



WWF

簡報
SUMMARY

HK

2015

世界自然基金會
香港分會2015年度簡報
WWF-HONG KONG
ANNUAL REVIEW
SUMMARY 2015



保育 CONSERVATION



生態足印 FOOTPRINT



教育 EDUCATION

主席的話 CHAIRMAN'S MESSAGE



我為本會在過去十二個月所取得的豐碩保育成果感到鼓舞。本會自1984年開始管理生態價值極高的米埔自然保護區。米埔為本地雀鳥及各地候鳥提供棲息地，對我們本年度的保育工作尤其重要。

感謝滙豐的慷慨捐助，本會在2015年3月展開為期兩年的「香港濕地生物多樣性普查」。這是一項深入的大型生態調查，一眾「公民科學家」在米埔搜集最新數據，並整合歷年生態資料，歸納生物數量走勢，以找出物種數量改變的原因。

本會積極與香港不同的持分者緊密合作，香港賽馬會慈善信託基金正是我們其中一個重要合作伙伴。我們特別感謝基金最近承諾於未來五年資助本會提升米埔自然保護區的基建設施。

香港的其他地區和物種同樣急需保育。在最新的 *Safe Haven* 計劃，我們期望於本港水域建設完整的海岸保護區網絡，配合全面管理，保護珍貴的中華白海豚。我們的「觀豚導賞服務先導計劃」為旅客提供生態導賞，加深公眾對海豚現況的認知。

憑著持續創新及各界支持，本會將繼續努力推動香港成為亞洲最可持續發展的城市，建立人類與大自然和諧共存的未來。

I am amazed by the number of conservation achievements we have made over the past twelve months. Mai Po Nature Reserve, the abundantly biodiverse wetland managed by WWF since 1984, played a vital role in WWF's conservation strategy this year, providing sanctuary and habitat for both local and migratory birds.

In March 2015, we launched a two-year project called "Discovering Biodiversity in Hong Kong Wetlands", made possible through the generosity of HSBC. This ambitious project harnesses the power of citizen scientists who conduct in-depth studies around Mai Po, gathering up-to-date information and consolidating past data to establish trends and find the root causes of changes in wildlife populations.

WWF intends to keep working closely with different stakeholders from across Hong Kong. One such partner is The Hong Kong Jockey Club Charities Trust, to whom we are especially grateful for their recent decision to generously fund the upgrade of infrastructure at Mai Po Nature Reserve over the next five years.

Other areas and species around Hong Kong are in dire need of conservation. WWF's new "Safe Haven" project envisages a network of Marine Protected Areas and a comprehensive management plan for Hong Kong waters which will save our beloved Chinese white dolphins. Our "Tai O Dolphin Watching Interpreter Pilot Programme", which provides dolphin watching tour guide services to tourists, is also helping raise awareness and protect the dolphins.

Through innovation and the support of people from across Hong Kong and beyond, WWF will continue to transform Hong Kong into the most sustainable city in Asia and build a future in which humans live in harmony with nature.

世界自然基金會香港分會董事委員會主席 何聞達
Edward M. Ho
Chairman, Executive Council of WWF-Hong Kong

署理行政總裁的話 ACTING CEO'S MESSAGE



世界自然基金會香港分會一直致力保護本地環境，包括豐饒的物種及其棲息地。我們積極提升公眾對重要環境議題的意識，以確保我們的環境達致可持續發展，惠澤後人。

本年度，本會發起多項公眾參與活動，其中一個重點項目是「Keep Fit吧！電力市場」。項目進一步支持本會發表的「香港2050能源願景」，提倡政府透過推行節能及需求管理，增加可再生能源為發電燃料，藉此減低香港的碳排放量和用電量，締造更健康的電力市場。

