



HONG KONG



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EARTHHOUR.HK

ABOUT LIFE  
FEB 2020

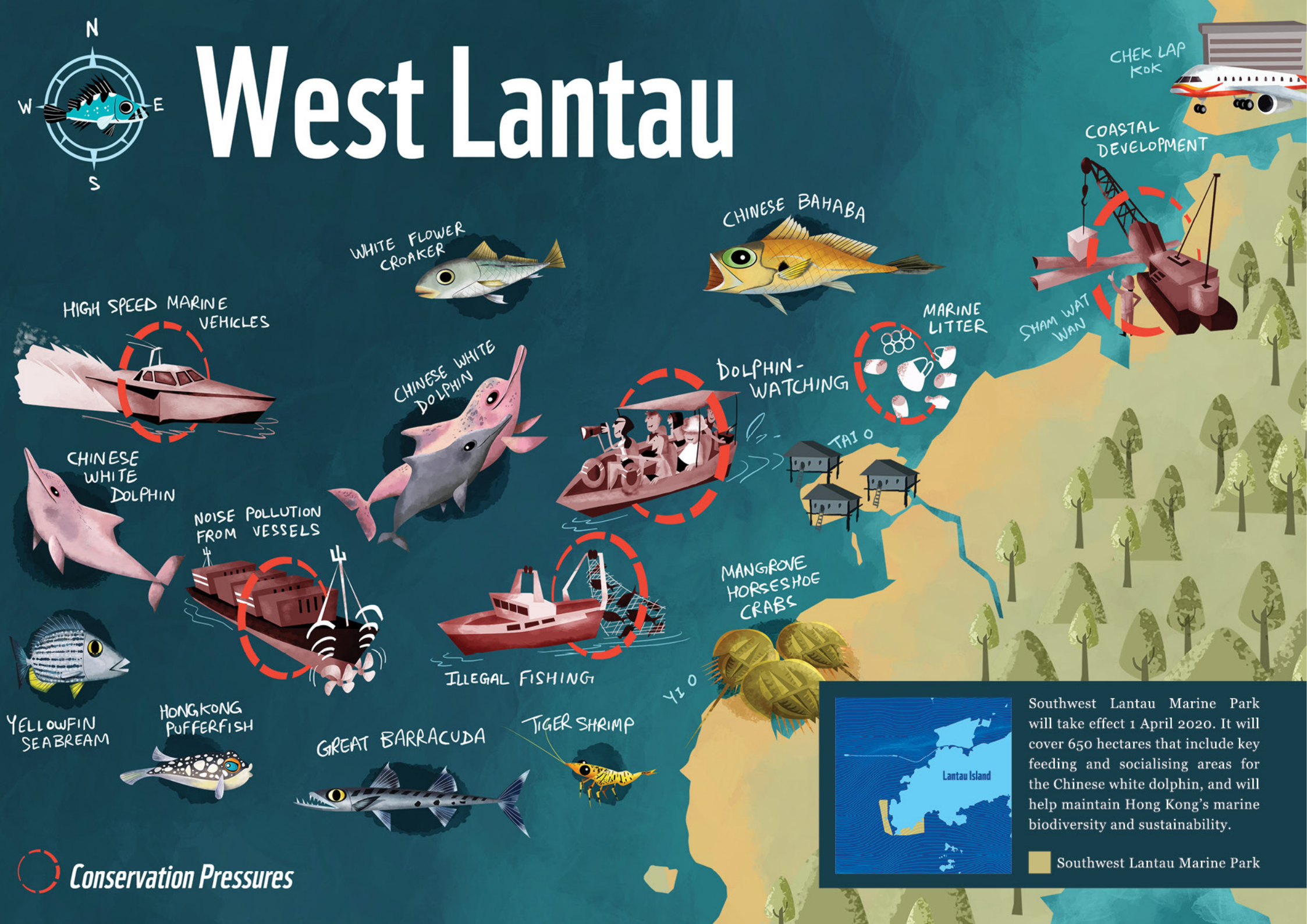
CHANGE THE WAY WE LIVE



#CONNECT2EARTH







# CHAIRMAN & CEO MESSAGE



We consider that the fight against climate change can only be won with action by cities to adapt to circular economies where waste becomes a resource, energy production and distribution is renewable, and over-consumption addressed. We are constantly reminded of the need to change our business-as-usual approach and WWF is working with business, government and community leaders to address liveable city issues.

Earth Hour is the largest grassroots environmental movement to speak up for nature and call for urgent action for our planet on the climate crisis and restoration of habitats and species. At Earth Hour 2020, held on 28 March, we will host a Sustainable City Forum and *Our Planet: Our Business* screenings, with a takeaway that focuses attention on a reduction in our city's Ecological Footprint and what businesses must do.

This includes transitioning towards zero carbon, returning our oceans to good health, minimising the space we use, eliminating waste, and reimagining success for Hong Kong to become a sustainable city.

With the renovation of our Sustainable Living Hub in Central, we've created more opportunities to provide practical advice for sustainable living, with our range of eco solutions to help Hong Kongers reduce their carbon footprint and Change the Way We Live. Our work to connect the community to nature extends to our annual supporter activities such as Earth Hour, Run for Wild and City Nature Challenge. We encourage those who have not joined these activities, to do so, and for those who have, we look forward to seeing you again!

together possible™

*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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 Translation : Winnie Ng, Jon Wong  
 Contributor : Thomas Gommersall  
 Design : Metti Siu

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# EARTH HOUR 2020

2020 is a watershed year for our planet's future. We have just 10 years to meet urgent goals set out to rein in the world's climate crisis and preserve the Earth's biodiversity. To achieve that we must start at home, where there's much to be done to reach our goal of transforming Hong Kong into Asia's most sustainable city.

