



WWF-HONG KONG 40TH ANNIVERSARY COMMEMORATIVE BOOK  
世界自然基金會香港分會40週年紀念特刊

SHAPING THE FUTURE FOR

**NATURE**

締造大自然



**PEOPLE**

與人類的未來



# CONSERVATION MISSION & VISION FOR WWF-HONG KONG

## 世界自然基金會香港分會 的保育使命與願景

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To build a future for Hong Kong in which nature and people thrive, by:

- Conserving Hong Kong's biological diversity through impactful programmes that help to protect wildlife, oceans and wetlands
- Contributing a unique piece of the puzzle locally to secure the well-being of our planet

世界自然基金會香港分會致力為香港創造一個大自然與人類共存共榮的未來：

- 透過推行具影響力和有效益的保育計劃，守護香港豐富的生物多樣性，保護野生生物、海洋生態和濕地
- 凝聚本地獨特的環保力量，為地球的生生不息作出貢獻



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World Wide Fund For Nature Hong Kong

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# WWF

## 序言

As we look forward to an exciting future during our 40<sup>th</sup> Anniversary in 2021, this commemorative book marks a memorable milestone for WWF-Hong Kong. I am very happy to join my team in celebrating and expressing my gratitude for all the hard work and dedication that have made our success possible. Our financial strength is greater than ever when managing conservation projects with a global impact.

Our ongoing success relies on various stakeholders, including our corporate partners, major donors and professionals in the conservation and education sectors, along with all the members of the general public who have been so generous with their support. Our staff are our asset, and their consistent contribution to the unwavering goal of conserving nature has set the Organisation up for stable and solid growth. So have our board and committee members, who have reliably provided the leadership and insight required to drive us forward and guide us to the next level.

The people I would like to thank are too numerous to mention, but among them are Daniel Bradshaw, for being my mentor; Douglas Woo, for his help with The Jockey Club Mai Po Upgrade Project; and my many friends among the ExCo and committee members, including David Fong, Sylvia Chan, Arthur Mui, Katherine Ng, Philip Mok, Alexandre Macaire, Bill Flanz, David Dudgeon, Timothy Bonebrake, Alun Grassick, Kate Hodson and Irene Chu. I would also like to acknowledge former ExCo members Yvonne Sadovy, Frederick Long, Martin Tang, K.C. Pang, Steve Cheung, Sarah Legg, Oscar Chow and Daryl Ng.

My personal gratitude also goes to my predecessor Trevor Yang and the entire Hong Kong team. They have unfailingly infused the Organisation with their energy and enthusiasm.

Over the years we have extended our nature conservation, education and learning, and corporate and community engagement mission in a number of important areas. We can congratulate ourselves on some game changing achievements, such as the pivotal role we have played in ending the ivory trade in Hong Kong, as well as our continued fight to educate the community about the drawbacks, both ethical and environmental, of shark fin consumption.

Taking us to the next level at Mai Po Nature Reserve, our long-term partner The Hong Kong Jockey Club Charities Trust awarded us a HK\$347 million grant to upgrade the facility. It is one of the largest one-off donations to support conservation work in Hong Kong. The goal is to develop our unique crown jewel into a 21<sup>st</sup> Century Nature Classroom which effectively enhances our conservation and education programmes. The undertaking contributes to a brighter future for both our Organisation and the City.

2021年是世界自然基金會香港分會創會40週年，這本紀念特刊標誌著本會將邁進另一個更光輝的里程碑。讓我們一起慶祝這個重要時刻，我藉此感謝團隊一直以來努力不懈，在保育方面取得優越的成績。隨著本會的財務狀況更趨穩健，我們更能致力推行和管理多項從本地至全球具影響力的環保方案。

我們得以持續成功，全賴不同持份者的支持，包括企業夥伴、主要捐助者、保育和教育界專業人士，以及社會大眾。另外，員工是我們寶貴的資產，他們全心全意實踐保護大自然的使命，為本會穩定成長奠下基石。還有董事及理事委員會成員，帶領機構邁步向前，再創新猷。

要感謝的人實在多不勝數，其中有我的恩師白丹尼先生、協助香港賽馬會米埔基建升級及改善工程的吳宗權先生，以及董事及理事委員會多位好友，包括方文雄先生、陳美娟女士、梅慶堯先生、伍潔璇女士、莫君逸先生、Alexandre Macaire先生、范文志先生、杜德俊教授、Timothy Bonebrake博士、賈倫格先生、凱特·赫臣女士和朱雅儀女士等。此外，還有前董事委員會成員薛綺雯教授、龍德先生、唐裕年先生、彭敬慈博士、張肇昌醫生、Sarah Legg女士、周維正先生及黃永光先生等。

我特別感謝前任主席楊子信先生，及世界自然基金會香港分會的整個團隊，為本會注入能量和動力。

多年來，本會在自然保育、教育與學習、企業和社區參與等多個重要範疇帶來不少改變和成效，例如我們在倡議香港禁止象牙貿易上發揮舉足輕重的作用，以及不遺餘力地向公眾宣傳食用魚翅對海洋生態平衡造成重大威脅的訊息。

承蒙本會的長期合作夥伴香港賽馬會慈善信託基金捐贈3.47億港元，用於提升米埔自然保護區設施及改善工程，這是支持香港環境保育項目的最大單一捐款之一。我們計劃將這片香港自然瑰寶打造成21世紀大自然教室，更有效地推動保育和教育工作，為本會以至整個香港締造更美好的綠色未來。