2015年6月下旬，我們舉行第二屆「環保海鮮週」，旨在推廣和提供更多環保海鮮供市民選擇。本會成功夥拍全港共114間餐廳食店提供環保海鮮，除餐廳和酒店外，今年更首度有中式食肆及連鎖快餐店參與。此外，本會減低魚翅供應及需求已踏入第九年。本年度，我們加強與物流業界合作，繼續主動遊說船運公司制定限載魚翅政策。商船三井於2015年5月宣佈停運魚翅，本會預期2016年會有更多船運公司加入。

多年來，我們積極推動公眾參與保育，成效顯彰。未來，本會將加倍努力，集合社會力量，攜手建設可持續發展的香港。

WWF-Hong Kong has always been committed to conserving Hong Kong's environment and its many species and habitats. Today, we are dedicated to increasing public awareness of crucial environmental issues which directly affect the long-term sustainability of our environment and future generations of Hong Kong people.

This year saw WWF initiate an unprecedented number of public engagement exercises. One of the most significant was our "Shape Up" project, designed to create support for our "Hong Kong Energy Vision 2050" policy, outlining how the government can create a healthier electricity market which uses energy saving policies and demand-side management in tandem with renewable electricity sources to reduce our city's carbon emissions and electricity consumption.

In late June 2015, WWF ran our second Sustainable Seafood Week campaign, aiming to make sustainable seafood more popular and accessible to Hong Kong people. The campaign was a big success – we partnered with 114 outlets in total: restaurants and hotels, and for the first time ever, Chinese restaurants and Hong Kong fast food chains. WWF's nine-year public campaign to reduce demand and supply of shark fin continued to grow in popularity this year. Focusing on the logistics sector, we increased our engagement with shipping companies by asking them to adhere to a restrictive shark fin carriage policy. In May 2015, MOL Liner Ltd. announced a ban on shark fin shipments and we expect other companies to follow their lead in 2016.

We relish the fact that our efforts to engage the public have produced so many conservation successes over the years. Rest assured that WWF will continue to work harder than ever to get everyone involved in creating a sustainable city for all of us!

世界自然基金會香港分會署理行政總裁 黃碧茵
Nicole Wong
Acting Chief Executive Officer, WWF-Hong Kong

年度大事回顧 HIGHLIGHTS OF THE YEAR

8 / 2014

本會發起聯署，鼓勵公眾為香港郊野公園「不包括土地」發聲。我們一共向城規會遞交了逾9,000封意見書，向不必要的發展說不。2014年8月，城規會決定大幅收窄三幅「不包括土地」的鄉村式發展，並減少其他「不包括土地」鄉村式發展的面積。A WWF petition encouraging people to speak up against rampant development in Hong Kong's Country Park enclaves saw more than 9,000 letters sent to the Town Planning Board. In August 2014, the Board decided to reduce the area zoned for village development in three enclaves and decreased the size of development zones in other enclaves.

10 / 2014

本會公布《香港生態足印報告》最新數據，揭示港人過度耗用天然資源的情況甚為嚴重：本港龐大的「生態赤字」—即人均生態足印與生物承載力的差距高踞亞洲第一。若全球人類均以港人的模式生活，我們將需要3.1個地球才足以提供日常所需。The latest figures for Hong Kong's Ecological Footprint were released by WWF, showing that the problem of natural resource over-consumption is very serious in Hong Kong: our huge "ecological deficit" – the difference between our per capita Ecological Footprint and our available biocapacity – ranks first in Asia. If everybody on the planet consumed natural resources at the same rate as we do in Hong Kong, we would require 3.1 Earths to fulfil our needs.

11 / 2014

第23屆「步走大自然」以「保育米埔：香港珍貴的生態資產」為主題，活動吸引逾2,200名參加者，為本會保育及教育項目合共籌得1,720,296港元善款。The 23rd Walk for Nature, with the theme "Preserving Mai Po: Hong Kong's Ecological Asset" raised HK\$1,720,296 for WWF's conservation and education work, attracting over 2,200 participants.

