WWF is committed to conserving rich biodiversity and unique wildlife habitats, while generating a transformation in behaviour and attitudes of the public.

wwf.org.hk/conservation/en

恢復海洋生機

經過本會多年倡議，本港禁止拖網捕魚法例終於生效。拯救海洋大行動現提倡政府制定全面的漁業管理措施，並將海洋保護區面積擴大至香港水域的 10%。

wwf.org.hk/sos

現時本港水域的中華白海豚僅餘 61 條。我們向路政署建議，修訂港珠澳大橋工程中監測中華白海豚的行動計劃。本會並發起齊撐 Ruby，提升公眾關注。

wwf.org.hk/dolphin

Healing our marine environment

After years of advocacy, the trawling ban came into effect in Hong Kong. WWF's Save Our Seas campaign is advocating that the government develop holistic fisheries management measures and expand the network of Marine Protected Areas to 10 per cent of Hong Kong waters.

wwf.org.hk/sos/en

We have been lobbying the Highway Department to revise the Event and Action Plan for Chinese white dolphin monitoring in the Hong Kong-Zhuhai-Macao Bridge project. Kicking off the "Vote Ruby" campaign, we drew public attention to the fact that only 61 Chinese white dolphins remain in Hong Kong waters.

wwf.org.hk/dolphin/en

平衡發展與保育

過去一年，本會環境監察團隊審視 71 個發展項目和 14 個土地使用建議，並提交意見，以避免或減低發展項目對生態的影響。這些意見其後獲有關當局採納。

wwf.org.hk/watchdog

Keeping an eye on nature

In the past year, WWF's Environmental Watchdog team made comments and offered advice on 71 development projects and 14 land use planning proposals to avoid or mitigate the ecological impacts of development, and to promote conservation. Our comments were addressed subsequently by the government.

wwf.org.hk/watchdog/en

濕地模範

2013 年是本會管理米埔自然保護區 30 周年。我們保育瀕危的黑臉琵鷺付出的努力獲國際認同，本會和米埔管理委員會獲頒發國際鳥盟保育成就獎。

wwf.org.hk/maipo

Leadership in wetland management

2013 marks the 30th anniversary of WWF's management of Mai Po Nature Reserve. Our efforts to protect the endangered Black-faced Spoonbill were recognized when we received the BirdLife International Conservation Achievement Award.

wwf.org.hk/maipo/en

本會華南濕地發展項目為福建閩江河口濕地管理人員提供持續指導和支援。福建閩江河口位於東亞—澳大拉西亞飛行航道上，為逾 50,000 隻遷徙水鳥的重要棲息濕地，包括屬於極危的中華鳳頭燕鷗（全球數目少於 50 隻）及勺嘴鷸（全球數目少於 400 隻）。

In our China Wetland Development Project we provide ongoing guidance and support to the Minjiang Estuary, which is an important site in the EAAF for over 50,000 migratory waterbirds, including the critically endangered Chinese crested tern (world population less than 50) and Spoon-billed sandpiper (world population less than 400).

保護亞洲水鳥

在遷徙濱鳥保育項目下，本會草擬首份評估報告，有助保育價值最高的濱鳥物種。本會管理的亞洲水鳥保育基金，資助各地水鳥保育項目，本年度完成了 4 個項目。

wwf.org.hk/eaaf

Protecting Asia's waterbirds

Under the Migratory Shorebird Conservation Plan, we produced a first draft of the prioritization report on East Asian-Australasian Flyway (EAAF) shorebirds to help conserve the species of highest conservation priority. The Asian Waterbird Conservation Fund, administered by us, provides financial support to waterbird conservation projects. Four projects were completed this year.

wwf.org.hk/eaaf/en

生態足印

FOOTPRINT



© Global Warming Images / WWF



© Cat Holloway / WWF-Canon

本會致力與各方合作，鼓勵市民減少對天然資源的需求，從而減低人類的生態足印。

wwf.org.hk/footprint

WWF is working to reduce humanity's Ecological Footprint by working with the public and private sectors to reduce our demand for natural resources.