**Mr. Edward M. Ho**  
**何聞達先生**  
01.2021



# PERFORMANCE INDICATORS

## 表現指標

### FINANCE AND OPERATIONS 財務及營運

#### Financial Contributions 財政資助

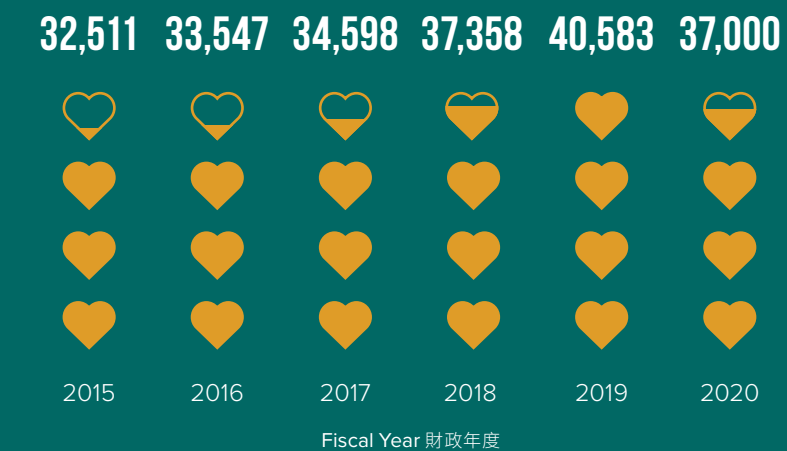
A stable growth per annum 增長  
每年穩定



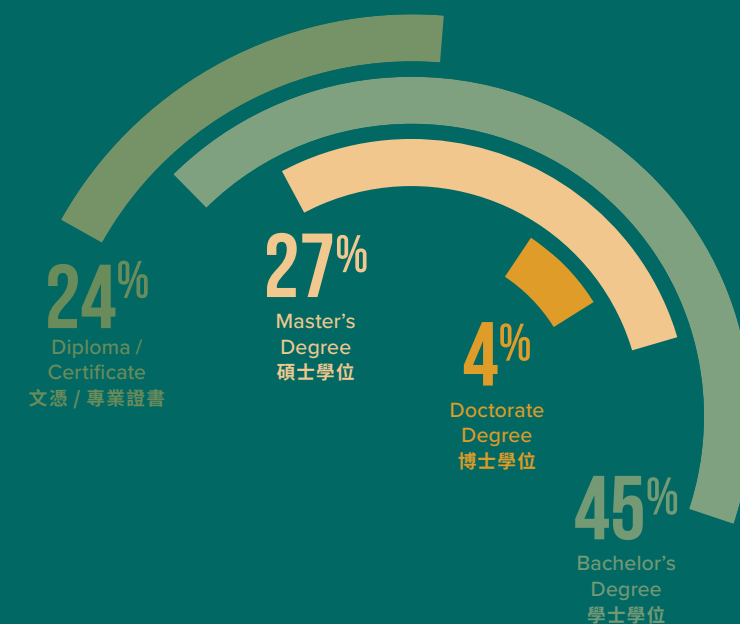
Strong financial discipline and approach to secure the "Month of Reserve" from less than 1 to 3 which enable us to continue with our long-term conservation projects

健全的財務狀況和審慎的理財方式，  
令「每月儲備」增大**3倍**，  
讓各項長遠的保育項目得以持續推行

#### WWF-Hong Kong's Consistent Individual Financial Supporters 世界自然基金會香港分會固定個人捐款者



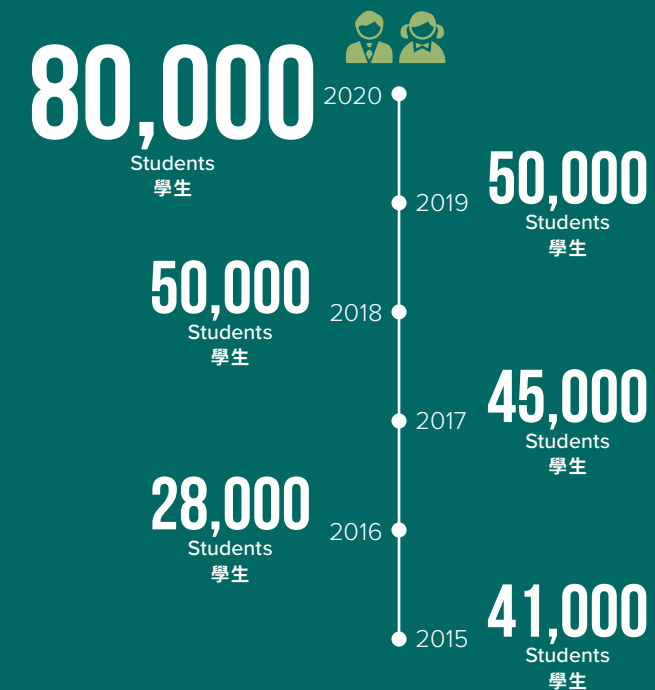
Staff Qualifications – Highly educated, capable and dedicated team that creates values and delivers impactful results  
員工資歷 – 具高學歷、能幹及敬業的員工，彰顯專業團隊效益，達致更大的保育成效



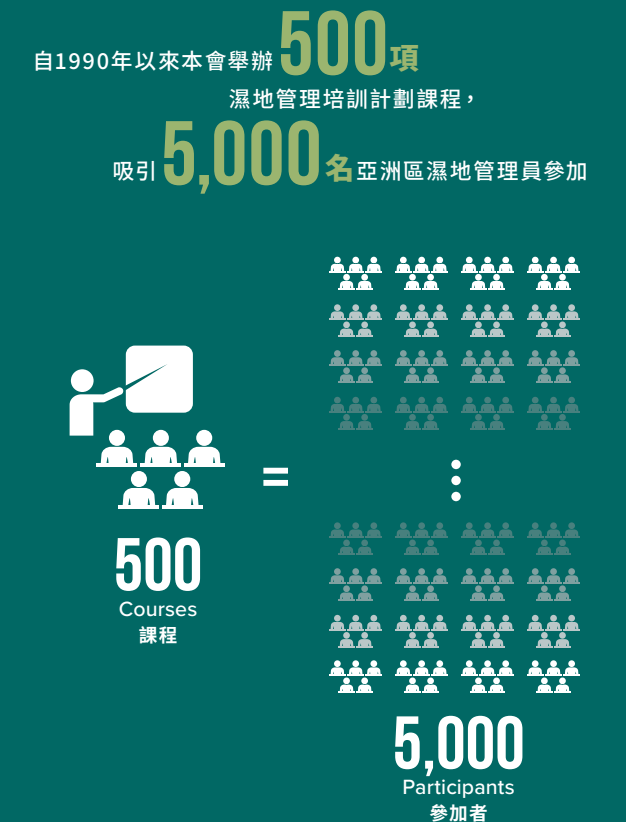
### ENGAGEMENT 公眾參與

Students Participating in WWF-Hong Kong Educational Programmes  
– Almost **100% growth** of student engagement across **500 schools**

參與世界自然基金會香港分會教育項目的學生來自**500間**本港學校，近年學生參與人數**增長接近100%**



Wetland Management Training Programmes  
– **500 courses with 5,000 participants** from around the region since 1990



### CONSERVATION 保育

Average Annual Number of Migratory Birds at Mai Po and Deep Bay – **Close to 100,000**

每年在米埔及后海灣棲息的**候鳥平均數目接近100,000隻**





# WALKING TOWARDS A BETTER FUTURE

踏上明日之路

INSPIRED BY ITS RICH 40-YEAR LEGACY, WWF-HONG KONG  
IS TAKING THE NEXT STEPS ON ITS CONSERVATION,  
EDUCATION AND ENGAGEMENT JOURNEY

成就40年的光輝歷史，世界自然基金會香港分會將在  
自然環境保育、教育和公眾參與等多方面繼續邁進新里程



# TOWARDS A BRIGHTER FUTURE

締造更美好的未來

There are three major building blocks within WWF-Hong Kong – Nature Conservation, Education and Learning, and Corporate and Community Engagement. By driving them forward and connecting them together, the Organisation is able to operate a range of impactful programmes that make a concerted, coordinated push for a greener, healthier and more sustainable world for all.

