



WWF

雜誌 MAGAZINE

冬/春 WIN/SPR

ENG

2012/13

About Life

生命之延

Drinking the World Dry

The world's water resources are experiencing unprecedented pressure and threats from all sides. To avoid a worldwide water crisis, humanity needs to wisely manage this precious resource. WWF looks at the future of water management around the world.

ALSO IN THIS ISSUE:

Global
Conservation News

Post-trawling ban
Marine Environment

WWF People:
Yamme Leung, WWF's Educator

A sustainable future requires action by all 



for a living planet®



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大自然的夥伴
Partners for

Life

本會感謝以下雙鑽石會員對環境保育的鼎力支持。

WWF-Hong Kong thanks the following Double Diamond members for their support to conservation.



CEO'S MESSAGE



Our busy modern world often leaves us with little time to stop and contemplate our surroundings. For me, making time to think about the meaning and value of my environment is an important exercise. When you reflect on it for long enough, you realize that our environment is actually a human life support system – one we literally cannot live without.

Take water, for example. Fresh water is a crucial component of almost all ecosystems on Earth, sustaining practically all life on our planet. It makes up roughly 60 percent of our bodies and is also an indispensable part of human life.

But despite its value to our environment, and us, this precious resource is under serious threat. Only three percent of the water on Earth is fresh water, and only about one percent of that is readily available for human use. Such a rare and valuable commodity deserves to be managed wisely and carefully, yet in many parts of the world, water supplies are at or near crisis levels.

Some of the water-related issues WWF is helping to address are: pollution of water sources, excessive use of water for agricultural or industrial purposes,

shocking declines in groundwater and aquifer levels, inadequate access to water for sanitation, drinking water safety and looming conflicts over this increasingly scarce resource. We are working with governments, businesses and industries around the world to improve the way water is managed, and to reduce humanity's "water footprint".

2013 is the International Year of Water Cooperation. The cover story of this issue of About Life is devoted to this essential element: its great value, its scarcity and what can be done to improve the situation.

In this issue, we also cover Hong Kong's post-trawling ban marine environment as well as discuss the many benefits companies gain from participating in our carbon reduction programmes for offices. In addition, our veteran Education Manager shares the knowledge he has amassed over more than a decade of service.

After reading this magazine, I hope you will take a moment to stop and think about your surroundings too. Please enjoy.

Adam Koo , CEO
WWF-Hong Kong

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He's a Natural

 FOOTPRINT

 EDUCATION

 CONSERVATION

For comments, email aboutlife@wwf.org.hk

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Cover: Simon Rawles / WWF-Canon

Publisher: WWF-Hong Kong

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Design: adeddesign

Printing: Elegance Printing Company Limited

This magazine is printed on FSC certified paper, containing recycled materials and using vegetable oil-based inks.

CORRECTION NOTICE:

In the autumn issue of About Life 2012 "Green Greetings from our new office!" feature, we would like to thank Hitachi East Asia Ltd for its contribution to our new office.

GLOBAL CONSERVATION NEWS



© WWF

DOHA CLIMATE TALKS BURY INTERNATIONAL ACTION

Six of the world's most respected environmental and development organizations issued an emergency call to governments to ensure that the "Doha Deal" would reduce emissions and provide public climate finance. Unfortunately, talks closed with all governments failing this key acid test. Politicians from developed nations were condemned for blocking progress on emissions reductions and creating even greater future obstacles to climate change prevention.



© MARTIN HARVEY / WWF - CANON

WORST YEAR OF IVORY SMUGGLING

A report by the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES) confirms 2011 as the worst year of illegal trade in ivory, with 17 large-scale seizures totalling an estimated 26.4 tonnes of ivory. Criminals are lining their pockets while Africa's elephant populations decline. The critical situation demonstrates the urgent need to implement and monitor the African Elephant Action Plan, created by all African elephant range states under the auspices of CITES.



© NATUREPL.COM MARK CARWARDINE / WWF - CANON

RHINO POACHING TOLL REACHES NEW HIGH

A record 668 rhinos were killed across South Africa in 2012 — nearly a 50 percent increase from 2011. Rhino horns are believed to have medicinal properties and are seen as status symbols in some Asian countries, notably Vietnam. In December 2012, Vietnam and South Africa signed an agreement paving the way for joint efforts to crack down on the criminal syndicates behind rhino horn smuggling.





© MICHEL GUNTHER / WWF - CANON

DROP IN FINLESS PORPOISES

A 44-day survey expedition along China's Yangtze River in late 2012 noted a significant decline in finless porpoises since the last survey in 2006. A sharp increase in shipping traffic presents a grave potential threat to the porpoises, which rely on their sonar system to survive. The team saw 380 finless porpoises; acoustic equipment detected another 172 during the survey. The team also encountered 9,643 cargo ships and 736 fishing vessels.



© MICHEL GUNTHER / WWF - CANON

"JAPAN ONE" FETCHES RECORD

The traditional first auction of the year at Tokyo's Tsukiji fish market usually commands high prices, but the extreme US\$1.7 million sale price of a 222kg Bluefin tuna signals that the species has become rare, and is on the verge of a population crash. WWF urges all businesses and consumers to help save this tuna from extinction: stop buying, offering and consuming Bluefin.



