



WWF

ABOUT LIFE

HK

2019



CHANGE THE WAY WE LIVE



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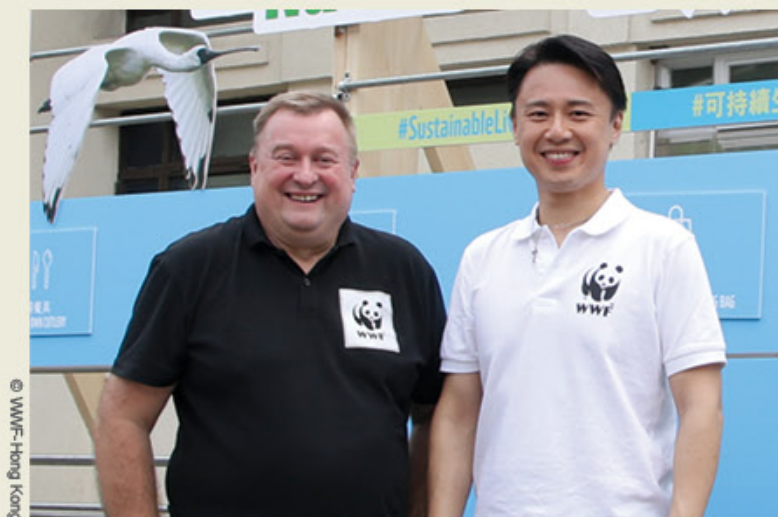


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Mai Po Nature Reserve welcomes you and your family!

步走大自然  
Walk For Nature @ MAI PO  
2-3 Nov 2019

## CHAIRMAN & CEO MESSAGE



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Mai Po & Wetlands



Oceans



Climate & Energy



Threatened Species Protection



Local Biodiversity



Community Engagement & Education



together possible™

Hong Kong's coastal habitats and oceans are rich in biodiversity, with close to 6,000 marine species recorded in the territory. But the future of our biodiversity is at stake, and some previously common fish species are close to extinction. The threats include climate change, marine litter, development, unregulated fishing practices, and escalating marine traffic.

If everyone in the world led the lifestyle of Hong Kongers, 4.2 Earths would be needed to cope with our drain on renewable natural resources, a significant increase from the 2016 figure of 3.9 Earths. This high consumption lifestyle has far-reaching effects. Hong Kong needs to build biodiversity considerations into trade, investment and infrastructure decisions, and expand its marine protected areas system to the 30% of coastal waters global standard of coverage.

We are also focusing our attention on the opportunities for sustainable development across the Greater Bay Area. We are working closely with WWF-China and other partners to identify the challenges and potential risks on both marine areas and coastal wetlands. From 2000-2015, the Greater Bay's Ecological Footprint increased by 75%! As the majority of Hong Kong's food is imported from mainland China, there is immense pressure on natural resources from our city's unsustainable consumption patterns.

A shift in our daily habits, coupled with support from business and government, can help to stem the runaway consumption that is impacting the habitats and natural resources we depend on. We can all play our part to Change the Way We Live. It's time to create a New Deal for Nature and People and secure a better future for our oceans and our planet.

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

Peter Cornthwaite  
Chief Executive Officer,  
WWF-Hong Kong

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### ABOUT LIFE

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# TAKE YOUR SEAT

Photographers Randy and Spencer VanDerStarren's *Take Your Seat* project unveiled the Hong Kong leg of its globe-hopping expedition in July, bringing awareness of some of the city's lesser known natural spaces and the need to protect them. These shots were taken by Randy and Spencer at Mai Po.



Photos © Randy VanDerStarren

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Mai Po plays a very important role in regional, and global conservation. It should not be seen as an isolated spot on the map, but as a very critical part of a larger landscape: the East Asian-Australasian Flyway.

Mai Po is a keystone ecosystem in this 13,000 kilometre avian landscape that's used by millions of birds, including some highly threatened species. You may be familiar with one of these, the black-faced spoonbill, which has now become the flagship species for Mai Po.

Importantly, Mai Po is extensively used for nature education and wetland management training, including of regional wetland managers. We are also taking steps to increase the reserve's status and presence within the flyway by taking leadership roles in some of WWF's regional programmes. We expect that these regional programmes can significantly benefit from the experience and knowledge of the Mai Po management staff.

We have to think about threats and dangers going into the future. Climate change is an obvious one and we have to take proactive measures and develop adaptation plans now. Recent studies have shown that rising tides and storms due to climate change and sea level rise could affect coastal ecological communities within the next 10 years, which is much sooner than previous predictions. These could also impact Mai Po. All these trends, opportunities, and threats call for timely action. And the time is now.