With the support of The Hong Kong Jockey Club Charities Trust, we have committed to expanding the role of our Mai Po Nature Reserve, the world's only Ramsar site within a global financial centre, as a Centre of Excellence for wetland conservation in the region, as well as a ground-breaking outdoor learning centre for students and the community.

Through WWF-Hong Kong's competence in wildlife and oceans as well as wetlands, we will continue devising and running innovative and effective programmes by working closely with different stakeholders from all sectors of society; championing the causes of conservation and sustainability; and taking an active role in ensuring that we all adopt sustainable lifestyles and attitudes.

世界自然基金會香港分會主要有三大範疇：自然保育、教育與學習，及企業和社區參與。通過互相推動和聯繫，本會得以實踐多個具影響力的保育項目，讓大家攜手共建一個可持續發展、健康及綠色的地球。

有賴香港賽馬會慈善信託基金的支持和捐助，本會得以大規模進行米埔自然保護區的升級及改善工程。米埔自然保護區是唯一一座落在國際金融中心的《拉姆薩爾公約》下的「國際重要濕地」，更是濕地保育工作的典範。保護區是個戶外自然教育中心，通過不同的創意活動和導賞，教導學生及公眾參觀者認識及愛惜大自然。

本會除著重發展濕地保育外，亦致力於保護野生生物及海洋生態。透過與各界持份者緊密合作，策劃創新及推行具成效的保育方案，堅持和捍衛環保及可持續發展的理據，積極鼓勵大眾採用可持續發展的生活方式和態度。



**We have a legacy to be proud of;  
now we must build on that legacy  
to shape a brighter future.**

**四十年來我們累積了引以為傲的資源  
和產業，我們必須好好傳承，並不斷  
突破，締造更美好的未來。**



# CONSERVATION

保育承諾



© Martin Harvey / WWF



© Brian J. Skerry / National Geographic Stock / WWF



© Bena Smith / WWF-Hong Kong

AS A FOCAL POINT OF ITS ENDURING MISSION,  
WWF-HONG KONG REMAINS COMMITTED TO PROTECTING  
OUR PRECIOUS RESOURCES AND WILDLIFE

世界自然基金會香港分會將繼續肩負使命，致力推動  
環境保育工作，保護珍貴的生態資源和野生生物



A photograph of two tigers running through a dry, grassy savanna landscape. The tiger on the left is in the foreground, running towards the right. The tiger on the right is slightly behind and to the right, also running towards the right. The background is a blurred savanna with dry grass and some trees.

# PROTECTING WILDLIFE

保護野生生物

© Richard Barrett / WWF-UK

Conserving Hong Kong's own wildlife is important – but equally important is fighting the destructive international wildlife trade, both legal and illegal, that flourishes worldwide and within our borders. Hong Kong has a vital role to play in ending the trade in local species, such as agarwood and freshwater turtles, but also in preventing the international trade in species that are transshipped through its ports. These include parts and products from some of the world's most iconic species, such as elephants, rhinos, tigers and pangolins.

Humans are part of nature; the Covid-19 pandemic is a vivid illustration in which natural ecosystems and human health are inevitably intertwined. Human impingement on natural habitats, biodiversity loss and ecosystem degradation are making the spread of viruses from animals to people much more likely. The wildlife trade, both legal and illegal, fuels these pandemics; only by tackling it will we be able to protect our own health from future outbreaks.

保護香港野生生物品種至關重要，與此同時，打擊國際間及香港本地的野生動植物貿易（不論合法或非法）亦刻不容緩。香港除了在遏制本地物種如沉香木和淡水龜貿易方面發揮巨大作用，亦全力阻截利用本地口岸進出販賣全球野生生物種的活動，包括各地標誌性野生生物如大象、犀牛、老虎和穿山甲的身體部分及相關製品。

人類是大自然的一部分，一場2019冠狀病毒病全球廣泛蔓延，突顯自然生態系統與人類健康息息相關。人類對自然棲息地帶來衝擊，令生物多樣性喪失，破壞生態系統，導致病毒從動物傳播至人類的機會大增。合法和非法野生動植物貿易更助長了疫情的爆發。唯有正確應對和解決這些問題，才能保障我們的健康，不受在未來出現的疾病威脅。



# IVORY TRADE BAN

## 禁止象牙貿易

In 2021, the HKSAR Government will ban all local sale, import and export of ivory. In fact in 2018, the HKSAR Government increased the maximum penalty for serious wildlife crimes to 10 years of imprisonment. Our determined efforts to get the ivory trade banned were met with positive results. We now aim to secure a ban on mammoth ivory, which is used to launder recent ivory and is becoming more available for excavation as the world's permafrost melts.

我們堅決爭取禁止本地象牙貿易，並取得成果。於2018年，香港特區政府通過加重瀕危物種走私及非法貿易相關之嚴重罪行刑罰，提高至監禁10年，亦定於2021年全面禁止所有本地象牙交易及進出口。我們另一目標是繼續促請香港特區政府禁止猛獁象牙交易。隨著全球永凍土層漸漸融化，越來越多的猛獁象牙出土，近年來成為象牙的替代品。



© Suzi Eszterhas / Wild Wonders of China / WWF



© Michel Gunther / WWF

## INTERNATIONAL ILLEGAL WILDLIFE TRADE

### 打擊國際非法 野生生物貿易

With Hong Kong a major trade hub for illegal wildlife, WWF-Hong Kong leads the Asia-Pacific Region Counter Illegal Wildlife Trade Hub. In addition to tackling demand for illegal wildlife products, including exotic pets which may carry serious diseases, the Hub works with diverse partners to end the trade throughout the region by disrupting the financing, transport and online sale of illegal wildlife.