We can transform Hong Kong's natural environment by:

## • Protecting our Treasure

With local biodiversity at risk, we need to protect wetlands of ecological value from unauthorised habitat destruction

## • Revolutionising Energy

In order to do our part in tackling the climate crisis, Hong Kong needs to scale up use of renewable energy by embracing new technology in order to meet our 10% renewable energy target by 2030.

## • Managing our Oceans

This year is potentially our last chance to protect Hong Kong's Chinese white dolphins by expanding our marine protected areas, particularly in waters off West and South Lantau. We need 30% of our waters to be designated as MPAs by 2030!

## • Rewilding Our Wild

Through improving our city's land-based ecological value with the introduction of native species for restoration, helping Hong Kong become more carbon-neutral.

The year 2020 is the turning point: Now is the time to ACT. Add your voice to call for a New Deal for Nature to safeguard nature and set it on a path to recovery by 2030. We need everyone – individuals, communities, businesses, politicians and government – to help create a future where People and Nature thrive.

Pledge now



Learn more about long-term decarbonization



Our Earth Hour engagement puts nature on the corporate agenda to raise awareness of key environmental issues and show the value of biodiversity to our economy, the scale of the challenges that we are facing, and the critical role that businesses can play in creating solutions at scale. Read more on pages 4-5.

# TOWARDS A DECARBONISED HONG KONG

Imagine that one day Hong Kong International Airport, West Kowloon Cultural District and Mai Po Nature Reserve all disappeared underwater. This is not a movie scene, but the real-life situation we could face if no immediate action is taken to tackle the climate emergency. We believe the HKSAR government should strengthen its long-term decarbonisation strategy with a clear and regulated target to limit global heating to 1.5°C.

WWF-Hong Kong urges the government to scale up its initiatives on climate action, to meet a 10% renewable energy target by 2030 and to introduce a decarbonisation financing scheme, putting a true cost on carbon by designing a progressive carbon charging system.

It is time to set up a mandatory climate crisis mitigation and adaptation building scheme to all new and existing buildings. Government should also establish a global extensive native-species reforestation program for extant grassland areas and rethink urban planning to transform Hong Kong into one of Asia's most walkable cities. It is essential to put people at the heart of the decarbonisation policies. Climate change education should be made mandatory across all school levels.

There are costs for implementing decarbonisation policies; yet the cost of failure to decarbonise could be overwhelming – posing huge financial losses to the subsequent generations due to natural disasters, health problems, death and infrastructure destruction.

The clock is ticking. We must act before it is too late!





# OUR PLANET: OUR BUSINESS

The big question facing business today is: What can the private sector do about the planetary crisis that we are facing? WWF's *Living Planet Report* shows that since 1970, global wildlife populations have declined by 60%. The impacts on our wildlife, climate, rivers, forests and oceans are profound, as are the consequences for humanity. What business leaders do in the next 10 years, will affect life on this planet for the next 10,000 years. So whether you are in the marketing department, HR, accounting, product development or procurement – there are choices that you make every day that affect the planet.



“We have a finite planet and we’re trying to continually grow. It just won’t work. Our economic models do not value nature, and they need to start doing so. It’s not optional. It’s a must. Business has always driven so much of the activity in the world, and there is a real opportunity for leadership

here. What does due diligence in the Anthropocene era mean? When a company is looking at a potential investment, for example, it’s essential to have a thorough review of the financial situation. It needs to be equally essential to scrutinize the environmental footprint of that investment, beyond just treating it as a CSR line. I want to throw down a challenge to the business community: the time has come to embrace this message completely.”

---

**Dr Laurence McCook**

*Head of Oceans Conservation  
WWF-Hong Kong*



“As an environmental educator, most of our work is to let people know that our planet is everyone’s business. More diversity equals more stability. This is a rule of thumb in ecology, in our natural world, and even in human society. A more diverse habitat and ecosystem is more stable,

with higher productivity. So everything is about diversity. We can also learn from ecology that when we talk about a thriving economy, this doesn’t mean growing bigger. But as our society grows, we tend to believe that bigger monopolies mean greater productivity. Sometimes we need microsystems that have different, unique characteristics. Working together, this will create greater diversity and stabilize our economies. And from this stable economy and stable environment, we will find room to grow.”

---

**Katie Chick**

*Senior Project Manager, Centre for Civil Society and Governance  
University of Hong Kong*



“The current consumption rate of humanity is too fast, not allowing sufficient time for the planet and nature to regenerate. It’s time for us to ask: do we really need to consume so much, so fast? That’s why we’ve identified five goals that businesses can strive towards. They are: (1) adopting clean,

renewable technologies to achieve zero carbon emissions; (2) looking at land management to minimise the space we use; (3) returning our oceans to good health with sustainable fishing and protection of threatened species; (4) eliminating waste as much as possible by transitioning towards a circular economy; and (5) fundamentally rethinking the way we define business success. Businesses need to start valuing biodiversity and make it a fundamental part of the decision-making process. Together, we can have a restored planet where people and nature thrive.”