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CITES MEETING BRINGS HOPE FOR ELEPHANTS AND SHARKS

Thai Prime Minister Yingluck Shinawatra, in the sixteenth meeting of the Conference of the Parties to the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES), pledged to end the ivory trade in Thailand – the world's largest unregulated ivory market. This will help stemming a global poaching crisis and saving the lives of African elephants. Besides, the Oceanic whitetip shark, Hammerhead sharks (including the Scalloped Hammerhead, Great hammerhead and Smooth Hammerhead) and the Porbeagle shark were added to CITES Appendix II – the species and its products can be commercially traded internationally within strict regulations to ensure the species' sustainability.

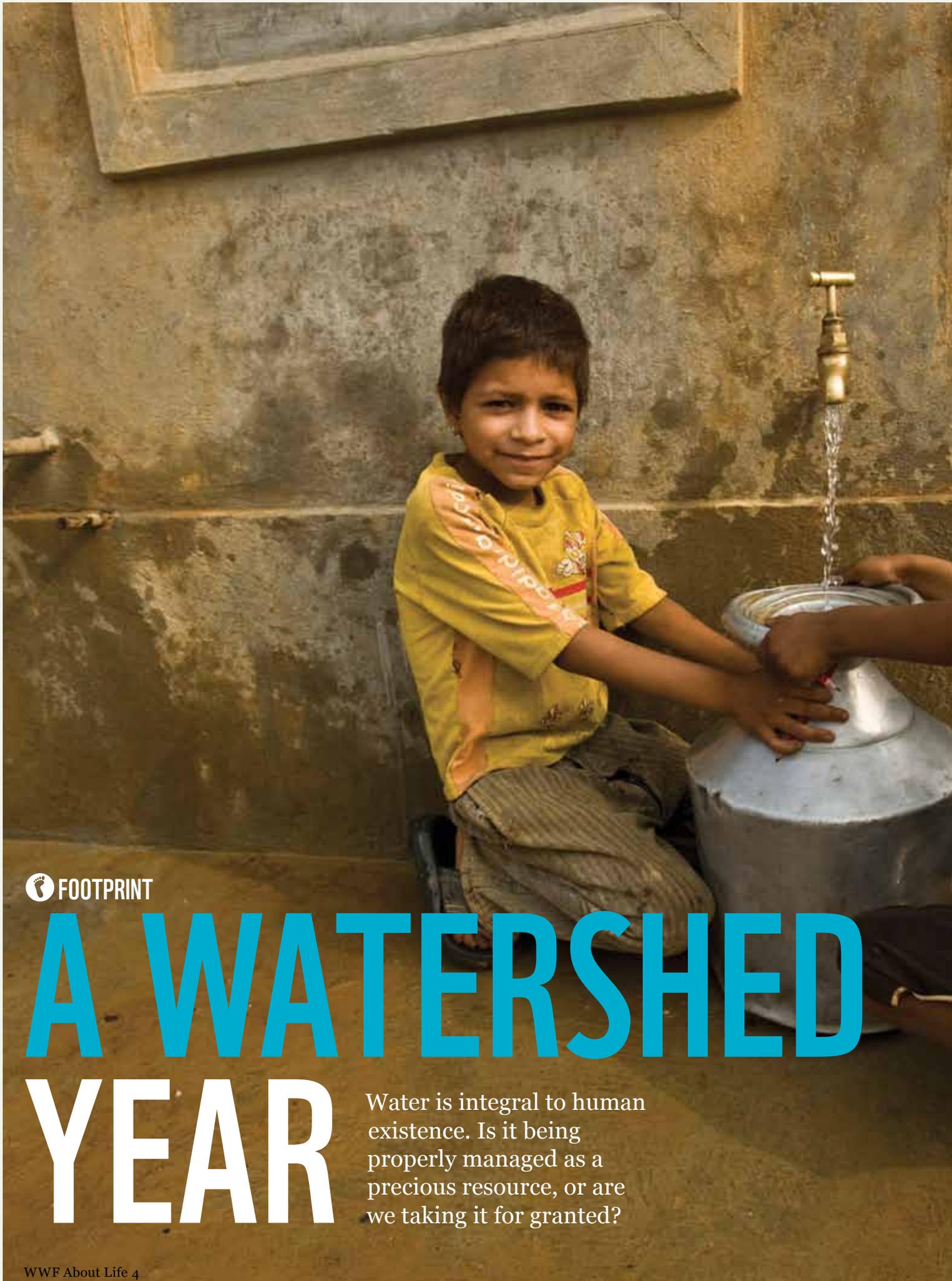


© PETER PAUL VAN DIJK / DARWIN INITIATIVE

NEW SPECIES IN THE GREATER MEKONG

Among the 126 species newly identified by scientists in the Greater Mekong region in 2011 are: a bat named after its devilish appearance, a subterranean blind fish, a "walking" catfish species, a ruby-eyed pit viper, and a frog that sings like a bird. The discoveries affirm the Mekong's astonishing biodiversity, but many new species are struggling to survive in shrinking habitats.





 FOOTPRINT

A WATERSHED YEAR

Water is integral to human existence. Is it being properly managed as a precious resource, or are we taking it for granted?