香港是非法野生生物貿易的主要樞紐，世界自然基金會香港分會主導帶領打擊於亞太地區的非法野生生物貿易。我們意識到要積極遏止對非法野生生物產品的需求，包括可能隱藏嚴重疾病的外來生物物種；與此同時，亦與廣泛志同道合的夥伴攜手合作，透過中斷非法野生生物貿易的融資、運輸及網上銷售，以杜絕亞太區內非法野生生物的交易。





# HEALTHY 健康海洋 OCEANS

The ocean houses the Earth's largest ecosystem and countless species that contribute to marine biodiversity. Oceans also provide a plethora of goods and services that people depend on. It is critical to sustain a healthy ocean by turning to nature-based solutions. Ocean conservation is WWF-Hong Kong's inheritance; we are one of the pioneers of using scientific measurement to drive positive marine conservation results.

海洋是地球上最大的生態系統，孕育了千萬種生物，蘊含豐富生物多樣性。海洋亦與人類密不可分，為我們提供生活的所需。因此，我們必須以大自然為本的可持續方式來守護海洋的健康。世界自然基金會香港分會一直致力傳承海洋保育的使命，是首批利用科學數據，有效地推動和達致海洋保育成果的環保機構。



# MARINE PROTECTED AREAS

## 海洋保護區

WWF-Hong Kong has worked closely with various stakeholders and advised the HKSAR Government to protect ecologically important habitats. We employ an aspirational, realistic approach to support the HKSAR Government in introducing more Marine Protected Areas. Currently we have six marine parks and one marine reserve in Hong Kong. Marine Protected Areas are part of the solution in turning the tide, ensuring thriving ecosystems and creating a sea for the future.

In 2014, WWF-Hong Kong selected seven places as conservation priority hotspots, which preserve the future of the City's seas as a haven for marine biodiversity and help to restore our fishery resources. One example, Shui Hau Wan, provides a demonstration project for reducing anthropogenic impact, raising awareness of sustainable marine biodiversity and

ecology, and promoting sustainability in the local community. Our long-term goal is to educate the public about reversing the over-exploitation of marine resources in Hong Kong and elsewhere. In another example, WWF-Hong Kong helps to protect the habitats of Hong Kong's iconic marine species, the Chinese white dolphin, by encouraging the HKSAR Government and local stakeholders to designate properly managed Dolphin Conservation Management Areas in western and southern Lantau to save the declining population.

WWF-Hong Kong continues to create positive change in our oceans, and implement effective restoration programmes to explore win-win practices for both the environment and people.

世界自然基金會香港分會與各持份者緊密合作，並倡議香港特區政府保護具有重要生態

價值的棲息地。我們以前瞻及務實的方針支持香港特區政府設立更多海洋保護區。目前，香港擁有6個海岸公園及1個海岸保護區。設立海洋保護區能解決當前的海洋困局，促進生態系統平衡，為海洋創造更湛藍清澈的未來。

於2014年，世界自然基金會香港分會挑選7個地方作為優先海洋保育熱點，恢復繁衍生息的海洋生態環境及建立可持續的漁業資源。水口灣便是其中一個例子。該項目旨在減少人為滋擾、提高公眾對保育海洋生物多樣性及生態的認識，及推廣在當地社區的可持續發展。我們的長遠目標是教育公眾，如何改善香港及其他地區過度利用海洋資源的趨勢。而另一個例子，是世界自然基金會香港分會致力保護具代表性的香港海洋物種——中華白海豚，提議香港特區政府與地區持份者攜手在大嶼山西面和南面設立海豚保育管理區，以挽救中華白海豚數目下降的問題。

世界自然基金會香港分會繼續不遺餘力為海洋世界帶來正面改變，推行恢復海洋資源計劃及研究實踐環境與人類雙贏的可行方案。

© HKU SWIM

## SUSTAINABLE SEAFOOD 環保海鮮

Since the early 2000s, WWF-Hong Kong has been complementing its vigorous programme of government lobbying with a guide to sustainable seafood for the public. It also promotes creating ocean-friendly policies and works with suppliers to encourage sustainable seafood production, trade and marketing.

自2000年以來，世界自然基金會香港分會就環保海鮮推廣活動一直積極對香港特區政府進行遊說，促請政府落實有關環保海鮮的指引，讓公眾共同遵行。此外，我們促進珍惜海洋政策的制定，並與供應商合作，鼓勵生產、買賣和推銷環保海鮮產品。



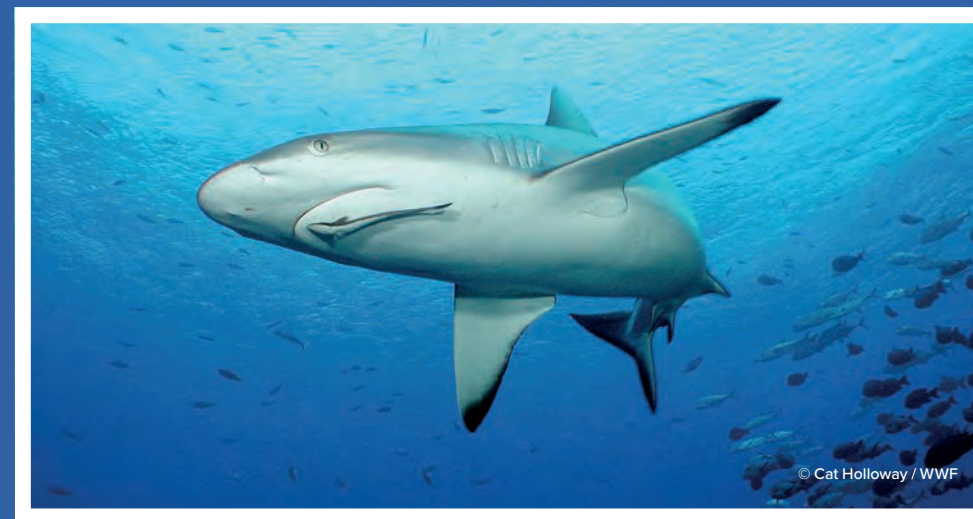
## MARINE LITTER 海洋垃圾

Marine litter, especially plastics and microplastics, poses a serious threat to the entire marine ecosystem, and can find its way into the food chain, severely affecting human health. WWF-Hong Kong supports anti-marine litter activities and the strengthening of regulations regarding proper disposal of marine litter and the recycling of fishing nets and other equipment. We are also working with businesses, and with WWF international offices, to

reduce the sources of plastic pollution, and encourage government policies to support reductions in single-use plastic.