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**Karen Ho**

*Head of Corporate and Community Sustainability  
WWF-Hong Kong*

Watch  
*Our Planet:  
Our Business*





# SEIZE THE CHANCE TO STOP WILDLIFE TRADE

African elephants, rhinos, tigers, and pangolins. Some people might think these threatened species have little to do with Hong Kong. Yet, the city's role as a major hub for the illegal wildlife trade means it significantly contributes to the global extinction crisis.

With its free trade policy, well-developed port infrastructure and geographical proximity to mainland China, Hong Kong has become a preferred pit stop for wildlife smuggling. Between 2013 and 2017, a total of HK\$560 million worth of illegal wildlife products were seized locally. These included elephant ivory, pangolin scales and rhino horns, potentially equal to what would be found on 3,000 elephants, 65,000 pangolins and 51 rhinoceros.

Among these 300+ seizures, only one per cent of the cases led to prosecution.

"Enforcement agencies need to look at smugglers and those behind the criminal enterprise across a number of jurisdictions. To really deter transnational wildlife crime, criminal enterprises must be tackled as a whole, from source to buyer and smuggler to kingpin," said Brian Gonzales, WWF-Hong Kong's Head of Protection of Endangered Species.

WWF is urging the Hong Kong government to include wildlife crime offences under Schedule 1 of the Organized and Serious Crimes Ordinance (OSCO) to deter transnational criminal

enterprises using our city as a smuggling hub. More stringent law enforcement should be implemented and WWF recommends working with financial institutions and Anti-Money Laundering (AML) enforcement to prosecute buyers and syndicates in the wider criminal network, and to confiscate proceeds of crime.

There is still hope to turn the tide if people in every strata of society are made aware of the key problems and put the measures in place to stop them. Hong Kong is no stranger to this: the city used to be one of the largest importers of shark fin in the world. But after WWF-Hong Kong's decade-long call for the public to stop eating shark fin, and for shipping companies to stop shark fin carriage, the volume of fin imports dropped by over 50% from 2007 to 2017.

"Time is running out for African elephants, rhinoceros, tigers, several marine species, and thousands of other species, many of which are specifically threatened by trade into and through Hong Kong. Their extinction in the wild looms within years, not decades. The time to act is now," Brian said.

You can join the fight against the illegal wildlife trade at our Run for Wild 2020. The race aims to raise public awareness on the degradation of habitats and the urgent need to safeguard the diversity and ecological integrity of animal life. The event will focus on our work protecting elephants, sharks, tigers, and sea turtles in the wild.



© naturep.com / Andy Rouse / WWF

African elephant numbers have plummeted 97% over the past 100 years. WWF is urging the Hong Kong government to treat wildlife crime as a serious crime.

Discover Run for Wild



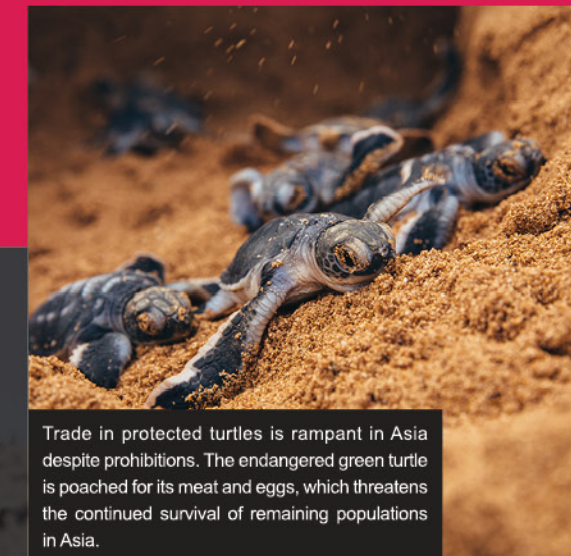
© Lindsay Balsano

Three out of the existing five rhino species are critically endangered. They are being killed in record numbers for their horns, and poaching remains the biggest threat.



© Martin Harvey / WWF

Poaching and the illegal trade of tiger parts in traditional Chinese medicines continue to be the most immediate and pressing threat to wild tigers. It's time to save these tigers by ending the trade and stopping the killing.



© Jonathan Ockendon / Green Renaissance / WWF-UK

Trade in protected turtles is rampant in Asia despite prohibitions. The endangered green turtle is poached for its meat and eggs, which threatens the continued survival of remaining populations in Asia.



© John P. Shaw

Pangolins are victims of illegal wildlife crime for their meat and scales. They continue to be the most heavily trafficked wild mammals worldwide, being widely poached in Africa and Asia.





# PRIORITY MARINE CONSERVATION: SHARP ISLAND

Located in the middle of Port Shelter in Sai Kung, Sharp Island has unique geo-features and a diverse coral community. The site has some of the richest biodiversity in Hong Kong. But this has also made it a tourist hotspot, resulting in environmental problems such as damage to coral and excessive disturbance from visitors.

In addition to the beachgoers that flock to Sharp Island for its clear water, silvery sand beaches and the iconic wave erosion landscape, its spectacular underwater world attracts throngs of divers and snorkelers. A total of 46 species of hard coral can be found in the area, over half the total species found locally. And scientists have recorded at least 169 marine fish species there, among which 35 are locally rare. In 2018, WWF-Hong Kong identified it as one of seven marine conservation priority sites in Hong Kong waters.