12 / 2014

本會發表低碳製造 (LCMP) 及低碳辦公室 (LOOP) 計劃報告。LCMP計劃報告顯示，在2013至2014年度獲頒LCMP標籤認證的25間企業共避免超過48,500噸碳排放，相等於節省港幣7,500萬元的電費支出。獲頒LOOP標籤認證的企業共32間，員工共7,161人，人均碳排放量為2.98噸，數字較2012至2013年度減少百分之14。The LCMP and LOOP reports were released. The LCMP report found that the 25 LCMP-accredited companies in 2013-2014 cumulatively reduced their carbon emissions by than 48,500 tonnes in 2013-2014, equivalent to a HK\$75 million cut in electricity usage. Meanwhile, 32 companies received labels from the LOOP. Collectively, these companies employed 7,161 staff and had an average per employee carbon emission figure of 2.98 tonnes, a reduction of 14 per cent compared to the previous year.

1 / 2015

香港政府統計處吸納本會建議，改善以往採用的魚翅及魚肚的港貨協制編號，將有助對這些進出口產品貿易進行分析。The government's Census and Statistics Department incorporated a range of WWF's recommendations as they worked to improve the existing trade record system for shark fin and fish maw. The adoption of our recommendations will enable improved monitoring of the cross-border trade of these products.

2 / 2015

為推動公眾參與「地球一小時」，進一步了解我們的生活方式與環境之間的關係，本會自二月起籌備「傢在自然」展覽，旨在提醒公眾自然保育與生活息息相關及木材等天然資源的重要性。To create deeper engagement with the public ahead of Earth Hour in terms of how our lifestyles affect the environment, WWF began planning the "Refurnishing Nature" Exhibition in February, showing us that natural resources such as timber are extremely important to our planet.

3 / 2015

香港再次參與「地球一小時」，數以千計市民、超過3,900間公司及大廈、全港所有大學及超過300間中、小學，及多個地標建築物同時響應晚上8時半的熄燈行動。本會更於西九龍海濱長廊同步舉行首屆慈善跑「跑出未來」。是項夜跑賽事共吸引逾2,600名健兒參與，為本會保育及教育項目籌得超過96萬港元善款。Hong Kong once again celebrated Earth Hour. Thousands of people, over 3,900 companies and buildings, all Hong Kong universities, over 300 primary and secondary schools and numerous landmarks across the city grew dark for the "lights out" hour at 8:30pm. At the same time on the same day, Run for Change, WWF-Hong Kong's first-ever charity run, was held on the West Kowloon waterfront. This spectacular inaugural night run attracted over 2,600 participants and raised over HK\$ 965,000 for WWF's conservation and education work.

4 / 2015

觀鳥人士在4月19日於米埔自然保護區的潮漲棲息地發現一隻黃胸鵝，是在香港的首個紀錄。今年米埔春季遷徙的狀況良好，幾個雀鳥品種如斑尾塍鵝及鸕嘴鵝的數目都錄得新高。On 19 April, for the first time ever in Hong Kong, a Buff-breasted Sandpiper was found at a high-tide waterbird roost at Mai Po Nature Reserve. This is the first time the species had ever been sighted in Hong Kong. The spring migration at Mai Po was exceptionally productive in 2015, with new Hong Kong high counts being set for several species such as the Bar-tailed Godwit and the Gull-billed Tern.

5 / 2015

本會一直致力與船運公司合作，制定限載魚翅運載政策，以進一步減少本港的魚翅貿易。5月18日，商船三井 (MOL Liner Ltd.) 於網站上公布禁運魚翅。WWF-Hong Kong has been working with shipping companies to put in place restrictive shark fin carriage policies, in order to further reduce the shark fin trade. On 18 May, MOL Liner announced on their website that they would place a ban on shark fin shipments.

5月22日為聯合國訂立的國際生物多樣性日，本會於同日正式展開為期兩年的「香港濕地生物多樣性普查」。承蒙香港上海滙豐銀行有限公司的慷慨捐助，令計劃得以順利進行。On 22 May, the United Nations' International Day for Biological Diversity, WWF officially launched a two-year project called "Discovering Biodiversity in Hong Kong Wetlands". The project was made possible through the generous support of The Hongkong and Shanghai Banking Corporation Limited (HSBC).