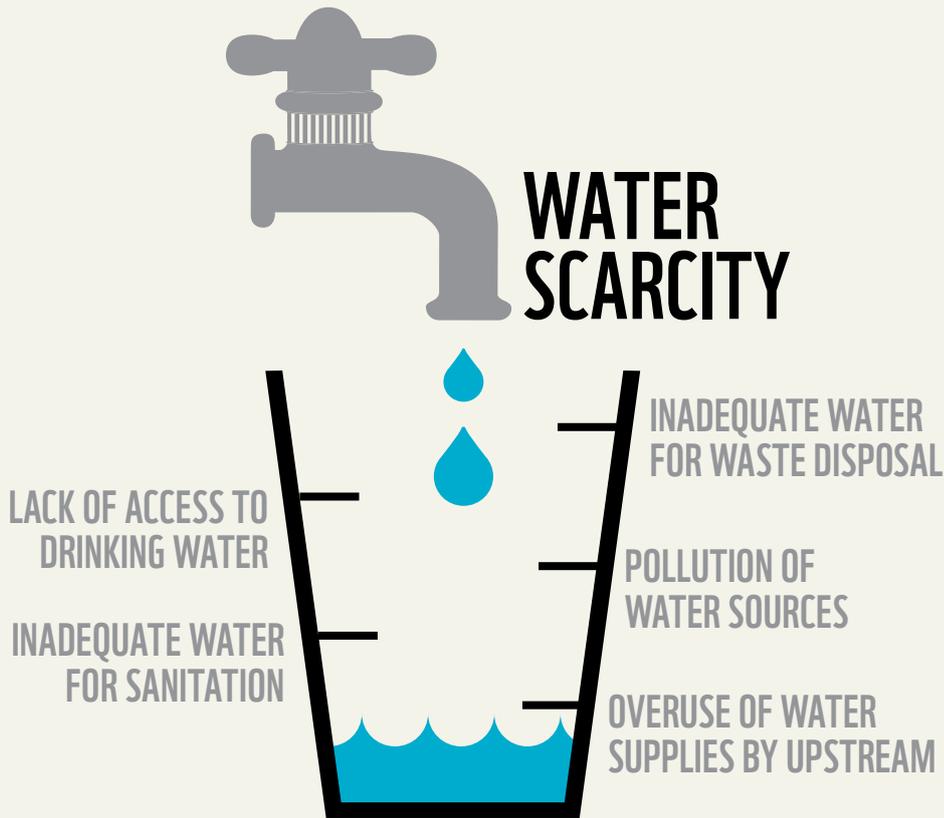


© SIMON DE TREVETHIAN/WWF - UK

WATER, WATER EVERYWHERE...

In January, the Hong Kong Water Supplies Department (WSD) released the findings of the Domestic Water Consumption Survey. The report shows that Hong Kong's household average daily domestic fresh water consumption per capita was 124.7 litres. On average, 43.3 percent of that was used for showers. According to a report the International Water Association released in 2010, the average daily per capita domestic water consumption in Hong Kong was about 220 litres (comprising 130 litres of fresh water and 90 litres of toilet flushing water), which is higher than the world average of 170 litres. Water scarcity is an incomprehensible concept to some Hong Kong people because it is available to us in abundance.

Only three percent of the water on Earth is fresh water, which should be more than enough to support the Earth's seven billion people. But since water is not evenly distributed, this, together with other environmental problems, has created a looming global water scarcity crisis.



Yangtze River faces serious pollution as a result of rapid industrial development.



40%
**OF THE WORLD'S
 POPULATION DOES
 NOT HAVE SUFFICIENT
 OR RELIABLE ACCESS
 TO CLEAN WATER**

...BUT NOT A DROP TO DRINK

According to United Nations statistics, approximately 1.2 billion people do not have enough clean water to meet their drinking or sanitation needs. Another 500 million more are approaching this crisis. A further 1.6 billion live in countries or cities that lack the ability to effectively distribute the available water. More than 40 percent of the world's population does not have sufficient or reliable access to clean water; this number is certain to rise.

Water scarcity is a multi-faceted problem. It can mean a lack of access to drinking water, but it may also mean a lack of access to clean water due to pollution of water sources, inadequate water for sanitation or waste disposal, and the diversion or overuse of water supplies by countries or cities upstream.

The impacts of humanity's overuse and misuse of the world's water resources are well documented. One particularly striking example is the Aral Sea. In what

is frequently called one of Earth's worst environmental disasters, this Central Asian inland body of water — formerly one of the four largest lakes in the world — has shrunk by 90 percent. Beginning in the 1960s, the Soviet government decided to prioritize agricultural projects — primarily the growing of cotton — in the dry interior of the USSR. Large canals were dug, diverting the Aral Sea's two main tributaries, effectively cutting off the lake's water supply.

The lake was once over 68,000 square kilometres — larger than Sri Lanka. By 2004, it had shrunk to just over 17,000 square kilometres, an area smaller than Japan's Shikoku Island. The city of Aralsk, Kazakhstan, used to be a port with a thriving fishery, but it is now over 60 kilometres from shore. Today, the Aral Sea is still shrinking and has split into four small highly saline lakes. The ecosystems in the surrounding area have been destroyed, wiping out fishing industry and clouds of toxic dust still plague the remaining residents.

China is also facing severe water problems.