As part of our call for the entire Port Shelter area to be designated as a marine protected area (MPA), WWF-Hong Kong will launch a citizen science initiative to investigate the extent of land-based and underwater impacts from visitors. “Sharp Island and Port Shelter are well known for its high marine biodiversity, but its ecology is also threatened. We need to act swiftly to protect the area,” said Angel Lam, Oceans Conservation Manager, WWF-Hong Kong.

WWF-Hong Kong’s One Planet Youth (OPY) citizen scientists and our oceans conservationists have developed a plan to conduct a preliminary survey on human behaviour on the island. “There are usually a lot of visitors, divers and vessels on Sharp Island, especially at weekends. We want to collect comprehensive data on their numbers and activities, for zone mapping and to formulate strategies that will balance the needs of both people and nature,” said Lydia Pang, Project Manager, Oceans Conservation.

Our citizen scientists will interview visitors to gather their attitudes and perceptions on the establishment of an MPA at Sharp Island. “It is important to understand local stakeholders’ views and gain their support for establishment of any conservation measures,” said Angel. “We will also engage local villagers, kaito (small ferry) operators, tour operators, and community centres, to collect detailed views on current and future management of Sharp Island. This will open up opportunities to work together with local stakeholders to enhance the environment.”

WWF will use its findings to call on the government to review the conservation measures in Sharp Island and Port Shelter, to form part of an MPA network of at least 30% of Hong Kong waters by 2030. Only 5% of Hong Kong waters are to be designated as MPAs by 2023, which is simply not enough.

“Hong Kong’s precious marine habitats should be conserved to safeguard the future of our biodiversity,” Angel remarked.

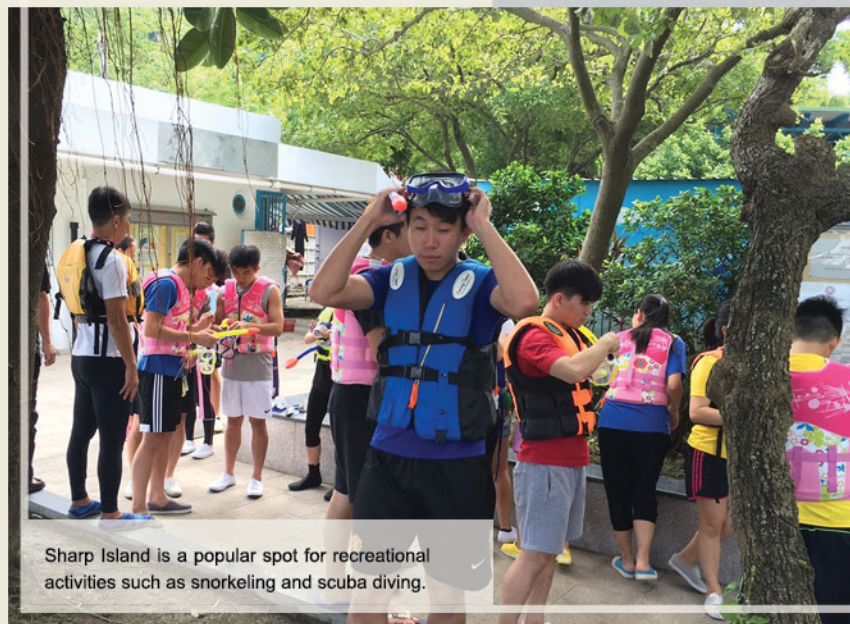
One Planet Youth  
Leadership  
Training  
Programme



Connect with  
Nature



OPY Citizen Scientists conduct a visitor survey.



Sharp Island is a popular spot for recreational activities such as snorkeling and scuba diving.





# HOW BLOCKCHAIN CAN DRIVE FASHION SUSTAINABILITY

WWF-HONG KONG'S CORPORATE AND COMMUNITY SUSTAINABILITY TEAM HAVE LAUNCHED A PILOT PROJECT TO TRANSFORM THE FASHION INDUSTRY SUPPLY CHAIN.

We are living in an era of unprecedented planetary change, with ever-rising consumption and the resulting increased demand for resources like energy and water. The fashion industry has an enormous environmental impact in terms of its production, greenhouse gas emissions, water consumption and pollution, including water waste, solid waste and chemicals.

To address the need for the fashion industry to monitor its environmental performance, WWF-Hong Kong and HSBC launched Making Zero Impact Fashionable, an initiative that aims to promote and educate key industry players in fashion sustainability. A major component of the initiative is the use of blockchain technology to reduce the environmental impact of the textile and apparel supply chain.

A pilot project was launched in 2019 in collaboration with local fashion brand Chicks and its suppliers, including international fibre producer Lenzing AG, and blockchain provider TextileGenesis. The pilot scheme was designed to enhance



© Fashion Summit (Hong Kong) 2019

supply chain transparency and traceability with blockchain technology, allowing the public to make informed choices when shopping for sustainable fashion products.

To ensure that the pilot scheme reflects real world complexity, a total of 49 distinct stock keeping units, totalling 25,000 garments, were tracked. The fibres produced by Lenzing were issued together with tokens called “fibrecoins” on the TextileGenesis platform. These fibres and fibrecoins were then passed on along the supply chain, from spinners and fabric mills, to garment manufacturers and eventually to fashion brand Chicks.