6 / 2015

由本會與六個合作團體共同開展的「育養海岸」計劃踏入第二年，啟動禮上公布了首年度初步調查統計。在計劃涵蓋的育養地點中，塑膠的比例佔岸上生境海洋垃圾中平均約六成，而在海上垃圾中，塑膠的比例更超過八成。Coastal Watch, the hugely successful programme run by WWF and six strategic partner organizations, entered its second year. At the kick-off ceremony, the preliminary survey results of the first year were released, showing that plastic constituted an average of 60 per cent of the litter collected on the project's land-based sites, and made up over 80 per cent of the floating litter.

本會於6月27日至7月5日舉行「環保海鮮週」。我們與本港114間食肆合作，向市民推廣和提供更多環保海鮮選擇，參與食肆的環保海鮮銷售量在活動期間平均上升百分之31.4。WWF's Sustainable Seafood Week, ran from 27 June to 5 July 2015. WWF partnered with 114 restaurants and catering organizations to popularize and bring sustainable seafood to people from all walks of life across Hong Kong. The week was a great success, with sales of sustainable seafood at participating outlets increasing by an average of 31.4 per cent.

保育 CONSERVATION

世界自然基金會香港分會本年度除了保護本港以及亞洲地區的野生動植物和生物多樣性外，亦積極推廣全球保育工作。

In FY15, WWF-Hong Kong transformed our initiatives to conserve wildlife and biodiversity – in Hong Kong, throughout Asia and around the world.

力爭海豚棲息地 BRINGING ENVIRONMENTAL ISSUES TO THE TOP OF THE POLICY AGENDA

Safe Haven計劃期望於本港水域建設完整的海岸保護區 (MPAs) 網絡及制定全面管理方案，保護海豚餘下的棲息地。我們促請政府於2019年前設立一個涵蓋新海岸公園的海岸保護區網絡。我們亦正研究如何減低行駛於大嶼山和索罟群島之間的高速船對海豚的影響，並倡議政府儘快為本地海豚制定全面管理計劃。

Safe Haven project envisages a network of Marine Protected Areas and a comprehensive management plan for Hong Kong waters designed to save Hong Kong's dolphins. An MPA network which includes new marine parks can be designated and in place by 2019. We are also working towards rerouting high speed marine traffic between Lantau and the Soko Islands and developing a comprehensive management plan for the entire Pearl River Delta.



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香港濕地生物多樣性普查 CROWD-SOURCING SURVEYS TO PROTECT BIODIVERSITY

時光飛逝，上次在米埔進行全面物種調查已是30年前。米埔及內後海灣濕地鄰近地區的土地用途經歷多年轉變，物種資料有待更新。承蒙香港上海滙豐銀行有限公司的慷慨捐助，為期兩年的「香港濕地生物多樣性普查」於2015年5月正式展開。超過200名「公民科學家」和一眾專家透過生態調查收集及整理本港濕地生物多樣性資料。

Astonishingly, it has now been 30 years since a thorough inventory of species has been conducted at Mai Po Nature Reserve. Given the changes of land use in the surrounding Mai Po and Inner Deep wetland complex, such an inventory is long overdue. With the generous support of HSBC, a two-year project called Discovering Biodiversity in Hong Kong Wetlands kicked off in May 2015. The project will mobilize over 200 “citizen scientists” and generate a wealth of knowledge on the wetlands' unique biodiversity.



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守護生態資產 CONSERVING OUR ECOLOGICAL ASSETS

本港現時有四成土地被劃為郊野公園或特別保護區，然而仍有不少具高生態保育價值的地域及物種並未得到妥善保護。2015年，本會就198宗個案提交意見，包括規劃申請、土地用途分區規劃、新市鎮發展項目及環境評估報告。展望未來，我們將繼續密切監察發展項目和土地用途規劃。

Although 40 per cent of Hong Kong's land area is protected by country parks and other special areas, there are still areas and species of high ecological value and conservation interest that receive little or no protection. In FY15, WWF submitted comments on 198 cases, which included planning applications, land use zoning plans, New Town development projects and Environmental Impact Assessment reports. In the coming years, we will continue to scrutinize development projects and land use plans.