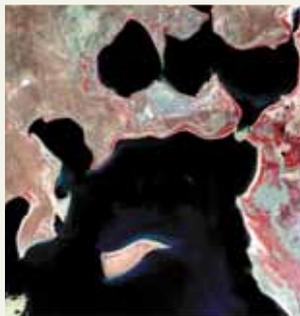


© MICHEL GUNTHER / WWF - CANON

1973



1987



2000



© NASA

Satellite images show the dramatic change in the area of Aral Sea.



© MAURI RAUTKARI / WWF - CANON

Water scarcity may mean a lack of clean water due to pollution.

**EVERY DROP COUNTS—
SAVE WATER TODAY!**

- Only run your washing machine with full loads
- Wash fruits and vegetables in a pan instead of under running water
- Take showers instead of baths
- Ensure your toilet is a low-flow model, or use a displacement device in the tank to reduce the amount of water used for each flush
- Listen for running toilets and dripping taps — fix leaks promptly!

The populations in about 630 Chinese cities are threatened by water pollution, 300 million people in rural areas have drinking water problems, and 44.3 percent of drinking water in rural areas does not reach basic sanitation and safety standards.

The 6,300 kilometre long Yangtze River is the largest river in China and the third largest in the world. Covering less than one-fifth of the nation's area, the Yangtze river basin feeds one-third of the Chinese population.

This basin faces unprecedented pollution as a result of rapid, large-scale industrial and domestic development, and agricultural runoff, that rivals the impact of the Three Gorges Dam. Over the last 50 years, there has been a 73 percent increase in pollution levels in the main stem of the Yangtze River. The annual discharge of sewage and industrial waste in the river has reached about 25 billion tons, which is 42 percent of the country's total sewage discharge.

Many Yangtze river basin lakes are

shrinking dramatically and could dry up completely if measures aren't taken. From 1950-2010, the central and lower reaches of the Yangtze lost approximately two thirds of its lakes due to increased land reclamation for agriculture and industrial development. This has resulted in a water storage capacity loss roughly equivalent to 20 million Olympic-sized swimming pools.

Water quality monitoring data from 2007-2010 in the central and lower reaches shows that 77 percent of the 77 lakes with an area of 10 square kilometres or more could not provide safe drinking water.

These two examples illustrate that water scarcity is a mostly human-driven problem. Its main cause is population growth, which increases the need for drinking water and for sanitation water. Furthermore, the demand for water-intensive food products pollutes existing water sources, reducing availability even further.

These issues require solutions at the local,

OUR WATER FOOTPRINT

A water footprint, based on a premise similar to that of a carbon footprint, measures the amount of water used by a product, an individual, a business or a country.

Many countries have externalized their water footprints, importing water-consuming goods from other countries, which places those countries' water supplies under further threat. The water footprint is a useful indicator of the current situation and can be used as a benchmark for improvement.

How much water is used in producing these goods?



1kg of beef

10 TO 20,000 LITRES

depending on the production region, feed composition, and origin of the feed ingredients



One pint of beer

160 LITRES



One pair of leather shoes

8,000 LITRES



One cup of black coffee without sugar

140 LITRES



One cotton shirt

2,900 LITRES



The sugar in one can of cola

200 LITRES



national and international levels. It is fast becoming a top priority for governments to reverse the damage that has been done, and to ensure the equitable distribution of the world's water needs.

SOLUTIONS THROUGH COOPERATION

In December 2010, the United Nations General Assembly declared 2013 the International Year of Water Cooperation. The aim is to raise awareness of the potential for increased cooperation and of the myriad

challenges ahead in water management.

Despite a serious prognosis, solutions are possible. By developing practical strategies in water regulation, watershed management and water pricing, local and national governments can improve water supplies for their citizens while simultaneously managing demand from competing interests. NGOs such as WWF and the Water Footprint Network are working at every level to bring humanity's water footprint back to sustainable levels.

Cooperation at the international level is the most critical priority. More than 200



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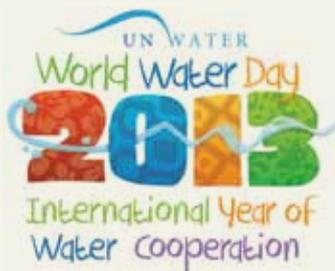
WHAT IS WWF DOING?

WWF is working around the world to protect freshwater ecosystems and reduce humanity's water footprint, ensuring that there is adequate water for humanity and the environment.

Through our Global Freshwater Programme, we have aligned with organizations in the public and private sectors to promote the wise use and efficient management of water through:

- Promoting the water footprint concept to measure water use and the impacts of this use
- Reducing harmful water footprint impacts
- Defining public and private sector actions that support better water management in specific river basins

Our partnership with Coca-Cola has improved water efficiency in the company's manufacturing operations and has advanced sustainable agriculture in their supply chain. As well, we are guiding Marks and Spencer to better understand and manage its global water footprint and to use sustainable cotton.



of the world's major river systems cross international borders, and several of the world's largest lakes are shared between nations.

Such cooperation has historical precedent. Thailand, Laos, Cambodia and Vietnam have been cooperating on water sharing since 1957 through the Mekong River Commission, and continued to cooperate through the Vietnam War. In 1999, Egypt, Ethiopia and Sudan agreed on a strategy for the sustainable, equitable exploitation of the Nile "for the common benefit of all the river basin states."