At the end of the line, consumers scan the garment barcode at a Chicks retail store and can access details of the suppliers that participated in making that garment. They can also access information such as the origin and benefits of a particular fabric.

“It took me around two weeks to deploy the Textile Genesis platform,” said Jennifer Tam, Marketing Manager of Chicks. “In fact, we needed just two training sessions to familiarize staff with the system because the platform only requires basic information which is easily accessible in every fashion company.”

Jennifer is looking forward to deploying the system across all product lines. “At present, the pilot programme only consists of the fibre data, which covers a small portion of our apparel. If the platform covers other major raw materials such as wool or cotton in the future, it will provide a larger profile of our products. We are very keen to deploy it at that scale,” she said.

“The fashion industry at large is one of the biggest industries in the world, it is even bigger than consumer electronics and automotive industries,” said Harold Weghorst, Vice President of Global Marketing at Lenzing.

“However, the industry is complex and fragmented. The top 10 fashion brands such as H&M, Nike, Adidas and Zara, account for less than 10% of global apparel sales, making this industry very fragmented and because of its long value chain very intransparent” Harold added. As such, it is not enough for leading fashion brands alone to become sustainable. A platform that can be easily adapted by all fashion brands is necessary to drive industry sustainability.

Applying blockchain technology to the fashion industry supply chain ensures that information cannot be altered by third parties, realizing full transparency along the whole operational process.

Amit Gautam, CEO & Founder of TextileGenesis explains. “Blockchain is an immutable database technology, which means data written cannot be erased and or overwritten. It is designed for chain-of-custody, so it can show every step along the production process and naturally fits a supply chain environment. And it can convert a physical material into a digital asset by issuing tokens, which can then be monitored on the digital platform.”

Karen Ho, Head of Corporate and Community Sustainability, WWF-Hong Kong, noted that a transparent disclosure of the entire value chain’s environmental performance is crucial because it allows brands to determine what targets have been achieved and what further measures must be made.

Currently, many fashion brands only have access to data provided by garment manufacturers in direct trade, but not from other stakeholders in the front end of the supply chain, such as yarn spinners and fabric makers. This lack of traceability increases the difficulty of establishing long-term environmental targets, monitoring performance, and devising improvement measures to achieve sustainability.

時尚高峰  
FASHION SUMMIT  
Asia's Sustainable Fashion Event



© Fashion Summit (Hong Kong) 2019





© Fashion Summit (Hong Kong) 2019

WWF-Hong Kong convened a panel discussion at Fashion Summit (HK) 2019 to share key findings from its industry collaboration.

Another factor driving fashion industry sustainability is consumer awareness. Jennifer said she is optimistic because the younger generation is increasingly looking at the environmental cost of garments they purchase.

“There is a great momentum that nobody has ever seen before,” said Harold. “Young consumers are increasingly supportive of sustainable fashion, which will become a key factor in future decision making of every fashion brand. Blockchain technology is not the Holy Grail, but it allows us to drive a bigger goal which is transparency.”

With the right policies and technologies in place, and a younger generation that fights for the environment, we have ample reasons to believe that a sustainable fashion industry is in sight.



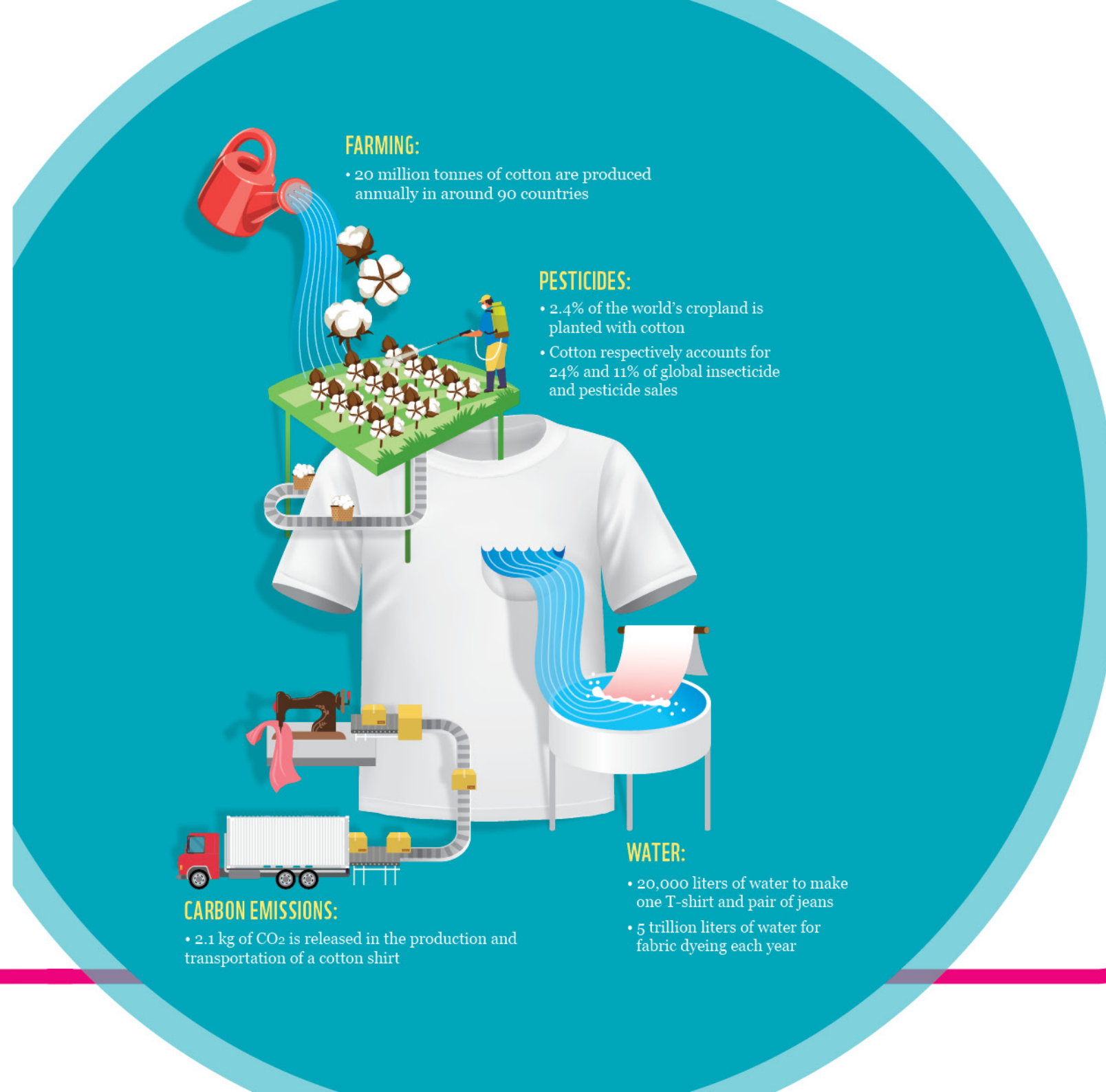
Harold (left) and Amit discuss the importance of accounting for the environmental cost of apparel.