合力管理南中國地區濕地 WORKING TO CONSERVE SOUTH CHINA'S WETLANDS

本會自1990年起已在米埔自然保護區開展濕地管理培訓項目，提供濕地保育和管理技巧的培訓，項目在中國及亞洲各地同業間備受重視。今年，米埔舉行了7個為期8天的濕地管理培訓班，共有70名來自中國的參加者。另外，我們舉行了22個短期考察班，吸引共162名參加者。

Since 1990, the Wetland Management Training Programme, organized by WWF and based at Mai Po Nature Reserve, has played an important role in providing wetland conservation and reserve management training for the region. This year, we organized seven eight-day long training courses at Mai Po for 70 participants from mainland China and 22 short-term study courses for 162 participants.

生態足印 FOOTPRINT

今年，本會推出更多舉措以針對港人過度消耗資源的生活模式，期望能透過節能、發展可再生能源為發電燃料，以及推廣環保海鮮，減少本港溫室氣體排放和生態足印。

WWF-Hong Kong redoubled our efforts to address the impacts of our resource-heavy lifestyles by trying to reduce the emissions produced by the production of electricity and our enormous appetite for seafood.

企業攜手 對抗氣候變化 BUSINESSES JOIN THE FIGHT AGAINST CLIMATE CHANGE

2014及2015年，24間獲低碳製造計劃認證企業共減少高達134,467噸碳排放，減碳量創歷年新高，相等於585萬棵樹一年的碳吸收量。與此同時，這些公司的業務錄得顯著增長。另外，本年度有28間公司參與低碳辦公室認證，共節省了1,211噸碳排放，相等於52,652棵樹一年的碳吸收量。

In 2014 and 2015, 24 companies accredited by WWF's Low Carbon Manufacturing Programme collectively avoided a record-breaking 134,467 tonnes of carbon emissions – an amount of carbon that would take 5,850,000 trees one year to absorb. At the same time, these companies also recorded robust business growth. Meanwhile the Low carbon Office Operation Programme saw a total carbon reduction by the 28 verified LOOP companies of 1,211 tonnes, equivalent to the carbon absorbed by 52,652 trees in one year.



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更FIT的電力市場 WORKING FOR A HEALTHIER ELECTRICITY MARKET

香港的電力主要由燃燒化石燃料所得，其溫室氣體的排放佔總排放量近七成。本會致力改善電力市場，並於今年發表「香港2050能源願景」，提倡政府全面推行節能及需求管理政策，並逐步增加可再生能源為發電燃料。透過落實能源願景，本港有望於2050年比1990年減排百分之92，並每年節省逾100億的電力開支，用電量亦較政府的預測減少五成。

Electricity generation in Hong Kong relies heavily on fossil fuels, which create almost 70 per cent of our greenhouse gas emissions. WWF is working to improve the electricity market for future generations. This year, WWF issued our “Hong Kong Energy Vision 2050”, suggesting that the government fully implement energy-saving policies and demand-side management, while progressively increasing the use of renewable energy sources. Vision 2050 could reduce Hong Kong's carbon emissions by 92 per cent below 1990 levels and save over HK\$10 billion annually, while reducing our electricity consumption by 50 per cent below the “business as usual” scenario.

邁向無翅之都 TAKING A BITE OUT OF THE SHARK FIN INDUSTRY

本會於2007年推出「向魚翅說不」行動，主張全面禁止食用魚翅。今年，我們繼續積極推動鯊魚保育工作。自2015年4月開始，本會積極游說多間船運公司制定限載魚翅的政策。商船三井於2015年5月18日在其官方網頁宣佈停止運載魚翅。我們深信在不久的將來會有更多船運公司制定限載魚翅政策。



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WWF has always advocated to stop shark fin consumption, having spearheaded a “no shark fin” campaign since 2007. This year saw our shark work build on the momentum of previous years. In April 2015, WWF began increasing our engagement with shipping companies, requesting that they set up a restrictive shark fin carriage policy. On 18 May 2015, MOL Liner Ltd. announced a ban on shark fin shipment on their official website. WWF hopes and anticipates that more shipping companies will soon join the growing ranks of companies with “no shark fin” carriage policies.