wwf.org.hk/footprint/en

精明海產消費者

海鮮選擇大行動積極向海產供應鏈每一階層推廣環保海鮮。目前有 58 間餐飲肆採納本會的環保海鮮菜單。本會與中國辦事處和珊瑚大三角全球保育行動合作，對中國內地活食用珊瑚魚貿易進行研究。

wwf.org.hk/seafood

Helping consumers choose wisely

Our Seafood Choice Initiative engages different sectors along the supply chain to promote the concept of sustainable seafood. 58 caterers were supporting our Ocean Friendly Menu campaign. Our CTGI – Live Reef Food Fish Project, worked with WWF-China and WWF-CTGI, to conduct a study in mainland China on the live reef food fish trade.

wwf.org.hk/sos/en

無翅呼聲愈演愈烈

《瀕危野生動植物種國際貿易公約》締約國大會通過將五個鯊魚物種列入嚴格貿易規管，是鯊魚保育界的喜訊。本會繼續呼籲港府搜集及公布全面的魚翅貿易數據。至今已有 115 間食肆參加本會的無翅宴會菜單選擇計劃，而 163 間企業則承諾向魚翅說不。

wwf.org.hk/shark

Shouting for Sharks

A historic and precedent-setting CITES vote has initiated regulation of trade in five shark species. We continue our calls on the SAR government to collect and release full trade statistics on shark fin. 115 caterers have participated in our Alternative Shark Free Menu programme. We had also recruited 163 companies to join the No Shark Fin Corporate Pledge.

wwf.org.hk/shark/en

領導企業減排

29 間通過本會低碳製造計劃認證的內地製造商，累積減少逾 37,000 公噸碳排放。深圳市最新實施的《低碳管理及評審指南》，正是參考低碳製造計劃編寫。

wwf.org.hk/lcmp

Leading businesses in reducing emissions

Over 37,000 tonnes of emissions were avoided from 29 companies accredited by our Low Carbon Manufacturing Programme (LCMP) in mainland China. Also, the new Shenzhen Low Carbon Management and Assessment Guidelines issued by the Shenzhen Municipality are modeled on the LCMP.

wwf.org.hk/lcmp

低碳辦公室計劃透過低碳管理和技術最佳實踐、員工參與和標籤制度，推動辦公室減碳。本年度有 28 間公司參與第三方認證，員工人均碳排放量較去年少 21%。

wwf.org.hk/loop

28 offices participated in third-party verification of the WWF's Low-carbon Office Operations Programme (LOOP). The verified annual carbon emission per employee of these companies was 3.47 tonnes, 21 per cent lower than last year.

wwf.org.hk/loop

地球一小時廣受支持

全球最大的集體環保行動地球一小時，在全球 153 個國家、逾 7,000 個城市舉行。香港有 3,800 間公司和大廈、所有大學及 370 間中小學響應熄燈，象徵對可持續生活模式的關注。

earthhour.hk

Making every hour Earth Hour

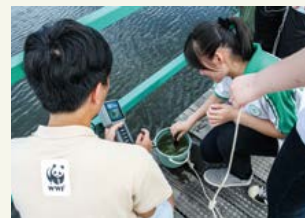
The largest environmental action in the world took place across over 7,000 cities in 153 countries around the world. In Hong Kong's Earth Hour, all universities, 370 primary and secondary schools and over 3,800 companies and buildings switched off their lights and committed to living a sustainable lifestyle.

earthhour.hk

教育 EDUCATION



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我們致力透過趣味活動、親身參與和體驗，推動社區對保育作出貢獻。

wwf.org.hk/education

Our educational programmes aim to promote stronger commitment from the community to conservation through fun, engagement and real-life experiences.

wwf.org.hk/education/en

一 App 在手隨時考察

本會的 NEED 可持續發展移動學習計劃推出「香港生態熱點流動學習平台」應用程式，覆蓋本港 4 個生態熱點，讓學生關注當地的發展議題，還可鼓勵公眾參與更多環境及生態活動。

Apping the balance between nature and development

Under the NEED – Education for Sustainable Development Mobile Learning Programme, we developed the “Hong Kong Ecological Hotspots Mobile Apparatus” to increase students’ awareness of development issues and encourages participation in environmental activities, through the lens of four Hong Kong “ecological hotspots”.