© Fashion Summit (Hong Kong) 2019



© Fashion Summit (Hong Kong) 2019

Jennifer (right) believes that sustainability will become mainstream in fashion industry because the young generation is increasingly aware of environmental issues.



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

The environmental cost behind apparel production should be addressed along the entire production chain, from raw material production to “last mile” transportation. The use of natural resources includes freshwater and natural fibers such as cotton, wool and hemp. Making these fibers requires the use of productive land which increases our Ecological Footprint.



# HONG KONG MUST FIGHT FOR THE AMAZON

Donate now



Hong Kong is one of the biggest markets in the world for Brazilian meat, especially beef. Beef is one of the main drivers of habitat loss from deforestation in ecosystems like the Amazon and the Cerrado savannah.

In 2018, Hong Kong imported more Brazilian beef than any other region, worth US\$1.44 billion and 24% of Brazil's foreign beef exports. Meanwhile, Brazilian beef imports to China as a whole have tripled since 2014. Clearly, Hong Kong is a disproportionately important trading partner to Brazil and could wield influence in addressing Amazon deforestation if it chose to take action.

Hong Kong companies – traders, retailers, meat packers, restaurants and financiers – with ties to Brazil should take guidance from the Accountability Framework initiative (AFI) developed by WWF and its partners. They should adopt and implement concrete policies to combat deforestation in their supply chains, advocate the need to halt natural habitat destruction and call for stronger environmental policies in Hong Kong and abroad.

Consumers too, must play their part. Reducing beef consumption would help to curb both deforestation and Hong Kong's own high Ecological Footprint, which meat is a main contributor to.

Whatever action Hong Kong takes, it must happen now. Scientists predict that if 20-25% of the Amazon rainforest is lost, an irreversible transition to a treeless savannah will be triggered. If that happens, the planet's biggest natural carbon absorber and any chance of solving the worsening climate crisis will be lost forever.

It's not just the Brazilian Amazon that is burning. Fires continue to spread in Bolivia, where they have reached new protected areas in the Amazon and other ecoregions, including adjacent indigenous lands where WWF has been supporting conservation action for many years. Equipment is needed and it is important to generate response capacity, equipping park rangers and the communities so that they can control the fires.