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環保海鮮 正確選擇 TRANSFORMING OUR SEAFOOD HABITS

為進一步推廣環保海鮮，本會在2015年推出「海鮮選擇指引流動應用程式」，向消費者提供環保海鮮最新資訊，讓消費者輕易透過手機選擇環保海鮮。團隊亦在本地多間中式食肆及海鮮酒家進行「魚缸指數」調查，發現這些餐廳所出售的活海鮮超過一半為非環保海鮮。本會在2015年6月27日至7月5日期間舉行「環保海鮮週」，與本港114間食肆合作推廣環保海鮮。

The Footprint team launched several new seafood initiatives in 2015, the first being a smartphone app of our famous Seafood Guide, helping consumers choose sustainable seafood by providing comprehensive information on the sustainability of various species and other useful information. They also conducted a Fish Tank Index study of Chinese and seafood restaurants in Hong Kong, revealing that half of the live seafood for sale in those restaurants came from unsustainable sources. The year culminated in WWF's Sustainable Seafood Week, which ran from 27 June to 5 July 2015, with 114 restaurants and catering outlets participating.

教育 EDUCATION

今年，我們將再進一步，以各個教育項目、親身參與和生活體驗等方式推廣環境教育。

This year, we continued to transform our education offerings to reach even more people, here at home and around the region by providing fun, engagement and real life experiences to students, teachers, visitors and people from all walks of life.

創新學校夥伴合作 INNOVATIVE SCHOOL-CENTRE PARTNERSHIPS

本會在海下灣海洋生物中心開創先河，試行全新學習模式。本年度我們與兩間中學合作，學生團隊在中心內進行長達一年的特定海洋研究項目，主題包括珊瑚、水質、浮游生物等。為期五年的學習計劃於2012-2017年間舉行，深受學界歡迎。

A brand-new way of learning is currently being pioneered at the Hoi Ha Marine Life Centre. Partnering with two secondary schools, students form teams and conduct a year-long investigative research project on a particular marine topic – coral, water quality, plankton and many others. This five-year project will run from 2012-2017, and is a big hit with the schools and students alike.

改進領袖培訓計劃 EVOLVING OUR LEADERSHIP PROGRAMMES

「海洋保育領袖培訓計劃」於本年度迎來最後一批海洋保育領袖。本計劃自2013年推出以來，透過培訓工作坊和保育及教育相關義工服務，培訓本地大學生成為海洋保育領袖。來年，我們將改進並推出「環境保育領袖培訓計劃」。培訓內容將包括更多保育議題，參加者會調派到本會不同團隊，學習各種保育知識和技巧。

This year, our Marine Conservation Leadership Training Programme saw its final graduates finish the programme. Running since 2013, the “MCL” trained local university students to be Marine Conservation Leaders through participating in training workshops and performing conservation and education volunteer work. Starting in FY16, the programme will become the Nature Conservation Leadership Training Programme. Training will cover broader conservation topics, while the volunteer work aspect will see these new leaders deployed to different WWF teams to further nourish their conservation knowledge and skills.

寓保育於學習 LEARNING AND CONSERVATION IN PERFECT HARMONY



本年度，本會教育項目成功向超過50,000名公眾人士傳遞重要保育訊息。除推行創意教育項目外，本會亦嘗試透過更多不同渠道推廣保育訊息，呼籲各界以實際行動回應保育訴求，進一步加強本會的政策倡議工作。

By the end of the year, all WWF's centre-based and outreach education programmes were 100 per cent aligned and had reached more than 50,000 people. In addition to delivering outstanding and innovative programming, WWF's education work now provides effective channels for people to reach out and call for action, further supporting our policy advocacy work.