Balancing the needs of growing populations without depleting or polluting freshwater resources must be acknowledged as the biggest challenge humankind has ever faced. Two thousand and thirteen needs to be the year in which humanity's attitude towards water undergoes a radical change. ■



 CONSERVATION

OUT OF SIGHT

Hong Kong has banned trawling, but have local fishermen simply moved operations to China?

After WWF-Hong Kong campaigned for years to stop trawling, the Hong Kong government responded with a historic ban, which came into effect on 31 December 2012. We applaud this bold step towards local marine conservation, but the ban isn't a fairy tale happy ending. There are still important issues that must be addressed.

We are in danger of exporting damaging trawling practices to China. Media reports



Left: Developing marine eco-tourism will provide viable alternative livelihoods for the fishermen.

Below: Trawling ban in Hong Kong came into effect last year.



© ALAN LEUNG

MEDIA REPORTS INDICATE THAT SOME HONG KONG FISHING BOAT OPERATORS HAVE BEGUN TRAWLING IN THE MAINLAND'S OVERFISHED WATERS.

Trawling is one of the most destructive fishing methods, resulting in enormous bycatch and damage to the seabed.



© ALAN LEUNG

indicate that some Hong Kong fishing boat operators have begun trawling in the mainland's overfished waters. According to Samantha Lee, WWF-Hong Kong's Senior Conservation Officer, Marine, "Fishery resources in Chinese waters are already depleted. Mainland fishermen are struggling to earn a living, and they are very worried that the increased amount of Hong Kong fishermen will lead to keen competition, making their lives even tougher."

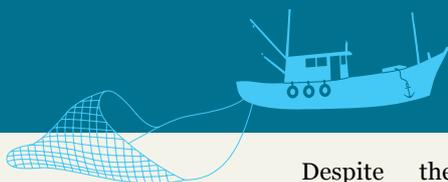
The Chinese government currently prohibits trawling in certain areas at certain times of the year. In the South China Sea, bottom trawling all year round in waters of less than 40 metres in depth is prohibited, while an annual fishing moratorium from mid-May to August bans all forms of trawling. In comparison,

Hong Kong's total trawling ban goes further. Even though we have addressed an environmental problem in our waters, it seems we have exported the issue to our neighbours. The ban directly affects the lives and professions of thousands of people. What can be done to address all the issues?

Consultation meetings conducted in the years prior to the ban indicated a broad support base for marine eco-tourism as a new livelihood for former fishers. The major difficulty faced by fishers in switching to other marine-related livelihoods was identified as "a lack of regulatory support from various government departments, in particular the Marine Department."

THE HAZARDS OF TRAWLING

Trawling is a type of fishing that involves pulling a net behind one or several boats, making it one of the most destructive methods ever devised. Its indiscriminate nature results in enormous bycatch. According to conservation organization Oceana, it wastes more than seven billion kilograms of fish each year and results in the deaths of enormous numbers of marine mammals, sea turtles, sharks and sea birds. Bottom trawling — where a net and fishing gear is dragged across highly sensitive seabed environments — causes irreparable damage, effectively “clear-cutting” the ocean floor.



© ALLEN TO



Despite the introduction of new initiatives, there has been little change or improvement to the situation. The eco-tourism alternative seems to have dropped further down the agenda. Recently, Ms Lee interviewed several marine-related private business owners and reports: “They were frustrated that the government has not paid much attention to developing marine eco-tourism. The hardware is all there. It is low-hanging fruit — an easy win for government, fishermen and the sea.”

There is no doubt that the Hong Kong government is committed to creating sustainable fisheries. The trawling ban and the \$500 million Sustainable Fisheries Development Fund, announced in the 2013 Policy Address, is evidence of this fact. Where the government is lagging behind is in the areas of policy-making and regulatory support. In the absence of this, there is little impetus for fishers to change jobs.

Ms Lee says, “The government should immediately develop a forward-looking, holistic policy on marine eco-tourism. WWF believes that developing sustainable marine eco-tourism will unlock the potential of the sea and provide viable alternative livelihoods for the fishermen.”

The Sustainable Fisheries Development Fund, set up “to help fishermen adopt a sustainable and high value-added operation mode” may help bring this solution to fruition.

With no trawling in the Hong Kong marine environment, and without the need for local fishers to relocate to Chinese waters, the benefits to the region would be immense. The marine ecosystem could begin to recover from decades of overfishing, while former fishers could enjoy new livelihoods. Fish stocks and marine biodiversity could once again increase. This would be a true win-win situation. ■



BigBirdRace



香港觀鳥大賽 2013

「香港觀鳥大賽2013」圓滿舉行，衷心感謝各界的支持！ Thanks to Your Support, the Big Bird Race 2013 was a Huge Success!