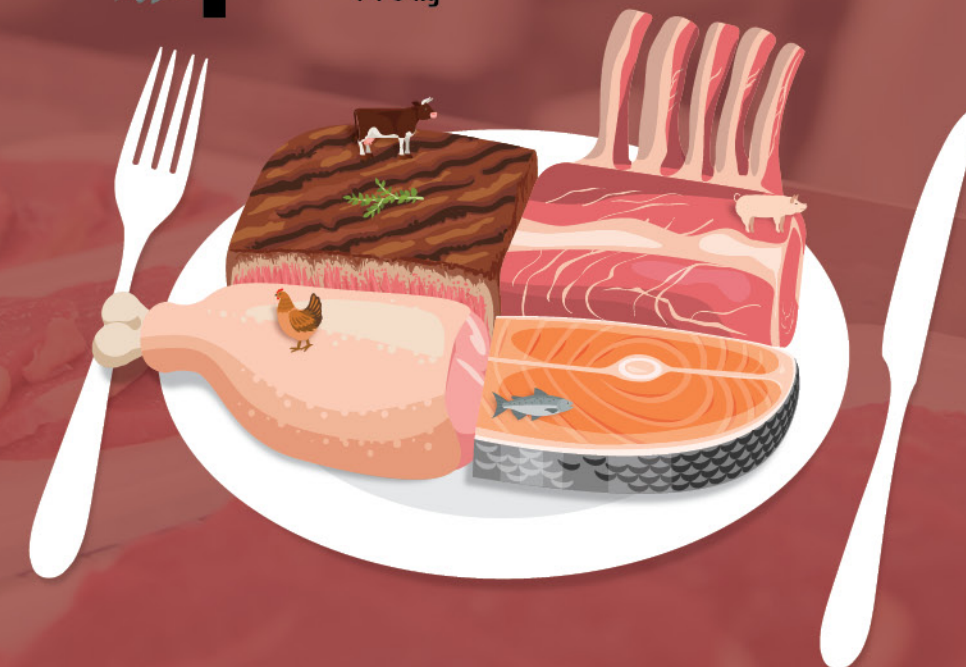
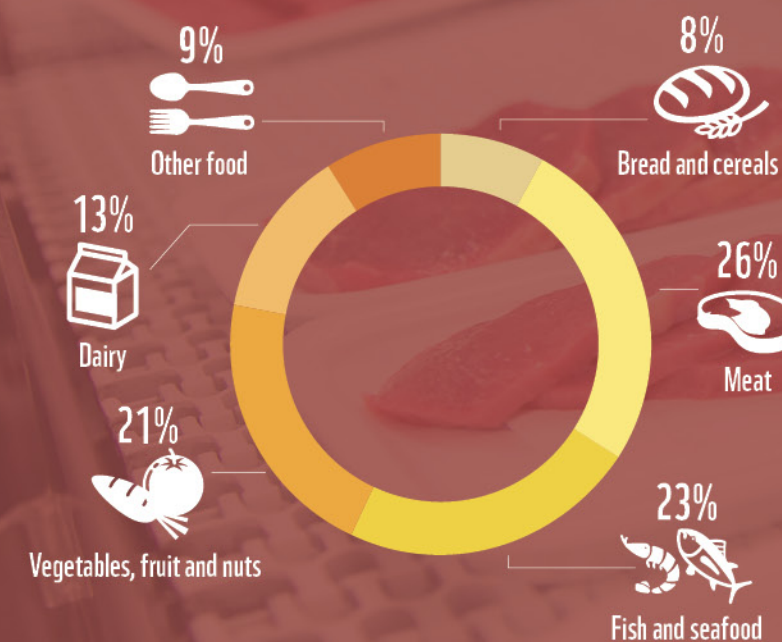
## FOOD 21%

Food accounts for 21% (1.47 gha) of Hong Kong's total Ecological Footprint. The top contribution in this category comes from meat at 26%, while fish and seafood have the second highest Ecological Footprint at 23%.

If unsustainably managed, food production can have a massive impact on the environment. This is especially true for meat due to the high amount of natural resources, such as energy and freshwater, required for its production.

The adoption of a flexitarian diet, which consists mostly of plant-based foods while allowing meat in moderation, significantly reduces greenhouse gas emissions. Food waste is an important issue. In 2017, a total of 3,662 tonnes of food was disposed every day, accounting for 34% of the total municipal solid waste in Hong Kong.

It's time to change the way we live, eat more plants, eat less meat, and avoid food waste.





# NEW SPIDER DISCOVERED AT CITY NATURE CHALLENGE

City  
Nature  
Challenge

City Nature  
Challenge 2020



The spirit of discovery is a big part of the appeal of the iNaturalist app, which is the main tool used in the annual City Nature Challenge (CNC). But for German-born biologist Stefan Obenauer (left), this became a reality when in November 2018, he used iNaturalist to discover a new species of spider in Hong Kong.

Stefan first noticed the jumping spider along a railing in Shek O. What distinguished it from other

jumping spiders was its elongated bristly body that helps it to mimic poisonous hairy caterpillars, causing would-be predators to avoid it.

“At first, I didn’t realise it was a new species” said Stefan. “I just took pictures as usual and took them home and looked at a spider book. It turned out the last page had this species’ picture with the caption ‘undescribed species’.”

On his second encounter with this spider, Stefan took detailed photos and uploaded them to iNaturalist. He also collected a physical specimen (though he does not recommend that others do this!) and sent it to a spider expert in Manchester, England, who confirmed it as a new species. For Stefan, who had wanted to describe a new species since his university days, this was a dream come true.

The next City Nature Challenge will run from 24-27 April. Hong Kong will join more than 240 cities around the world in promoting biodiversity awareness and engagement through a friendly competition. All you need to do is to take photos of the wildlife you see in our urban parks, countryside, beaches, neighbourhoods and outlying islands. Then upload your observations to iNaturalist.

Through partnerships with various organisations, WWF will be organising nature walks and activities that will help bring an educational and informative element to this global competition. We seek to empower the public to become citizen scientists and contribute to our growing database of local nature.

# WE GO BEYOND BUILDING

With a focus on premium quality property developments, Kerry Properties is committed to integrating sustainability elements into all business decisions and moving forward to a brighter future with our stakeholders



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# GHOST GEAR HAUNTS OUR OCEANS

Ghost gear, which covers everything from abandoned fishing nets and lines, to traps and hooks, is a serious and persistent threat to marine ecosystems and fisheries. It entangles marine life, causing injury and death. And the clean-up costs are a financial burden to society. If the Hong Kong government wants to realise its goal of the sustainable development of the local fisheries industry, it must create a comprehensive strategy to tackle the problem.