海洋垃圾，尤其是塑膠和微塑膠，對整個海洋生態系統構成嚴重威脅。這些海洋垃圾可能輾轉進入食物鏈，繼而危害人類健康。世界自然基金會香港分會大力推廣減少海洋垃圾的活動，並建議加強有關正確處置海洋垃圾、回收漁網和其他設備的規例。我們亦與商界及其他世界自然基金會分會合作，推動源頭減塑，並鼓勵香港特區政府制定減少使用即棄塑膠用品的政策。

## FIGHTING THE SHARK FIN 打擊魚翅貿易 BUSINESS



WWF-Hong Kong adopts science-based strategies to empower consumers to refrain from consuming shark fin and related products as the best way to protect global shark populations. We aim to combat the demand side of the illegal shark fin shipments and end the shark fin business.

世界自然基金會香港分會採取以科學為理據的策略，向消費者宣傳不食用魚翅和不購買任何相關製品，身體力行保護和拯救全球鯊魚族群。我們致力打擊走私魚翅的需求，抵制魚翅貿易。





# WETLANDS HERITAGE

濕地遺產

The Mai Po Nature Reserve and Inner Deep Bay is a paradise for birds and a crucial stopover point for those that migrate along the East Asian-Australasian Flyway. Mai Po Nature Reserve is also home to a diverse range of other flora and fauna. This unique urban Ramsar site is easily accessible via a drive from the city of only 45 minutes.

The 380-hectare Mai Po Nature Reserve has been managed by WWF-Hong Kong for almost four decades, and the Organisation is committed to continuing to manage it as a world-class wetland that will support the migratory birds that come here each year. The Reserve and its surrounding area host various habitat types, including gei wai shrimp ponds, intertidal mudflats, freshwater ponds, mangroves, reed beds and fishponds, all of which are important to the birds.

Looking ahead, we have to consider the impact of global climate change on Mai Po Nature Reserve and bird migration. WWF-Hong Kong is planning a climate adaptation strategy to maintain the necessary habitats inside the Nature Reserve, and also a conservation plan that will involve the fishponds in the Wetland Conservation Area that surrounds the Nature Reserve.

In 2015, we embarked on an ambitious HK\$347 million grant project to transform the Mai Po Nature Reserve into a 21<sup>st</sup> Century Nature Classroom and a Centre of Excellence for wetland training in the region using cutting-edge and innovative approaches.

米埔自然保護區及內后海灣，被譽為「雀鳥天堂」，也是候鳥沿著東亞——澳大利西亞遷飛路線遷徙時的重要中途站。米埔自然保護區孕育著多姿多采的野生動物及植物，從市區前往這個獲《拉姆薩爾公約》列為「國際重要濕地」僅需45分鐘車程。

世界自然基金會香港分會管理佔地380公頃的米埔自然保護區近40年，承諾繼續使其成為享譽國際的重要濕地，每年為成千上萬飛來的候鳥提供棲身之所。保護區及其周邊地區的濕地生境非常豐富，包括基圍蝦塘、潮間帶泥灘、淡水池塘、紅樹林、蘆葦叢及魚塘，對在此棲息的鳥類十分重要。

展望未來，我們必須考慮全球氣候變化對米埔自然保護區和鳥類遷徙的影響。本會正擬定適應氣候變化的策略，維護自然保護區內的重要生境，同時亦制定針對自然保護區周邊濕地魚塘的保育計劃。

於2015年，我們承蒙獲3.47億港元捐款，得以開展一項龐大的設施提升計劃，把米埔自然保護區打造成為21世紀大自然教室及創新卓越的濕地培訓中心。



# EAST ASIAN-AUSTRALASIAN FLYWAY

東亞——澳大利西亞遷飛路線



Mai Po and Inner Deep Bay lie at the heart of the East Asian-Australasian Flyway, which extends 13,000 km from the Arctic Circle to Australia and New Zealand, with some 50 million migratory waterbirds travelling along it annually.

The numbers of migrating birds are declining due to the loss of wetland habitats to development, pollution and hunting. WWF-Hong Kong is keen to take on the challenge of restoring and maintaining the integrity of this flyway by setting up projects and partnerships with community organisations and academic or research institutes. WWF-Hong Kong is also leading the network's Asian Flyways Initiative to push for flyway-scale conservation action.

The goal of the Asian Flyways Initiative is that by 2030, ecologically functional networks of wetlands are protected,

restored as necessary, and effectively managed with community stewardship to stabilise or reverse the decline of migratory bird populations that use the flyways.

米埔及內前海灣位處東亞——澳大利西亞遷飛路線的中心，該遷飛路線覆蓋範圍廣闊，由北極圈一直伸延至澳洲及紐西蘭，延綿13,000公里，每年約有5,000萬隻水鳥沿著這遷飛路線遷徙。

因發展而造成的濕地生境喪失、污染和狩獵，導致候鳥數目下降。世界自然基金會香港分會銳意與社區組織、學術團體或研究機構建立夥伴關係，攜手推行保育項目，務求一同恢復和維持遷飛路線的完整性和功能。世界自然基金會香港分會亦率領「亞洲遷飛路線保育行動」網絡，推動沿遷飛路線的保育工作。

「亞洲遷飛路線保育行動」的目標是於2030年前，使具生態功能的濕地網絡得到保護和回復正常，同時以有效的社區參與式管理，穩定遷飛路線上遷徙水鳥的數目，並扭轉現時數量下降的局面。

# ASIAN WATERBIRD CONSERVATION FUND 亞洲水鳥保育基金

The Asian Waterbird Conservation Fund was established in 2005 to provide financial support for conservation projects. It has helped more than 36 projects in 11 countries along the East Asian-Australasian Flyway, benefitting local communities and students. The experience of managing Mai Po Nature Reserve has provided WWF-Hong Kong with models that can be replicated at important wetland sites across China.

In late 2019, the Asian Waterbird Conservation Fund was reformed and two new grants, the WWF Dr. Lew Young Grant and the Asian Flyways Initiative Grant, were set up to extend support from the East Asian-Australasian Flyway to the Central Asian Flyway.