While a lot has been happening, a lot more needs to happen to sustain Mai Po into the future. I encourage those who have not visited Mai Po to do so, and for those who have, we would love to welcome you back!

**Eric Wikramanayake, PhD**  
Director, Wildlife and Wetlands  
WWF-Hong Kong



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Discover  
more

# HONG KONG AN ISLAND?

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The recent UN report warning how wounded our planet is – from our species’ “annihilation of biodiversity” to the profound degradation of our life-sustaining biosphere – should make us all pause for thought.

This is a clarion call for Hong Kong to forego insular, inward thinking and act boldly to diminish our Ecological Footprint. Hong Kong has the capacity and resources to become a global leader in the transformative change to save our species.

A major theme of the UN report was the strong pattern of resource extraction and production occurring in one part of the world to satisfy demand in distant regions. Hong Kong’s high consumption lifestyle has far-reaching effects.

If everyone led the lifestyle of Hong Kong residents, 4.2 Earths would be required to fulfil our renewable resource needs, against a global average of 1.7 Earths. In short, Hong Kong consumes more than the world can regenerate.

Hong Kong does have a few islands, but it is not isolated. Hong Kong’s future and well-being are strongly linked and dependent on what is going on in the rest of the world. A self-serving responsibility to become a leader in sustainability and Earth-friendly consumption should be the mantra for government, corporations and the public alike.

David Olson, PhD

Director of Conservation  
WWF-Hong Kong



Read the  
full article  
by David

# A SLICE OF GREEN

To tackle the problems of marine litter and plastic waste arising from unnecessary single-use plastic products, Maxim’s Cakes and Arome have stopped offering plastic items, including cake-cutting knives, utensils and extra bags to customers.

Maxim’s Group is committed to environmental protection and understands the rising concern of plastic pollution. Taking to heart its customers’ needs and preferences, while minimizing the environmental impact, the group is taking active steps to reduce single-use plastics.

This campaign against unnecessary single-use plastics took effect at over 290 stores territory-wide in May of this year. Previously,

in October 2018, Maxim’s MX became the first Chinese fast-food chain to implement a “No Straw Every Day” campaign for dine-in customers.

In July 2019, MX took one step further and switched to using paper straws and wooden stirrers. A free water refill service is also available at outlets to minimize the use of single-use plastic bottles or cups.

Maxim’s Group will continue to closely monitor the environmental impact of its business and roll out other green initiatives to further promote sustainable living.



How much plastic  
did you consume  
today? Find out!

# A STAKE IN CONSERVATION

Stakeholder engagement is key to the success of our work to stop unregulated clam digging at Shui Hau with the introduction of a code of conduct. By raising public awareness, we hope to preserve the area's ecological value, and species such as the horseshoe crab and large Asiatic hard clam, which has all but disappeared due to unsustainable clam digging.

© WWF-Hong Kong



"Our goal is to maintain the high biodiversity of Shui Hau and encourage the sustainable use of marine resources. We invited academics and members of the local community to work with us to develop a clam digging code of conduct. We actively engaged with local villagers and grocery stores to further promote the adoption of the code."

You don't have to live in Shui Hau or be a marine ecologist to take part in our ecological survey as a citizen scientist. We encourage everyone to use the clam digging code of conduct when visiting intertidal shores. Together we can work to protect Hong Kong's valuable marine resources!"

**Lydia Pang**

Project Manager, Oceans Conservation  
WWF-Hong Kong  
lpang@wwf.org.hk



**Mr. Chi**

Owner of Shui Hau Inn Store

"I was born and grew-up in Shui Hau and have witnessed the changes of this bay. From a bay that no one knew or understood, to a hub of conservation work. I am glad to see more tourists start to discover Shui Hau Wan."

After WWF launched the clam digging code of conduct and clam gauges, visitors showed a lot of interest in these measures. The collaboration with WWF has successfully aroused public awareness on conservation. Now, visitors are not only concerned with their harvest, they also want to learn about the marine ecology of the area and contribute to conserving it."



**Sandy Wong**

Citizen Scientist

"As with any other resource, our coastal resources are limited. If humans use them all up, the ecosystem will collapse. We should change our resource consumption pattern so we don't exceed the rate of recovery."

Before the eco surveys with WWF, I had never been to Shui Hau and knew little about clam digging. I was happy to see a lot of baby clams and to learn how to conduct ecological surveys. I hope these surveys can be continued in future and reduce harm to marine life."



**Mink Chan**

Shui Hau villager

"Over the past eight to 10 years, Shui Hau Wan has been flooded with clam diggers, reducing the size and quantity of the Asiatic hard clam that we have eaten for generations. Things changed after WWF invited me to join their guided tour. I was asked to teach participants about our traditional clam digging culture, and I started to reconnect to it."