為教師提供持續培訓 PROVIDING CONTINUOUS TRAINING TO TEACHERS

本會教師網絡現有逾2,000名會員，我們所提供的培訓項目協助教師向學生傳達保育訊息，讓他們成為保育模範，鼓勵並推動學生實踐可持續生活模式。今年，本會為200名來自超過100間中學的教師提供專業發展培訓，培訓特別着重創新意念以及如何於教育過程中善用資訊科技。

WWF now has over 2,000 members in our teacher network. The training we provide helps empower these teachers to disseminate our conservation messages to the younger generation. The teachers also act as change agents in society, motivating and influencing others to adopt a sustainable lifestyle. This year, we provided training to some 200 teachers from over 100 secondary schools, emphasizing the importance of innovation and ways to stay on top of trends.

機構管治 CORPORATE GOVERNANCE

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

本會由董事委員會專責管治。委員會成員來自保育界、科學界和商界，全部均為對自然保育有抱負的專業人士，並以義務性質參與。

董事委員會的成員必須為世界自然基金會香港分會的理事，並於周年大會上獲其他理事選為委員會成員。委員會成員的任期為三年，並可競逐連任另一個三年任期。除獲董事委員會准許，委員會成員任期上限為六年。

為確保財政資源用得其所，我們提供清晰、準確及具透明度的財政資訊讓公眾監察。我們的財務帳目乃根據《香港財務匯報準則》制訂，由香港立信德豪會計師事務所有限公司獨立核數，並刊載於每年的年報內。

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

WWF-Hong Kong's governing body is the Executive Council. Its members, professionals from the conservation, scientific and business fields, are strongly committed to nature conservation. They serve on a voluntary basis.

Members of the Executive Council must be trustee members of WWF-Hong Kong and are elected by other trustee members at the Annual General Meeting (AGM). Each Council member shall hold office until the third AGM following his or her election when he or she shall retire, but shall be eligible for re-election for one further term of three years. Members may serve a maximum of six years, unless decided otherwise by the Executive Council.

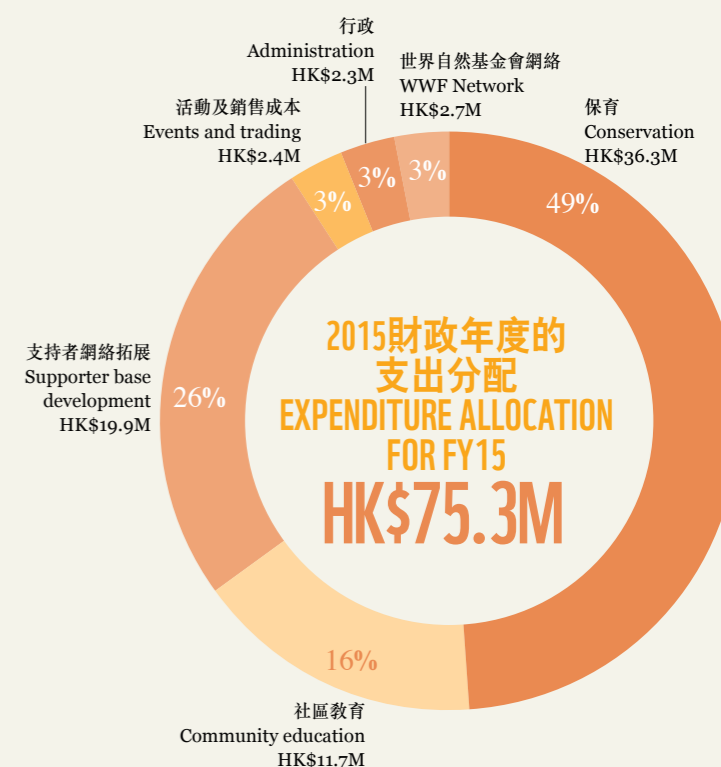
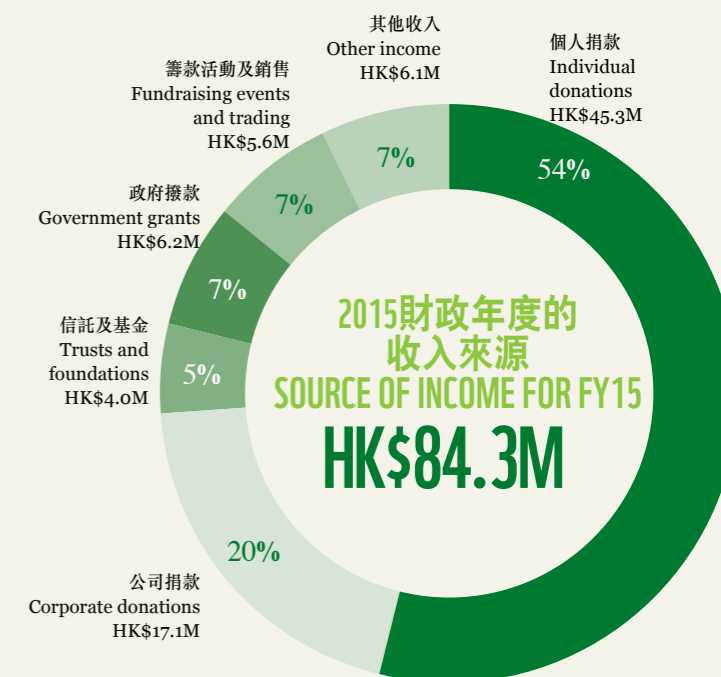
To ensure that our financial resources are disbursed appropriately, we are committed to providing clear, accurate and transparent financial information for public scrutiny. Our financial accounts, prepared in accordance with the Hong Kong Financial Reporting Standards, are independently audited by BDO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