亞洲水鳥保育基金於2005年成立，為東亞——澳大利西亞遷飛路線，於亞洲重要地點的保育項目提供資助。基金已資助遷飛路線沿線上

11個國家多於36個保育項目，令當地社區和學生受惠。世界自然基金會香港分會自管理米埔自然保護區所獲得的經驗，可作為中國重要濕地管理工作的借鏡。

亞洲水鳥保育基金於2019年年底進行了調整，在旗下成立「WWF楊路年博士基金」及「亞洲遷飛路線保育行動基金」，冀望把資助覆蓋的範圍從東亞——澳大利西亞遷飛路線延伸至中亞遷飛路線。

## EDUCATING THE NEXT GENERATION OF WETLAND MANAGERS AND CONSERVATIONISTS 培訓未來濕地管理員及保育先鋒



WWF-Hong Kong has successfully put comprehensive training programmes into action since 1990 using Mai Po Nature Reserve and Mai Po Inner Deep Bay Ramsar Site as best practice examples. Wetland managers across the Flyway – from Korea to Southeast Asia – have benefitted from the training and adapted it to their own wetlands. We will continue this training using state-of-the-art facilities, applying up-to-date technology and techniques to field training, exchanging experiences, and pursuing habitat management and environmental education to train the next generation of wetland managers and conservationists.

自1990年，以米埔自然保護區及米埔內前海灣拉姆薩爾濕地為最佳實踐案例，世界自然基金會香港分會成功將一連串培訓計劃付諸實行。來自韓國至東南亞的濕地管理員均從培訓中受益匪淺，並將知識和技能結合應用於他們當地所負責管理的濕地。我們將繼續利用先進設施進行訓練，在實地培訓上運用最新科技及技術，促進經驗交流，推行生境管理和環保教育，以培訓新一代的濕地管理員和保育倡導者。



# THE FUTURE OF MAI PO NATURE RESERVE

米埔自然保護區的未來

HONG KONG'S LANDMARK  
MAI PO NATURE RESERVE CURRENTLY  
UNDERGOES A TRANSFORMATION INTO  
A 21<sup>ST</sup> CENTURY NATURE CLASSROOM  
香港的地標「米埔自然保護區」現正進行  
升級及改善工程，將打造成21世紀大自然教室



# TRANSFORMATION INTO A 21<sup>ST</sup> CENTURY NATURE CLASSROOM

創造 21世紀大自然教室

The vision to transform the Mai Po Nature Reserve was conceived in 2015 with a historic HK\$347 million grant from The Hong Kong Jockey Club Charities Trust – the single largest one-off donation across the global WWF network. The Mai Po Nature Reserve Infrastructure Upgrade Project, consisting of 5 independent elements, kicked off in 2018 and aims to consolidate the site's leading role as a Centre of Excellence for wetland management and remodel it into a 21<sup>st</sup> Century Nature Classroom.

於2015年，我們成功獲得香港賽馬會慈善信託基金捐助3.47億港元，展開米埔自然保護區設施的優化項目。是次捐助為世界自然基金會全球分會網絡中有史以來所獲得的最大單一捐款。米埔自然保護區基礎設施升級工程，包括5個獨立項目，已於2018年動工，冀望進一步鞏固米埔自然保護區作為首屈一指的濕地管理中心，並將其提升為21世紀大自然教室。



The Groundbreaking Ceremony for the Peter Scott Field Studies Centre in October 2020  
斯科特野外研習中心動土典禮於2020年10月舉行



# MR. LEONG CHEUNG

## 張亮先生

Executive Director of Charities and Community,  
The Hong Kong Jockey Club

香港賽馬會  
慈善及社區事務執行總監

The Hong Kong Jockey Club Charities Trust is a strong proponent of environmental protection and conservation. It funds numerous school and community programmes to raise awareness of environmental issues. We believe education is key to wetland and wildlife conservation, and to recognising their importance to life on earth.

Since 1986, the Trust is delighted to have been a keen supporter of WWF-Hong Kong's mission and to have helped in the establishment of the Mai Po Education Centre, the Peter Scott Field Studies Centre and the Jockey Club HSBC WWF-Hong Kong Hoi Ha Marine Life Centre. It is heartening to see that the Mai Po Nature Reserve is preserving rich biodiversity, especially of migratory waterfowl, and that it has been designated a Ramsar site since 1995.

The Trust-funded upgrade project will enable WWF-Hong Kong to deliver more educational programmes to students and the wider community at Mai Po, and assist in building the capacity of wetland managers throughout the Asia-Pacific region.

We hope to transform the Mai Po Nature Reserve into a 21<sup>st</sup> Century Nature Classroom, promoting nature conservation and serving as a platform for knowledge exchange on effective wetland and habitat management.

Upon completion of infrastructure upgrade works, the Mai Po Nature Reserve will be able to host more environmental education activities, guided tours and awareness programmes, with the capability to serve more students and members of the public annually. Visiting scientists, local and regional researchers and conservationists will also be able to use the enhanced facilities to conduct scientific research and ecological studies, advancing the development of wetland best management practices. The goal of the project is to strengthen Mai Po Nature Reserve's role as a hub for wetland conservation, public education and knowledge transfer locally and across the Asia Pacific region.

環保一向是香港賽馬會慈善工作的其中一個重要範疇。過去多年來，我們一直透過支持不同學校及社區機構活動以提升大眾對環保的關注。我們深信公眾教育是保育濕地及其野生動物的關鍵，對整個地球生態至為重要。

馬會慈善信託基金自1986年起支持世界自然基金會香港分會建設多個設施，包括米埔自然保護區教育中心、斯科特野外研習中心，以及賽馬會匯豐世界自然（香港）基金會海下灣海洋生物中心。我們很高興米埔自然保護區一直保存著豐富的生物多樣性，進而成為候鳥天堂，更於1995年獲正式列入拉姆薩爾濕地。

而這次馬會捐助的升級計劃，將有助世界自然基金會香港分會為學生及普羅大眾舉辦更多教育活動，為亞太區培訓更多濕地管理人才。

我們期望可將米埔自然保護區升級為21世紀的大自然教育課室，致力推廣自然保育，並構建成一個知識交流平台，分享如何有效管理濕地及棲息地。

預期整個升級工程完成後，米埔自然保護區將可大幅增加不同環保教育活動及導賞團的數量，每年惠及更多學生及公眾。此外，一眾訪問科學家、本地及海外研究員及保育人士，亦可運用米埔自然保護區升級的設施以進行科學及生態研究，促進交流及分享管理濕地的知識。計劃將會進一步鞏固米埔自然保護區作為本地及亞太區濕地保育、公眾教育及知識轉移中心的地位。



# MR. DOUGLAS C.K. WOO

## 吳宗權先生

Member of The Executive Council and Chairperson of Mai Po Nature Reserve  
Infrastructure Upgrade Project Steering Committee, WWF-Hong Kong

世界自然基金會香港分會  
董事委員會成員及米埔自然保護區設施改善計劃督導委員會主席



I am humbled by the opportunity to participate in WWF-Hong Kong's Mai Po Nature Reserve Upgrade Project.