As a local, I used to wield a *chi hau lim* [a traditional tool with a hook at the tip of a bamboo stick] to dig clams. The tool is designed with ancient wisdom. You will know whether there are clams by sound and touch. We only select big clams to collect, leaving no trace on the mud."



Recreational clam diggers

"I really appreciate that WWF developed a clam gauge and field guides for visitors. The field guide tells us what important wildlife is living on the shore, so kids can understand the marine ecosystem, while the clam gauge helps us to distinguish small and big clams. I strongly agree that we should not harvest small clams and let them grow, because that's how sustainable development should be, and I will teach my child this concept too."



Learn more about our conservation work at Shui Hau



# SUPERMARKET SCORECARD

Hong Kong is the second largest per capita consumer of seafood in Asia. We import over 90% of our seafood from over 170 countries and territories around the world. Our seafood choices affect marine fisheries resources worldwide. As Hong Kong supermarkets play an increasingly important role in supplying seafood to consumers, they are crucial in making sustainable seafood more publicly accessible.

According to the latest supermarket scorecard 2019, released this July, seven out of nine major supermarket groups in the city have stepped up their commitments and actions to supply sustainable seafood for customers since the release of last year's scorecard. AEON is clearly in the lead, ranking as the best performer for the second year in a row.

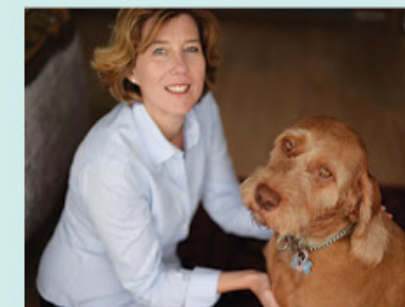
Out of the six key performance areas measured by the scorecard, there is good progress made by the industry in areas of "setting sustainable seafood targets and promotion" as well as "proper labels with detailed information", indicating that supermarkets in Hong Kong are actively pursuing sustainable purchasing in terms of seafood procurement at different levels.

"With the business sector's increasing commitment to sustainable seafood and higher public awareness of its importance, we encourage taking from the oceans in a responsible way so that we can enjoy a continuous supply of seafood in the future. WWF will continue to engage in dialogue with supermarket groups to further enhance the procurement policy in Hong Kong to catch up with the global movement," said Jovy Chan, Manager, Wildlife Conservation, WWF-Hong Kong.

<b>9 Supermarket Groups</b> Scorecard on Key Areas in Sustainable Seafood Procurement Policy							
	Avoid selling threatened species	Sustainable seafood target and promotion	No harmful chemicals (excluding antibiotics)	Proper labels with detailed information	Eliminate alleged human rights abuse	Public announcements	Overall
AEON	6	9	6	8	9	7	7.5 ★★★★★★
YATA	6	9	7	8	7	7	7.33 ★★★★★★
759	7	6	7	9	8	6	7.17 ★★★★★★
A.S. Watson	6	9	8	4	6	7	6.67 ★★★★★★
CitySuper	6	9	4	7	6	4	6 ★★★★★★
Dairy Farm	5	6	3	3	6	6	4.83 ★★★★★
CR Vanguard	7	4	2	4	2	3	3.67 ★★★★★
DCH	1	1	1	1	1	1	1 ★
Kai Bo	0	0	0	0	0	0	0



## "THE GREEN DRAGON" BY SUZANNE YOUNAN

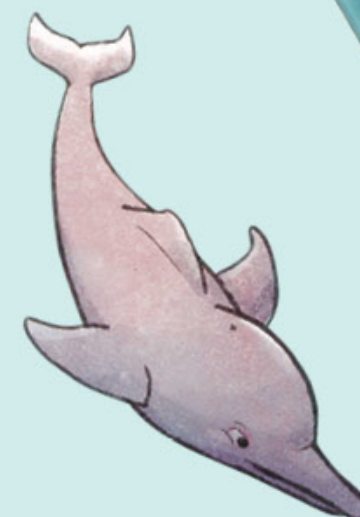


Breathing fire back into young souls, Willy the Green Dragon, an eco-warrior hero, tirelessly fights to raise awareness of the importance of sustainable living. Author Suzanne Younan is as determined as her iconic hero dragon to tell school kids, and Hong Kong's local community, the urgency of Changing the Way We Live.

Suzanne uses the book to highlight the problem of plastics contaminating our oceans, inspiring a new generation of youth to speak up for the planet and species, and refuse single-use plastics.

"*The Green Dragon* can be used by parents and educators to illustrate the challenges that our wildlife and natural spaces face. I hope this book will inspire school children to discover the different ways they can reduce their Ecological Footprint in their daily lives. I believe environmental education should begin at a young age, and we should teach children about the problems of increasing human consumption, and the importance of redefining our relationship with nature," said Suzanne.