籌款隊伍之冠大獎得主：名人隊
The Winner of Highest Fundraising Team Award:
All Stars



贊助商及各隊代表出席賽事啟動禮
Sponsors and delegates of each team attended the
kick-off ceremony



雀鳥品種之冠得主：小麻雀隊
The Winner of Most Birds Seen Award: Sparrows



濕地水鳥品種之冠得主：選手隊
The Winner of Most Wetland Birds
Seen Award: The Professionals



最佳雀鳥大獎得主：韓國隊
The Winner of Bird of the Day: E.E.I. Korea



最高個人籌款大獎冠軍：郭志權博士
The Winner of Highest Fundraising
Individual: Dr. Philip Kwok



籌款進步大獎得主：Mr Ruy Barretto及
Mrs Karen Barretto
The Winner of Highfyer Award: Mr Ruy
Barretto and Mrs Karen Barretto

世界自然基金會香港分會一年一度重點籌款活動「香港觀鳥大賽」已於2月2日圓滿舉行。今年，本會擴大比賽規模，成功邀請到台灣和韓國的觀鳥隊伍參與本屆賽事，與本地隊伍互相切磋。11隊本地和海外隊伍成功在12小時內於本港範圍內記錄雀鳥，競逐多個獎項。

小麻雀隊記錄到162種雀鳥，贏得「雀鳥品種之冠」；「濕地雀鳥品種之冠」由記錄到70種濕地雀鳥的選手隊獲得；韓國隊則憑著鵲鶉奪得「最佳雀鳥大獎」；而名人隊為是次活動籌得HK\$91,500，成為「籌款隊伍之冠」。

感謝各贊助商及各隊努力籌款，使是次活動共籌得逾一百萬港元的善款，將用於保育和管理米埔自然保護區。本會衷心感激各參賽隊伍的積極參與及籌款，亦感謝各贊助商、支持機構、個人捐款者及義工們，不論在賽事上，以及賽前、賽後，對是次活動的鼎力支持！

The Big Bird Race 2013 was successfully held on 2 February. The race is one of WWF-Hong Kong's highest-profile annual fundraising activities. This year, organizers of the race expanded its scope and invited birdwatching teams from Taiwan and Korea to participate. In total, 11 local and international teams competed for various awards and successfully completed a 12-hour bird-spotting challenge which took place all over Hong Kong.

The Sparrows won the Most Birds Seen award, recording 162 bird species. The Most Wetland Birds Seen award went to The Professionals, with 70 wetland bird species spotted. The Pied Harrier, spotted by E.E.I. Korea, gave that team the Bird of the Day award. The All Stars, who raised HK\$91,500 won the Highest Fundraising team award.

Thanks to the fundraising efforts of the participating teams and our sponsors, over HKD 1 million in sponsorship and donations was raised. These funds will be used for our management and conservation work in Mai Po Nature Reserve. We would like to express our sincere gratitude to all teams for their participation and stellar fundraising efforts. We also extend our greatest thanks to the sponsors, supporting organizations, individual donors and volunteers for their unwavering support before, during and after the race!



中文版

想了解更多比賽詳情，請瀏覽活動網頁 wwf.org.hk/bbr 或以手機掃瞄左邊的QR Code:
To read more details about the Big Bird Race, please visit wwf.org.hk/bbr or scan the QR code on the right side of this page with your mobile phone.



English version

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REDUCING WASTE, INCREASING PROFITS

Two LOOP participants share tips on how to cut down on company carbon emissions.



WWF-Hong Kong is committed to working with the corporate sector to alleviate climate change. We believe that making companies and organizations part of the solution creates a win-win situation for the environment and businesses.

Through a series of actions and initiatives, WWF has brought greater awareness about their carbon footprint to companies across Hong Kong. For the past three years, our signature Low-carbon Office Operation Programme (LOOP) has been engaging office-based companies to reduce

the carbon footprint of their business operations.

The programme consists of four steps: Commit, Calculate, Cut and Communicate. Companies measure and analyze their office's carbon "performance" in the areas of electricity use, paper use, water consumption and business travel. Then they formulate an emissions reduction strategy, put the strategy into action and report on their improved performance.

LOOP has achieved many milestones





1. HSH set up a recycling bag to collect used paper in the office.
2. Light zoning plan in HSH indicates its staff to switch off the lights when leaving office.
3. Kai Shing's staff place a thermometer on desk to monitor the actual indoor temperature, thus to adjust the temperature accordingly.
4. Waste separation bin in Kai Shing's office.
5. Kai Shing reuses paper envelope for internal document transfer.

since its inception. There are now 112 offices committed to the programme, including international corporations, local enterprises of various sizes. In 2012, LOOP presented labels to 43 offices that made significant changes for the better. On average, these companies reduced their carbon intensity by 5.19 percent (measured in carbon emissions per employee). What did these businesses do to reduce their emissions and what were the benefits?

Hip Shing Hong (HSH), a recipient of the 2012 LOOP Platinum label, is a Hong Kong property group. HSH involved their staff in an inter-floor energy-saving competition. The floor which saw the greatest year-on-year reduction in their energy consumption would win a cash prize. Through simple actions such as switching off lights and computers when leaving the office, or replacing existing lighting with energy-efficient lights, a total sum of \$26,260 was saved within six months. A portion of the money was rewarded to the winning team.

The benefits to both the company and its staff were clear. HSH lowered its overall electricity bill significantly. Staff had fun while learning more about planning green objectives and putting low-carbon actions into practice.

Kai Shing Management Services Limited's ICC Management Office received a Gold LOOP Label in 2012. The company set their office temperature at 26 degrees Celsius in selected common areas, and encouraged tenant offices to follow suit, thereby actively engaging with their tenants and business partners.