I remember the delight of my first experience at Mai Po Nature Reserve many years ago as a student. It is wonderful to see WWF-Hong Kong and its impact on Hong Kong and the region grow from strength to strength over the years. It has been a pleasure to work under the leadership of Markus Shaw, Trevor Yang and Edward Ho over the past 12 years, and an honour for our group to continue our association with the wetland.

Mai Po Nature Reserve is a quiet haven in Hong Kong, a unique treasure. This rich, biodiverse region is a repository and habitat for rare birds, animals and plants. Through effective conservation and management of this wetland of international importance, the long-term vision is to present a place of wonder for visitors who can both appreciate and gain insight into this incredible natural resource in our own backyard.

Being involved in the Upgrade Project has been a journey of learning, sharing and building. We have to thank the committee members, supporters, operators, educators and visionaries who have brought the Mai Po Nature Reserve and WWF-Hong Kong to where we are today. The team and I hope that we can continue to build on this solid foundation.

我感到十分榮幸，有機會參與世界自然基金會香港分會的「米埔自然保護區設施升級及改善工程」。

回想起多年前我還是學生的時候，第一次參觀米埔自然保護區時那愉快難忘的體驗。世界自然基金會香港分會多年來不斷發展，在香港和亞洲區的影響力也與日俱增。在過去12年，我很高興能在邵在德先生、楊子信先生和何聞達先生的帶領下參與和實踐保育使命，亦很榮幸我和我的團隊能繼續為濕地保育出一分力。

米埔自然保護區是香港的世外桃源，寧靜美麗，孕育了富饒獨特的生物物種，為很多稀珍雀鳥、動物和植物提供棲息之所。透過有效保育及管理這片具有國際重要地位的濕地，長遠願景是讓來到米埔自然保護區的訪客可以欣賞和見識到我們香港的大自然及各種自然資源。

參與米埔自然保護區基礎設施升級及改善工程是一個學習、分享和創建的旅程。米埔自然保護區和世界自然基金會香港分會能有今天的成就，全賴所有委員會成員、支持者、營運者、教育界人士和具保育遠見人士的貢獻。我由衷感謝他們每一位，我和團隊希望在這個穩固的基礎上，繼續支持和強化保育工作。



# MAI PO NATURE RESERVE UPGRADE PROJECT

米埔自然保護區設施升級及改善工程



To uphold the Mai Po Nature Reserve and Inner Deep Bay's position as an important regional wetland contributing to the integrity of the East Asian-Australasian Flyway, WWF-Hong Kong is using the grant to preserve and protect the rich, diversified habitats and species of this crown jewel of Hong Kong, as well as to educate people about the importance of nature conservation.

The exciting undertaking of rebuilding the Peter Scott Field Studies Centre improves the capacity for wetland training and research as well as reinforces community commitment to local biodiversity. The contemporary makeover of the Education Centre with new features and better facilities, located at the heart of Mai Po Nature Reserve, will offer an enhanced learning experience. A new, wider wooden boardwalk path will connect Mai Po Nature Reserve's various facilities, and the two proposed bird tower hides, one in the south and the other in the north-east of the Reserve, will allow visitors and researchers to better observe the globally endangered and migratory birds that pass through the Reserve without causing a disturbance.

The upgrade will comprise advanced facilities that elevate Mai Po Nature Reserve and Inner Deep Bay to a whole new level.

為確保米埔自然保護區和內后海灣作為亞洲區內重要濕地的地位，並維護東亞——澳大利西亞遷飛路線的完整性，世界自然基金會香港分會善用獲資助的捐款，保育其豐富的濕地生境和生物多樣性，以及教育公眾自然保育的重要。

令人期待又振奮的斯科特野外研習中心重建項目，將更有助提高濕地的培訓和研究工作，同時亦肩負加強連繫社區對保護本地生物多樣性的重要角色。米埔自然保護區的教育中心將以新面貌示人，完善現有設施，帶來嶄新的學習體驗。連接米埔自然保護區各項設施的行人通道將更換為寬闊的木棧道，方便不同的到訪人士。兩個新興建的三層觀鳥屋，分別位於保護區南端及東北方，為訪客和研究人員提供更佳觀鳥場地，既可近距離觀賞各地瀕危鳥類及途經保護區的候鳥，而又不會對它們造成滋擾。

基建設施升級工程包括增設多項先進設備，將米埔自然保護區和內后海灣濕地提升至全新層次。





# MAI PO NATURE RESERVE UPGRADE PROJECT

米埔自然保護區設施升級及改善工程



Weekly meetings are conducted by Mr. Douglas Woo to ensure that the Mai Po Nature Reserve Upgrade Project is progressing smoothly and on track  
吳宗權先生每週主持工程進度會議，以確保米埔自然保護區設施升級及改善工程進展暢順及按計劃執行



Mr. Leong Cheung from The Hong Kong Jockey Club visited Mai Po Nature Reserve to observe the Upgrade Project upon commencement  
香港賽馬會張亮先生在升級工程展開後，到訪米埔自然保護區察看進度



- 5 Independent Upgrade Elements:**  
5個獨立的升級項目：
- 1. Rebuild of the Peter Scott Field Studies Centre  
重建斯科特野外研習中心
  - 2. Remake of Education Centre  
裝修教育中心
  - 3. New wooden boardwalk from the Peter Scott Field Studies Centre to Education Centre  
連接斯科特野外研習中心與教育中心之間的小徑將翻新為木棧道
  - 4. Bird Tower Hide I  
(north-eastern part of the Reserve)  
三層觀鳥屋I  
(位於保護區東北方)
  - 5. Bird Tower Hide II  
(southern part of the Reserve)  
三層觀鳥屋II  
(位於保護區南端)



Two new bird tower hides will be developed to cater to the needs of birdwatchers, researchers, school groups and other visitors  
兩座新興建的三層觀鳥屋，將更有效迎合觀鳥人士、研究人員、學校團體及其他訪客的需求



A new and wider wooden boardwalk path will be constructed to provide greater convenience for all visitors  
將新增設一條更寬闊的木棧道，方便不同的到訪人士