Suzanne's book reminds all of us to refuse unnecessary single-use plastics, at restaurants, at stores and at any given opportunity to take one more green step in protecting the only planet we inhabit.



Shop now



Learn more about our Ecological Footprint

# RESTORING THE BALANCE

The world needs sharks and rays. These predators are an essential part of healthy marine ecosystems. But many species are in decline due to overfishing, with populations also impacted by habitat degradation and loss. Sharks and rays typically grow slowly, mature late, and have few young, and now we fish some of them faster than they can reproduce.

To address these issues, WWF runs a global shark and ray conservation programme spanning over 15 offices, including Hong Kong. As part of our conservation efforts, we collaborated with the Centre for Sustainable Tropical Fisheries and Aquaculture (CSTFA) at James Cook University in Australia to produce two new publications: the first-of-its-kind guide on marine protected areas (MPA) for shark and ray conservation; and a Rapid Assessment Toolkit aimed at promoting science-based management of coastal environments.



**Dr. Andy Cornish**

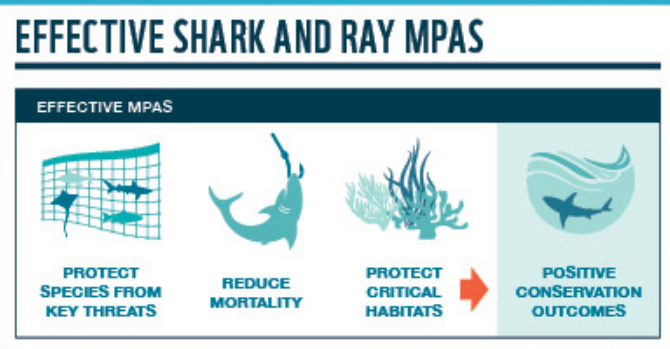
*WWF Global Shark Programme Leader*

“

Designating ocean areas where fishing is controlled should be one of the most straightforward ways to tackle the overfishing of sharks and rays. However, the application of this measure to date has proven somewhat complicated, demonstrating the need for a more comprehensive approach if such a management tool is to reach its full potential. The new MPA guide for sharks and rays provides advice that can be incorporated into existing MPAs, or used when designing new spatial protection. The guide talks about how best to involve local stakeholders, monitor and evaluate MPAs, alongside more shark-specific matters such as accounting for shark movement patterns, protecting critical habitats, and reducing fishing-related mortality.

Currently we lack data on population trends and conservation status of almost 50% of all of shark and ray species, with many coastal fisheries lacking the necessary information to protect these animals and manage fisheries sustainably. To help plug this gap, the Rapid Assessment Toolkit offers step-by-step guidelines for collecting data. Appropriate tools can be selected depending on the knowledge gap of the particular waters where it may be used. They consist of ‘how-to’ guidance written by experts in taxonomy, genetics, creel and market surveys, baited remote underwater video systems (commonly known as BRUVS), tagging and tracking, and citizen science. Data collected using the techniques described in this guide should also help prompt controls on fishing and other urgently-needed management measures to rein in collapses of the most vulnerable shark and ray species, and allow for their recovery in the longer term.

Read more



**Dr. Laurence McCook**

*Head of Oceans Conservation WWF-Hong Kong*

“

Having previously worked in marine conservation on Australia’s Great Barrier Reef, in Indonesia, and on the coastline of southern China, I have witnessed how easily shark and ray populations can be over-exploited by fishing. Not only will that cause real damage to the marine ecosystems, but it can cause really serious harm to the livelihoods of the local communities who depend on fishing or coastal tourism. Hong Kong waters were once an important habitat for different species of reef sharks and rays but these are all gone now – locally, they have been driven to extinction. While reef sharks may take decades to recover in Hong Kong waters, we still need more MPAs to protect the remaining marine biodiversity from the same fate.

With Hong Kong being an important global trading hub for shark fin, our local shark conservation work focuses on reducing both the trade and the consumption of unsustainable shark and ray products. We’re aiming to help these spectacular animals to recover in the wild, where they can once again bring awe and wonder to future generations.