可持續生活模式深入校園

至今已有 28 間本地小學、逾 14,500 名學生參與為期一星期的可持續生活模式教育計劃 (STEP) 主題式教育活動，學習有關氣候變化和可持續生活的議題。本港教育局在教師研討會中便以 STEP 為其中一個教學範例。

wwf.org.hk/step

Sustainability in schools

Over 14,500 students from 28 schools participated in the week-long Sustainable lifestyle Target Education Programme (STEP) focusing on climate change and sustainable living. STEP was presented as a best practice example of the genre during a teacher seminar held by the Education Bureau.

wwf.org.hk/step

戶外教室

本會的標誌性教育項目——米埔學校教育項目，為近 12,000 名中小學生舉辦 366 次學校導賞團。近 9 成學生表示會在活動後實踐保育行動，支持在日常生活中自然資源的可持續使用。

超過 7,400 人參加海下灣海洋中心舉辦的海洋教育項目。絕大部份參加者認同活動能提高他們的海洋保育意識。為擴展海洋教育，本會推行海洋保育領袖培訓計劃，於去年培訓 21 名大學生成為校園保育領袖，在校園推廣本會的保育訊息。

wwf.org.hk/hhwvisit

Outdoor classrooms

Our signature Mai Po School Education Programme hosted 366 school visits, with nearly 12,000 primary and secondary school students joining the programmes. Almost 90 per cent of participants said that they would take conservation action and support the sustainable use of natural resources in people’s daily lives at the end of programmes.

Over 7,400 visitors joined our Hoi Ha Centre-based Marine Education Programmes. The vast majority of visitors reported that their awareness of marine conservation increased as a result. Designed to multiply learning beyond the centre, our Marine Conservation Leadership Programme trained 21 university students who went on to build networks on campuses.

wwf.org.hk/hhwvisit/en

跨越界限

我們在米埔自然保護區進行的濕地管理培訓項目，展示如何改善東亞—澳大利西亞飛行航道 (EAAF) 的濕地管理和環境教育。項目吸引 293 名來自中國各地的人士參加。

Across the region

Our Wetland Management Training Programme uses the Mai Po Nature Reserve to demonstrate how wetland management and environmental education can be improved across the EAAF. The programme welcomed 293 eager participants from all across China.

機構管治 CORPORATE GOVERNANCE

作為具領導地位的非牟利環保組織，世界自然基金會香港分會透過專業、誠信和透明度，取得公眾信任。

本會由董事委員會專責管治。成員為保育界、科學界和商界的專業人士，均對自然保育有抱負，以義務性質參與。

董事委員會成員須為本會的理事，並於周年大會上獲選出。成員任期為三年，可競逐連任另一個三年任期。由 2012 年 12 月起，除獲董事委員會准許，委員會成員任期上限為六年。

為確保財政資源用得其所，我們提供清晰準確的財政資訊。本會財務摘要由香港立信德豪會計師事務所有限公司審核，按香港財務報告準則編製，每年刊載於年報內。

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

WWF-Hong Kong's governing body is the Executive Council. Its members, professionals from conservation, scientific and business fields, are strongly committed to nature conservation and serve on a voluntary basis. Members of the Executive Council must be trustee members of WWF-Hong Kong and are elected by trustee members at the Annual General Meeting. Each Council member is appointed on a three-year term and is eligible for re-election for one further term of three years. From December 2012, members may serve a maximum of six years, unless decided otherwise by the Executive Council.

To ensure that our financial resources are spent appropriately, we are committed to providing clear and accurate financial information for public scrutiny. Our financial statements, audited by BDO Limited and prepared in accordance with the Hong Kong Financial Reporting Standards, are published yearly in our annual review.