董事委員會成員 (截至2015年6月30日) The members of the Executive Council (as at 30 June 2015)

| | | | |
|---|----------------------------------|---|----------------------------------|
| 主席 Chairman 何開達先生 Mr Edward M. HO | 張肇昌醫生 Dr Steve CHEUNG | 范文志先生 Mr William W. FLANZ | 彭敬慈博士, MH Dr K.C. PANG, MH |
| 董事委員會 Executive Council | 周維正先生* Mr Oscar CHOW* | 方文雄先生, BBS, JP Mr David M.H. FONG, BBS, JP | 薛綺雯教授 Professor Yvonne SADOVY |
| 白丹尼先生 義務法律顧問 Mr Daniel R. BRADSHAW Hon. Legal Advisor | 朱雅儀女士 Ms Irene CHU | 李瑞霞女士 義務司庫 Ms Sarah LEGG Hon. Treasurer | 吳宗權先生 Mr Douglas WOO |
| 陳美娟女士 Ms Sylvia CHAN | 杜德俊教授 Professor David DUDGEON | 龍德先生 Mr Frederick J. LONG | |

*周維正先生於2015年週年大會退任董事委員會成員
*Mr Oscar Chow retired from the Executive Council in the AGM 2015

財務摘要 FINANCIALS



世界自然基金會香港分會 WWF-Hong Kong numbers

245,529

名市民支持本會保育工作
people supported WWF's
conservation initiatives this year

69,000+

人透過參觀本會中心及參加外展
教育項目學習保育資訊
students, members of the
public and others learned
about conservation during
visits to WWF's centres
and through our outreach
programmes

479

間公司和團體支持本會工作
corporations and organizations
supported WWF this year

198

份規劃申請、土地用途分區規劃、
發展計劃及環境評估報告經本會
審視並提交意見。

planning applications, land
use zoning plans, development
projects and Environmental
Impact Assessment reports
were commented on by WWF



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註冊名稱 Registered Name：世界自然(香港)基金會 WORLD WIDE FUND FOR NATURE HONG KONG
(於香港註冊成立的擔保有限公司 Incorporated in Hong Kong with limited liability by guarantee)