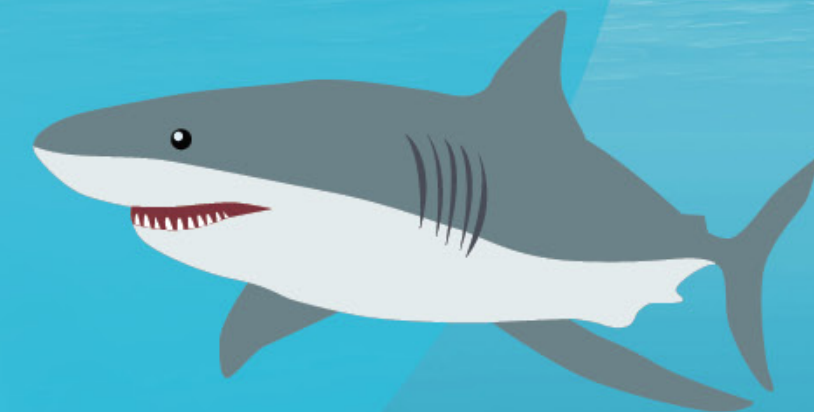
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Get the report



Get the report





# MAKING ZERO IMPACT FASHIONABLE

Making Zero Impact Fashionable, a two-year initiative by WWF-Hong Kong and HSBC, aims to promote and educate key industry players on fashion sustainability. The fashion industry is among the top five largest polluting industries.

The industry's present business model is an obvious contributor of stress on natural resources. If production and consumption of textile and apparel follow their current trajectories, the industry's environmental footprint will continue to expand and negatively impact the planet.

"It doesn't have to be that way. You can have products that are really well-made really well-designed, and they are also sustainable," said Arnault Castel, founder of lifestyle store Kapok.

"I don't know why people say it's not important to be sustainable. I have nieces and my friends have kids, and I think it's our responsibility to give them a planet that is still functioning."

Arnault noted that when he first launched the store in 2006, sustainable fashion didn't seem to be a topic of interest to people in Hong Kong, who considered sustainable fashion too expensive.

"But I noticed especially in the past three, four years, and especially with the younger generation – they really care. This is something they are looking for."



Find out  
more



Learn  
more about  
Kapok

## CLOTHING accounts for 15% of Hong Kong's Ecological Footprint

Buy smart,  
choose well,  
and restyle  
your old  
clothes.

# WHAT'S IN A LABEL?



Supported by  
**HSBC**

Results of a field survey that aims to explore the relationship between clothing labels and sustainable shopping decisions, showed that 68% of respondents are willing to pay a higher price for clothes that have been sustainably produced, yet nearly 50% feel there's an inadequate supply of sustainably-produced clothes in local retail outlets.

The survey was conducted as part of Making Zero Impact Fashionable, a two-year initiative by WWF-Hong Kong, supported by HSBC. Results show that one of the problems faced by customers is sales' associates lack of knowledge on the sustainability of items in their shops. Nearly 45% of sales associates were unable to explain in detail how clothing items should be taken care of.

Amy Lai, who helped to conduct field research for the project, said, "The study shows that shops can do a lot more to protect the environment. I believe the data collected truly reflects what is happening in the industry, and it provides a platform to drive change. Training provided at a WWF workshop teaches people how to read clothing labels and helps us all to make decisions that allow our clothes to last longer."

According to the findings of the Hong Kong Ecological Footprint 2019 publication, clothing accounts for 15% of the city's Ecological Footprint. WWF-Hong Kong urges everyone to buy smart, choose well, and restyle your old clothes. When there is a need to make a purchase, choose second-hand or clothes that are made with more environmentally-friendly and recycled materials.

# A GREENER GREATER BAY

With a population of 68 million people and a gross domestic product of HK\$10 trillion, the nine cities in Guangdong, with Hong Kong and Macau, are an economic powerhouse comparable to other coastal conglomerations like New York, Tokyo Bay, and San Francisco Bay. A Greater Bay development plan should not just be about the economy, encapsulating issues of conservation concern such as the Chinese white dolphin, marine litter and wetlands. Policy themes like Ecological Civilisation and the Chinese Dream encapsulate a broader concept of development, one where the economy is in harmony with ecological sustainability.