董事委員會成員 The members of the Executive Council

主席 Chairman

楊子信先生
Mr Trevor Yang

董事委員會 Executive Council

白丹尼先生 義務法律顧問
Mr Daniel R. Bradshaw
Hon. Legal Advisor

張肇昌醫生
Dr Steve Cheung

周維正先生
Mr Oscar Chow

杜德俊教授
Professor David Dudgeon

范文志先生
Mr William W. Flanz

何聞達先生

Mr Edward M. Ho

李瑞霞女士 義務司庫
Ms Sarah Legg Hon. Treasurer

龍德先生
Mr Frederick J. Long

黃永光先生
Mr Daryl W.K. Ng

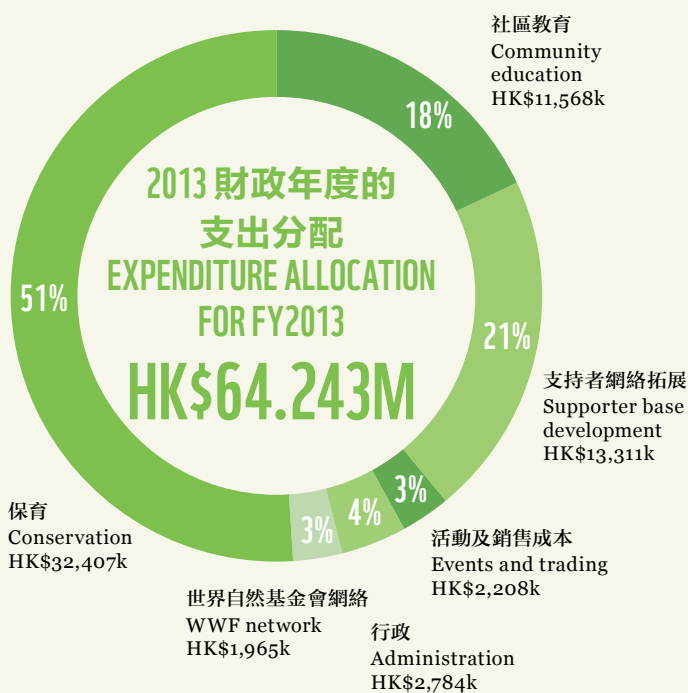
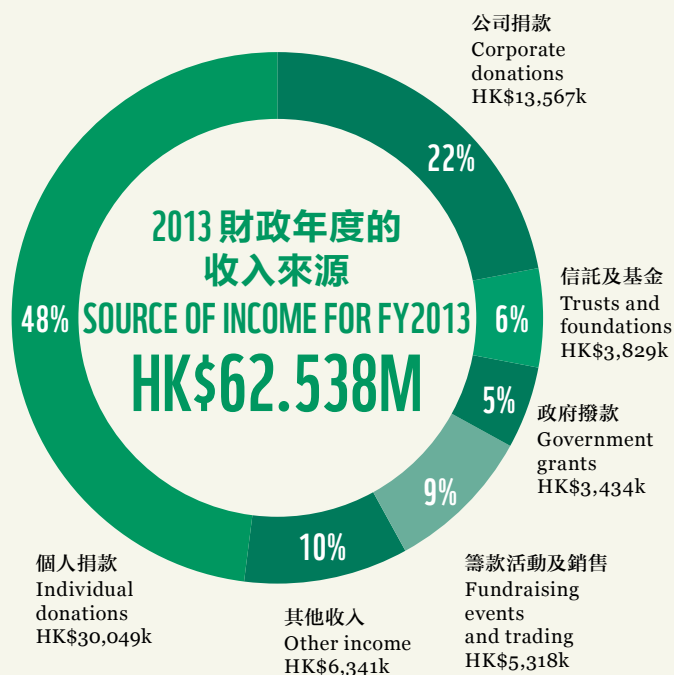
彭敬慈博士, MH
Dr K.C. Pang, MH

薛綺雯教授
Professor Yvonne Sadovy

唐裕年先生
Mr Martin Tang

吳宗權先生
Mr Douglas Woo

財務摘要 FINANCIAL HIGHLIGHTS



世界自然基金會香港分會

WWF-HONG KONG

56,000+

人透過參觀本會中心及參加外
展教育項目學習保育資訊

people learned about
conservation during visits to
WWF's centres and outreach
education programmes.

2,726

為現時黑臉琵鷺全球數量，較 20 年前增加近 10 倍。
Current population of Black-faced spoonbills globally,
almost a ten-fold increase in 20 years.

7,000+

地球一小時是全球最大型的集體環保行動，2013 年
獲得 153 個國家、逾 7,000 個城市響應。

Earth Hour 2013, the largest environmental action
in the world, was supported by over 7,000 cities in
153 countries.

30

世界自然基金會
管理米埔自然保
護區已有 30 年。

WWF has been
managing Mai Po
Nature Reserve
for 30 years.



我們在這裡 Why we are here

為了遏止自然環境惡化，建立人類與大自然和諧共存的未來。
To stop the degradation of the planet's natural environment and
to build a future in which humans live in harmony with nature,
wwf.org.hk

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香港中環德輔道中一號世界自然基金會香港分會

WWF-Hong Kong, 1 Tramway Path, Central, Hong Kong.

電話 Tel: (852) 2526 1011 傳真 Fax: (852) 2845 2734 電郵 Email: wwf@wwf.org.hk

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responsible forestry