Kai Shing Management Services is also pioneering the concept of the "green lease", which includes key environmental issues such as indoor air quality, energy and water use, and recycling into the terms of a lease and sets mutual obligations for both landlord and tenant. In a truly groundbreaking move, Kai Shing has set lease-term incentives for tenants that adopt environmentally friendly practices.

Each company prospers from LOOP in different ways, according to their varied working practices and industries. It is clear from the programme's growth and popularity that it is successful, and that businesses and Hong Kong's environment has much to gain through this engagement. We are looking forward to welcoming additional companies into LOOP in 2013. As well, we will make greater strides in the battle against climate change. ■


5.19%
 43 OFFICES
 WITH LOOP
 LABELS REDUCED
 THEIR AVERAGE
 CARBON
 INTENSITY
 BY 5.19%

60+
EARTH HOUR
地球一小時

wwf.org.hk/earthhour



為未來，全港熄燈一小時

1 EARTH CITY HOUR

23.3.2013 | 8:30PM



合力支持 Show Your Support

1. 熄燈一小時
Lights off

2. 於活動網頁check-in及share
Sign up, pin & share your location

> wwf.org.hk/earthhour

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Anniversary
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HH 合
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信和集團
Sino Group

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fluid

GREBSTAD HICKS
COMMUNICATIONS



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Tao

U Magazine

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Hong Kong Observation Deck



Walk For Nature @ 米埔 慈善步行
 步走大自然
 MAI PO 2012

「步走大自然@米埔2012」圓滿舉行， 衷心感謝各界熱心參與及支持！

世界自然基金會於2012年11月11日及18日舉行的「步走大自然@米埔」慈善步行籌款活動已經圓滿舉行。是次活動吸引了超過2,900名愛護大自然的熱心人士一起到來探索米埔。藉着今年的主題「濕地尋源」，參加者可了解並學習如何珍惜我們珍貴的水資源。

活動所籌得的善款將用以推行本會的各项保育及教育項目。今年是第二十屆「步走大自然@米埔」，承蒙各贊助商、參與機構、參加者、義工、服務團體及捐款者的熱心參與及鼎力協助，活動得以每年成功舉辦，謹此衷心感謝各界的支持！

有興趣贊助本會其他之籌款活動的機構或組織，歡迎瀏覽本會網頁 wwf.org.hk 或致電 2864 1428 與本會職員聯絡。

Thank you for Your support to Walk for Nature@ Mai Po 2012!

The annual fundraising and public event of WWF-Hong Kong – “Walk for Nature@ Mai Po” was successfully held on November 11 & 18 2012. The theme of this year was “Freshwater & Wetlands”. There were over 2,900 participants who explored Mai Po and learnt about the importance of preserving our water resources.

All the funds raised from this event will go towards supporting WWF’s conservation and education programmes in Hong Kong. This year marks the 20th anniversary of “Walk for Nature”, with all the continuous support from our sponsors, participating organizations, individual participants, volunteers, service groups and donors, this event can be held successfully every year. Thank you very much for your generous support!

Companies or organizations interested in WWF’s fundraising events, please contact us at 2526 1428 or visit our website wwf.org.hk for more details.



特別鳴謝 Acknowledgments:

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HE'S A NATURAL

While raising public awareness of important conservation issues, WWF-Hong Kong's Education Manager makes a natural connection.



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Mr Yamme Leung, WWF-Hong Kong's Education Manager, has been exposing young minds to environmental issues for over 11 years. He draws on his extensive background in environmental issues to guide WWF's education strategy into the future. Every year, he shares his knowledge on all things green with hundreds of children and teachers at Tai Po Island House, Mai Po Nature Reserve and Hoi Ha Marine Life Centre. Now he has a new mission: to educate his young son.

How do you get the public interested in nature conservation?

I make the connection between humans and nature – learning in the environment is my primary strategy to get people interested in nature. A second strategy is connecting educators and people. But my favourite one is what I do every day: promoting fun, engagement and real life experience by creating an enjoyable and authentic learning atmosphere in our outdoor classrooms.

Over the past 10 years, how has the public's attitude towards conservation changed?

In general, people are becoming more aware of and knowledgeable about environmental issues. At the same time, they're more vocal on conflicts between development and conservation. However, it's still a challenge for us to transform this knowledge and awareness into real lifestyle changes, as Hong Kong is a strongly consumeristic and materialistic place.



“What I am doing is bringing him [my son] out in nature and letting him have close encounters with different things.”



MY HAPPIEST MOMENTS ARE WHEN I SEE TEENAGERS WHO HAVE BEEN EDUCATED BY US ACTUALLY BECOMING MY CO-WORKERS IN CONSERVATION OR EDUCATION.

What has WWF’s education team done to meet the change?

These days, activities are more fun, interactive and problem-based, involving different subjects and role-playing, like Art in Education for Sustainable Development (ESD) and Drama in ESD. Our target audience is also much more diverse, including “multipliers” such as teachers, uniform group leaders, students and student leaders.

You’re doing increasingly more work in mainland China these days. What are the main differences between working in Hong Kong and the mainland?

There are still many obstacles preventing students from learning about the environment in mainland China, factors such as safety concerns and the nature of the curricula. Ironically, many children are actually living close to nature — some even live inside nature reserves! They are living with nature, but they have never been educated about the value of nature and the relationship between humans and the natural world.

Over the years, what has been your favourite programme?