Angel Lam

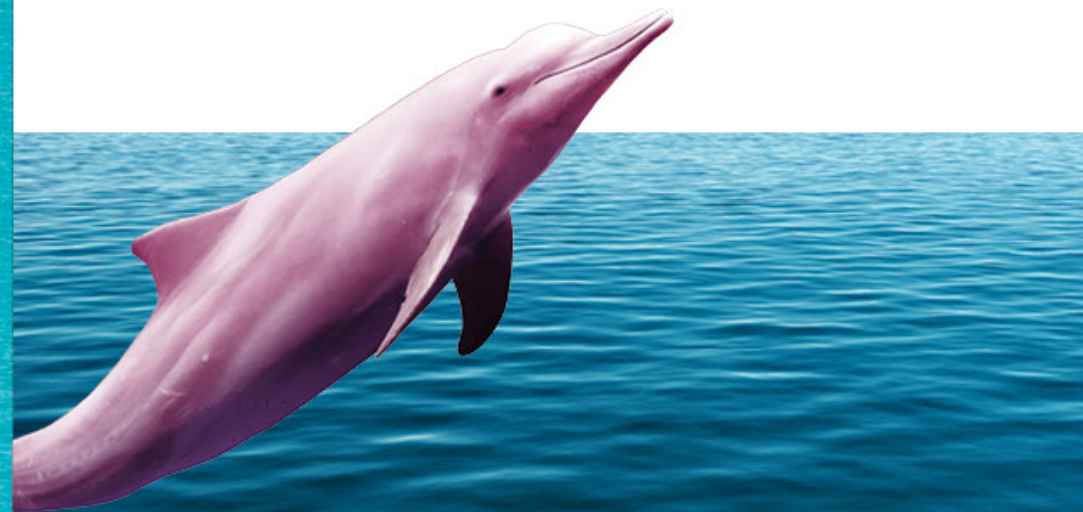
Manager, Oceans Conservation  
WWF-Hong Kong  
angellam@wwf.org.hk

## 32 CHINESE WHITE DOLPHINS IN HK

With only 32 dolphins counted in Hong Kong waters in 2019, the species in local waters may soon be extinct. The Greater Bay Area population of the iconic Chinese white dolphin is under pressure and dramatically declining due to a range of threats, including mortality from boat strikes, poisoning from accumulated toxins from polluted rivers, and disturbance by anthropogenic noise during foraging. Important habitat continues to be lost due to reclamation and disturbance from major infrastructure projects. We are in critical need of a science-based recovery and management plan, identifying core zones for the protection of key feeding and resting habitats in Hong Kong, Zhuhai, Macau and Jiangmen. The time for action is now!



Read more



## MARINE LITTER

Marine litter does not recognize boundaries across the Greater Bay Area. It is a priority issue that must be tackled from a variety of angles, including a reduction in waste generation, preventing waste from entering the sea, and cleaning-up the marine environment. Single-use products, like plastic bottles, meal boxes, and cutlery dominate marine litter and WWF proposes a ban on single-use plastic tableware in the F&B industry and supermarkets by 2022. Governments should implement effective recycling and producer responsibility schemes to persuade manufacturers, retailers, and citizens to share responsibility for the collection, recycling, treatment, and end-of-life disposal of these products. Recycling in Hong Kong is simply not working as it should!



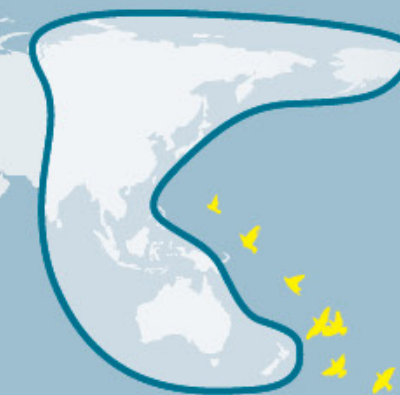
Read more

### MARINE LITTER

Reduce, Rethink,  
Change the Way We Live

## COASTAL WETLANDS

The coastal wetlands in the Guangdong-Hong Kong-and-Macao Greater Bay Area have immense local, regional, and global importance. They are refuges for important biodiversity, including several threatened species, supporting almost 10% of the winter populations of the endangered black-faced spoonbill. Together with the adjacent mangroves, these ecosystems are natural buffers that build climate resilience along the coast against strong typhoons and tidal and storm surges. Globally, they are part of the East Asian-Australasian bird migration flyway that extends from the Arctic Circle to New Zealand and used by over 50 million birds each year.



EAST ASIAN-AUSTRALASIAN  
FLYWAY



Read more



# HONG KONG'S MARINE MEMORIES

Coastal development, habitat destruction, development, unregulated fishing, escalating marine traffic and marine litter pollution are some of the ongoing threats that have led to the biodiversity loss in Hong Kong waters over the decades.



"Working on marine conservation issues at WWF-Hong Kong, I regularly talk with a range of stakeholders, including recreational fishermen, local villagers, and fishing communities about the importance of establishing marine protected areas," said Angel Lam, Oceans Conservation Manager, WWF-Hong Kong.

She added: "Sometimes they share tales about the good old days when marine resources were abundant. They told me of a time with clear waters and beautiful underwater scenery and marine life. All of them noticed the changes in recent decades with depleted resources and lifeless seas, and as such, are well aware of the urgent need to protect our remaining marine resources."

Our city's memories of marine biodiversity can raise awareness of the urgent need to restore valuable marine habitats and species stocks to make them more resilient to human disturbance and climate change. This is possible by working with all stakeholders to implement expanded marine protected areas in the west and south of Lantau, Hoi Ha Wan and Tolo Harbour, with strictly enforced fisheries management measures and no-take zones.