To help tackle this persistent environmental issue, we launched a programme in June 2019, sponsored by the government's Environment and Conservation Fund, to collect baseline ghost gear data covering the distribution and quantity of ghost nets in our waters. We caught up with some of the initiative's citizen scientists to speak about their love of the ocean, the pressing issue of ghost gear, and how it impacts humans and animals.



"From an economic perspective, ghost gear reduces fishing resources by trapping and killing fish. It is like having a hole on your wallet. Collecting baseline ghost gear data is crucial because it helps us better evaluate the potential economic loss. When smaller species like shrimp and crab become entangled in ghost nets, they attract their larger predators, which often become trapped as well. Locating ghost gear is an important first step. In the long run, WWF will explore tracking tags for fishing gear, and focus on a better collection system for old nets to centralize recycling."

## Gordon So

*Oceans Conservation Officer  
WWF-Hong Kong*



"I am a diving coach, and Hong Kong waters never fail to surprise me. Night diving is particularly soothing, and is a great time to appreciate the beauty of the underwater world. But wherever you can find fish, you can find ghost gear. I have spent many hours collecting ghost gear in Sai Kung. One time, we found four anchors in a single dive! Of course, fishers do not want to lose their gear. If fishers have a way of letting us know where they lost their gear, it will be much easier for divers to retrieve them."

## Kwok-kit Ching

*Citizen Scientist*



"I studied marine resources and eco-tourism in Taiwan and learned diving there. But I only began diving in Hong Kong waters three years ago. Ghost gears poses a threat to the entire marine ecosystem. Nets and hooks can break coral apart and block the sunlight essential for its survival. This sets in motion a chain reaction, because coral communities support enormous biodiversity. The loss of coral can drastically reduce the variety and abundances of other species. I think more communications work needs to be done. Fishers should at least have a place to easily report the location of lost gear."

## Yui Leung

*Citizen Scientist*



"My parents are local fishers and I went fishing with my father when I was just a kid, but I only learned how to dive two years ago. My father often fished in Sai Kung, so I feel a strong connection whenever I dive there. I remember diving in Sai Kung a few months ago and seeing many colourful coral. We even saw one that had a fluorescent orange colour. When we looked up, we found ourselves surrounded by a mass of fish. It is heartbreaking to find marine species entangled by ghost nets in such breathtaking scenery!"

## Isaac Shek

*Citizen Scientist*

Learn more



ANDROID APP ON  
Google Play



Download on the  
App Store



# CENTRAL SUSTAINABLE LIFESTYLE HUB

There are some exciting updates to our work to engage the public on the challenges that our community faces: climate crisis, keeping our oceans healthy, minimizing waste, and conserving our natural resources.

Located adjacent to the Central Peak Tram station, the Central visitor centre is our sustainable lifestyle hub for those who want to learn more about our work in person.

The role of the hub is to provide practical advice for sustainable living, with our range of eco products.

These products will help Hong Kongers to reduce the carbon footprint of activities such as eating, drinking, cleaning and washing. They will also be supporting our on-the-ground conservation work in green cities, wildlife, oceans, wetlands, and local biodiversity.

e-shop online



Tel: (852) 2864 1443

Fax: (852) 2845 2734

Address: 1 Tramway Path, Central, Hong Kong



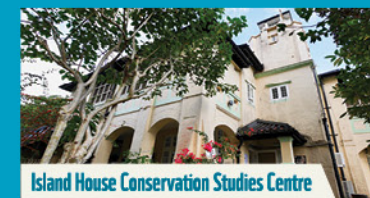
## OUR CENTRES



Eco-guided visits and activities are available at our WWF visitor centres for members of the public, and community and corporate groups. Book online now.



Mai Po Nature Reserve



Island House Conservation Studies Centre



Hoi Ha Marine Life Centre

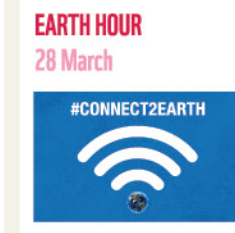


## GET INVOLVED!

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:



Open for bookings



### CITY NATURE CHALLENGE

From 24-27 April 2020, Hong Kong will join more than 240 cities around the world in promoting biodiversity awareness and engagement through a friendly competition.



Sign-up now



### CORPORATE

Corporate members can join eco-guided visits and activities or use our centres for conservation volunteering, upcycling and eco-guided activities, shoreline clean-ups, and sustainability workshops.



Book now





# Our Oceans

30%

of Hong Kong waters should be established as marine protected areas, to restore marine ecosystems, by 2030

84%

of marine litter floating along our coastlines is comprised of plastic. Our oceans are not a dumping ground

7

priority marine conservation sites in Hong Kong waters were identified in 2018 as needing marine protected areas with small no-take zones covering the most sensitive sections

5%

of Hong Kong waters designated or planned as marine protected areas by 2023 is simply not enough



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WWF-Hong Kong, 15/F Manhattan Centre, 8 Kwai Cheong Road, Kwai Chung N.T. Hong Kong

香港新界葵青葵昌路8號萬泰中心15樓世界自然基金會香港分會

Tel 電話: (852) 2526 1011 Fax 傳真: (852) 2845 2764 Email 電郵: [wwf@wwf.org.hk](mailto:wwf@wwf.org.hk)

Registered Name 註冊名稱: World Wide Fund For Nature Hong Kong 世界自然 (香港) 基金會

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