All programmes are my favourite: they each have such different natures and different outcomes. In terms of sheer impact, our South China Wetland Programme was the biggest in scope.

There were many firsts for me, including working with stakeholders from a different culture, delivering education activities to a different audience, and best of all — starting with literally nothing, and ending with working hardware and software in place: a huge achievement!

What has been your happiest moment at WWF?

Working in education, I always have a lot of fun. My happiest moments are when I see teenagers who have been educated by us actually becoming my co-workers in conservation or education. This means we’ve really succeeded in multiplying our impact on the next generation.

You’ve just become a father. What is the first thing you will teach your son about the environment?

I won’t teach him anything about the environment just now. What I am doing is bringing him out in nature and letting him have close encounters — seeing, observing and touching different things: plants, butterflies, birds and even small insects. I’m getting him interested in nature to build up the connection between him and the environment.

What environmental issues do you think your son will face when he is your age?

I’m an optimistic person. I believe that the efforts we spend on education, awareness raising and technological advancements will result in an improved environment in 30 years time. I believe that he won’t need to use an air purifier, take vitamin pills to stay healthy, or drink bottled distilled water. Finally, I think it will be easy for him to have close encounters with wildlife and nature, because many valuable habitats for species will be protected. ■



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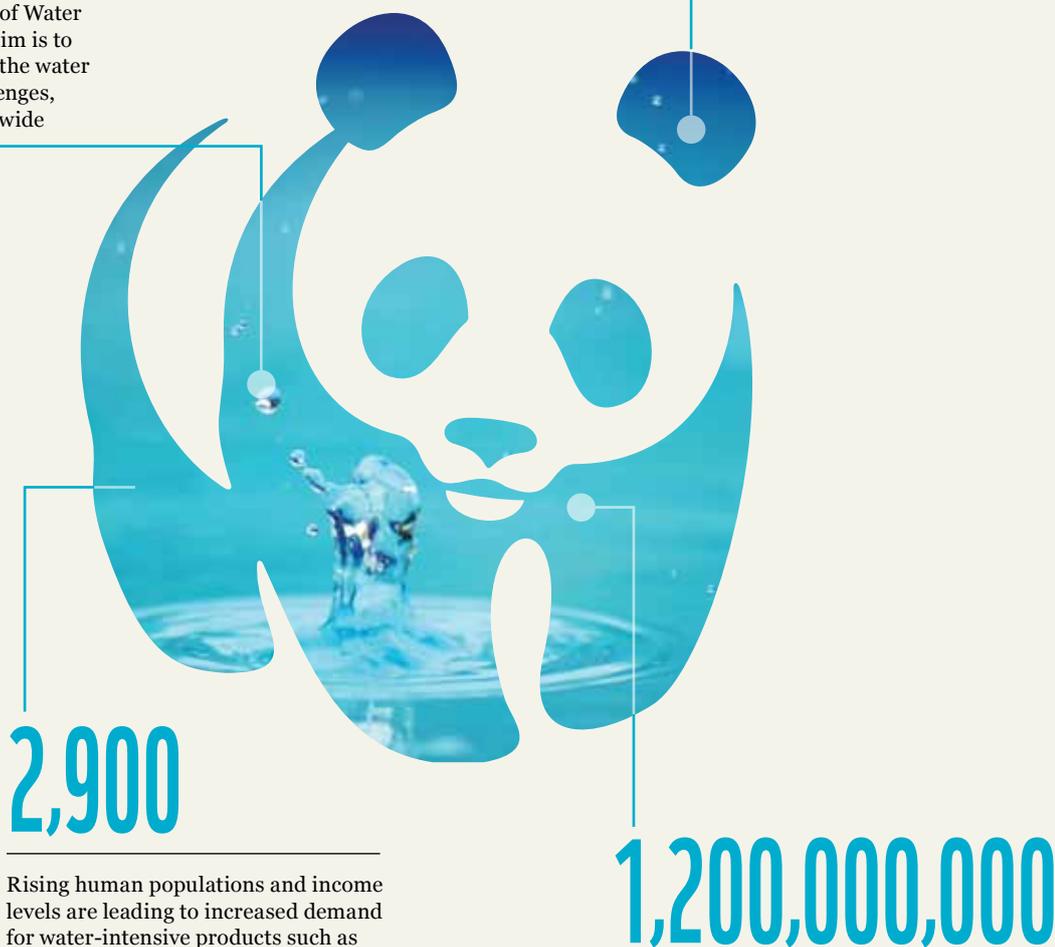
Global water scarcity crisis

2013

The United Nations General Assembly declared 2013 the International Year of Water Cooperation. The aim is to raise awareness of the water management challenges, and to foster worldwide cooperation.

3%

Water comprises 70% of the Earth's surface. Only three percent is fresh water, which is not evenly distributed across the globe. As a result, water scarcity is a major international problem.



2,900

Rising human populations and income levels are leading to increased demand for water-intensive products such as cotton. To produce a cotton shirt, 2,900 litres of water are used indirectly. The water footprint is a useful indicator of the current situation.

1,200,000,000

According to United Nations statistics, approximately 1.2 billion people do not have enough clean water to meet their drinking or sanitation needs. This shortage is closely related to humanity's overuse and misuse of the world's water resources.

	<p>我們在這裏 Why we are here 為了防止自然環境惡化，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</p>
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