**David Hsiung**  
has been diving in Hong Kong since the 50s

I've witnessed the changes to Hong Kong's marine environment. Some valuable commercial species are rarely seen, and when spotted their size is smaller than in the past. Despite this, Hong Kong's underwater world is fascinating if you catch the right current, season and location. This is why I still dive every week now at the age of almost 80! All of us have the responsibility to conserve the environment by not taking more than we need from the sea. I wish our next generation can still enjoy the pleasure of diving in Hong Kong.

I started fishing using longline, handline and purse seine in the 1960s. Quite a few species that I regularly caught back in those days are uncommon today, such as the blackspot tuskfish, black parrot fish and red grouper. In the 60s and 70s, we regularly caught dozens of red groupers in a single trip. Today, it's rare to encounter even one.

**Leung Fok-yu**  
is a fisherman from Aberdeen



I have spent my life fishing in Hong Kong's western waters. In the 50s and 60s, our main catch comprised fourfinger threadfin, elongate ilisha, hilsa herring, gizzard shad and Chinese bahaba. The catch volume began to drop in the 80s, and the hilsa herring and Chinese bahaba are now almost extinct. In addition, there's been a noticeable decline of seaweed along the coast since the 90s.

**Ng Kung-yao**  
is a fishermen from Tai O

Our work to raise public awareness of marine conservation issues in Hong Kong includes documenting the loss of marine biodiversity, due to rapid development and economic growth, by collecting memories and stories of Hong Kong's marine past.

The stories we collect will be shared on our website, social media and upcoming exhibitions. We want to hear about your connection to the ocean, the changes you have seen over the years, and how these changes have impacted you. You can also submit photos and videos you have shot. Scan the QR code below to submit your story!



Submit your story!



Hear more from local voices



Discover our advocacy work

# GREEN ACTS FOR BLUE OCEANS



Marine litter is a global issue not restricted to areas frequented by humans. Carried to all corners of the globe by wind or water current; marine litter washes onto largely uninhabited islands, and reaches down to the deepest ocean. At least 8 million tonnes of plastic waste ends up in the ocean each year, equivalent to dumping a truck load of waste into the ocean – every minute!

As part of our work to create awareness and change behaviour, we have launched a community engagement initiative asking everyone with an interest in the future health of our oceans to come up with innovative long-term solutions to tackle marine litter. The deadline for entries was in January. Organised in conjunction with the government's Environment and Conservation Fund (ECF), six selected teams took part in mentorship sessions provided by our oceans conservation experts, and have up to HK\$50,000 funding to get their project off the ground.

The ideas presented by the selected teams include Cheung Chau eco tours organised by local fisherman to raise awareness of the problems of marine litter; enlisting fishermen to retrieve ocean debris as part of an initiative to scientifically map marine litter; a reusable tableware business that aims to get silicone lunchboxes into local eateries; and harnessing the power of social media to promote waste reduction. The selected projects are to be implemented from September onwards. Stay tuned to our Panda Blog for updates on the projects as they get underway!



Check out our Panda Blog



Discover the programme

As a leading player in China and Asia's environmental protection industries, as well as a world-renowned ecological and environmental management group, Everbright International is devoted to promoting and implementing the United Nations' 17 Sustainable Development Goals (SDGs).

Everbright International has been selected as a constituent of the Hang Seng Corporate Sustainability Index for five consecutive years, and included in the Dow Jones Sustainability Index for three consecutive years. It has also been added to the FTSE4 Good Index since 2017.

## SDGs-related Business Activities

<b>1 NO POVERTY</b> 	Provide business and job opportunities for local farmers to lift them from poverty, through integrated biomass utilisation business.	<b>2 ZERO HUNGER</b> 	Support agricultural development of the project neighborhoods by turning food waste into compost, through food waste treatment projects.	<b>3 GOOD HEALTH AND WELL-BEING</b> 	Prevent air pollution by keeping stringent control of project emissions.	<b>4 QUALITY EDUCATION</b> 	Help the public to understand issues relating to environmental protection, through opening up of projects for public visits.
<b>5 GENDER EQUALITY</b> 	Achieve gender equality through the human resources management structure that is not affected by gender biases.	<b>6 CLEAN WATER AND SANITATION</b> 	Soothe water quality and sanitation problems through waste water treatment projects that are able to effectively treat waste water and produce high-quality industrial reusable water.	<b>7 AFFORDABLE AND CLEAN ENERGY</b> 	Resolve waste siege crisis and generate clean energy by utilising household waste and agricultural and forestry waste.	<b>8 DECENT WORK AND ECONOMIC GROWTH</b> 	Establish a full industry chain by developing upstream and downstream industries through waste-to-energy projects.
<b>9 INDUSTRY, INNOVATION AND INFRASTRUCTURE</b> 	Pioneer in ecological environmental management in county areas by developing urban-rural integration projects.	<b>10 REDUCED INEQUALITIES</b> 	Ensure project operations do not affect the dignity, rights, livelihood or culture of indigenous peoples.	<b>11 SUSTAINABLE CITIES AND COMMUNITIES</b> 	Reduce volume of household waste, prevent rural waste pollution, and enhance flood resilience of cities, through various environmental projects.	<b>12 RESPONSIBLE CONSUMPTION AND PRODUCTION</b> 	Establish a full industry chain on waste sorting and resources utilisation through the eco-recycling business sector.
<b>13 CLIMATE ACTION</b> 	Offset GHG emissions by avoiding degradation of household waste and biomass raw materials at waste-to-energy projects and integrated biomass utilisation projects.	<b>14 LIFE BELOW WATER</b> 	Prevent neighboring water bodies and ecological sites from adverse effect by complying with strict environmental impact assessment requirements for project site selection.	<b>15 LIFE ON LAND</b> 	Prevent environment and ecosystems from being affected by waste in landfill sites, through harmless treatment of waste at waste-to-energy projects.	<b>16 PEACE, JUSTICE AND STRONG INSTITUTIONS</b> 	Promote both social and environmental justice by considering key social concerns at beginning of project life cycle and disclosing environmental information of all projects.
<b>17 PARTNERSHIPS FOR THE GOALS</b> 	Promote clean energy and environmental protection jointly with institutions like Asian Development Bank and China Development Bank.	<p><b>To Create Better Investment Value and Undertake More Social Responsibility</b></p>					



Everbright International WeChat Account

# ZERO IN ON SUSTAINABLE LIVING

Daily household consumption accounts for 78% of Hong Kong's total Ecological Footprint, which is the second worst per-capita in Asia. A shift in the way we live and in our daily consumption can conserve the natural world.

WWF believes that everyone has a role to play in addressing the issue of overconsumption and reducing unnecessary single-use plastic products. Our panda shop stocks a range of sustainable products, from household cleaners and recycled plastic tableware, to body care and baby products, and information on each.

Ecostore, founded by Malcolm and Melanie Rands in New Zealand's Northland coast in 1993, aspires to be eco-friendly from ingredient sourcing and production all the way to packaging.

Sustainable palm oil is used instead of petrochemicals in the majority of Ecostore's products, making them safer and healthier. The company works to preserve our precious natural resources. For example, the enzymes used in their products are genetically modified and their packaging is made from sugarcane plastic, making it 100% recyclable.



Check out the full range of products in our Panda shop



# LOW-CARBON CHANGEMAKER

All sectors, including business, need to contribute in meeting the government's absolute carbon reduction target of 26-36% by 2030 when compared to 2005 levels. WWF-Hong Kong's Low-carbon Office Operation Programme (LOOP), allows companies to understand their carbon footprint and track their performance over time with tools such as our web-based carbon accounting system.

In FY18, the verified carbon emissions per employee at WWF-Hong Kong's Kwai Hing office was 1.76 tonnes, covering areas such as business travel, electricity consumption, commuting, paper use, lighting, HVAC systems and computer equipment. The average total carbon emissions per employee per annum of all LOOP verified offices is 2.76 tonnes.



# GET INVOLVED!

WWF-Hong Kong hosts an array of supporter events for the public, schools and corporate members at our three centres.

## KEY EVENTS

Members of the public can join our annual events or take part in a range of eco visits, seminars and other programmes. Upcoming events include:

**WALK FOR NATURE**  
2-3 Nov 2019



**BIG BIRD RACE**  
15 Feb 2020



**EARTH HOUR**  
28 Mar 2020



Book now!



## CHINESE WHITE DOLPHIN

With only 32 dolphins counted in Hong Kong waters in 2019, the species in local waters may soon be extinct. The time for action is now!



Donate now



## SEAFOOD GUIDE

Choose sustainable seafood for future generations. Download our Seafood Guide app to choose seafood wisely!



Download on the App Store



ANDROID APP ON Google Play

# Our Oceans

30%

of Hong Kong waters should be established as MPAs by 2030. The current 6 MPAs represent 2% of HK waters

7

sites of high ecological value are being proposed for priority marine conservation

32

Chinese white dolphins in 2019, a further decline in the population from 47 in 2018

5%

of Hong Kong's waters designated or planned to be established as MPAs by 2023 is not enough!



Working to sustain the natural world for people and wildlife  
為人類及野生生物延續大自然  
together possible. [wwf.org.hk](http://wwf.org.hk)

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