Mai Po Upgrade Project Steering Committee members including Ms. Serena Fan and Mr. Matthew Chan (first from right) recharge for the work ahead and discuss the project's progress during a fruitful lunch meeting  
米埔自然保護區設施改善計劃督導委員會的成員，包括范本賢女士和陳耀源先生（右一），在午餐會議上再度推進工程，並仔細檢討工程的進度



Mai Po Upgrade Project Steering Committee members conduct a site inspection during the demolition and rebuild of the Peter Scott Field Studies Centre  
在斯科特野外研習中心清拆及重建過程中，米埔自然保護區設施改善計劃督導委員會的成員進行實地視察



The newly-renovated Education Centre offers enhanced facilities designed to enrich students' learning experience  
翻新後的米埔自然保護區教育中心，設施更趨完善，為學生帶來更豐富的學習體驗



# CONNECT

連繫各界



WWF-HONG KONG'S EVER-EXPANDING OUTREACH TO  
DIFFERENT SECTORS OF SOCIETY ENCOURAGES SUPPORT  
AND COLLABORATION ON NATURE CONSERVATION  
世界自然基金會香港分會持續與社會各界建立  
緊密聯繫，呼籲各持份者支持自然環境保育工作





# ENGAGING OUR STAKEHOLDERS

連繫持份者

## CORPORATE & COMMUNITY ENGAGEMENT

### 商界企業及社區參與

WWF-Hong Kong works with companies to assess their environmental impact and advance conservation, give back to the community and achieve social responsibility objectives.

Under the “Corporate Membership Programme” launched in 2000, the business community has shown its commitment to protecting the future environment and proven that economic progress and conservation can go hand in hand.

Companies accredited under WWF-Hong Kong’s “Low-carbon Office Operation Programme” and “Low Carbon Manufacturing Programme” have collectively avoided nearly half a million tonnes of carbon emissions since 2010. We will continue to equip forward-looking companies with best practice technology and energy-efficient operations to help drive Hong Kong’s transition towards becoming a green city.

Community and individual supporters play an important role at WWF-Hong Kong. It is WWF-Hong Kong’s duty to honestly, transparently and fully educate the public by providing them with real-world ecological experience. The support from the public, our corporate partners, Trust and Foundations, and major donors enable us to help ensure a sustainable future.

世界自然基金會香港分會與不同企業合作，協助評估其營運對環境造成的影響及推行可持續發展政策，回饋社會，以實現企業的社會責任目標。

「公司會員計劃」於2000年推出，並得到不少商界企業支持，承諾同為保護未來環境出一分力。這亦證明經濟發展與環境保護是可以和諧共融。

自2010年以來，參與世界自然基金會香港分會「低碳辦公室計劃」及「低碳製造計劃」的公司成功減少近50萬噸的碳排放。我們會繼續提供最佳技術和節能營運方案，幫助具前瞻性的企業推動香港發展，邁向一個綠色城市。

社區和個人支持者對世界自然基金會香港分會是非常重要的。我們有責任誠懇地、透明地及直接清晰地教育公眾，為他們提供真實的生態體驗。全賴市民大眾、企業夥伴、信託基金及主要捐款人的支持，我們才能推展各項環保措施，締造可持續發展的未來。

WWF-Hong Kong aims to reinforce in people’s minds the critical link between their behaviour and the natural world, encourage behavioural changes to reduce carbon emissions and prevent overconsumption by engaging businesses and the public to behave sustainably.

Striking the balance between economic development and conservation is always one of WWF-Hong Kong’s principles. We will

continue to protect Hong Kong’s biodiversity and provide solutions to stakeholders to tackle environmental challenges.

By joining forces, we act as a driver to build a green economy and champion a sustainable city.

世界自然基金會香港分會致力宣揚人類的生活模式和行為與自然世界之間是如何互相影響；鼓勵公眾改變一些生活細節，減少碳排放，同時亦推動商界

企業與市民採取和實踐可持續營運及生活方式，避免過度耗用地球的自然資源。

在經濟發展與生態保育之間取得平衡點，一直是世界自然基金會香港分會的原則之一。我們將繼續保護香港的生物多樣性，同時為相關持份者提供應對環境挑戰的策略和方案。

我們擔當倡導者的角色，凝聚各方力量，共建綠色經濟，實現可持續發展城市的目標。



# WWF-HONG KONG SIGNATURE EVENTS

世界自然基金會香港分會旗艦活動



## EARTH HOUR 地球一小時

An annual worldwide movement organised by the WWF global network to raise awareness of energy consumption and its effects on the environment. The event unites millions of people to call attention to climate change and has made a positive environmental impact. "Earth Hour" aims not only to combat the climate crisis, but also to ensure our own health, happiness, prosperity and even survival. In Hong Kong, we are thankful to have Everbright Environment Charitable Foundation Company Limited as our enduring major sponsor.

這是世界自然基金會一年一度舉辦的全球環保活動，目的是提高公眾對能源消耗及其對環境影響的認識。活動匯聚數百萬人一同關注氣候變化，同為環境帶來正面影響。「地球一小時」不僅呼籲應對氣候危機，更寓意我們能建立一個健康、快樂、繁榮的生存環境。我們很感謝光大環境公益基金會有限公司作為香港「地球一小時」的長期主要贊助機構。

## BIG BIRD RACE 香港觀鳥大賽

WWF-Hong Kong's long-running birdwatchers' event to uphold habitat management at Mai Po Nature Reserve. It has grown for four decades, generating enthusiasm locally and from overseas among professional and novice birdwatchers.

「香港觀鳥大賽」是世界自然基金會香港分會歷史最悠久的活動，為米埔自然保護區棲息地管理籌募經費。該活動已舉辦接近40年，吸引不少本地及海外鳥類專家及觀鳥愛好者參加。



## WALK FOR 步走大自然 NATURE



A family fun day to support the importance of wetland conservation. Participants enjoy the beautiful scenery and learn about the importance of preserving biodiversity and conserving Hong Kong's natural environment.



「步走大自然」適合大小朋友、家庭及團體一起參與，齊心響應濕地保育。參加者可以欣賞米埔自然保護區美麗的大自然風景，同時認識保護本地生態環境及生物多樣性的重要。



## RUN FOR WILD

A friendly competition for eco-warriors with a passion for running and promoting sustainable living as well as raising awareness of habitat degradation and endangered species protection.

召集生態守護戰士的跑步活動，以提高公眾對可持續生活模式、生境退化及保護瀕危野生物種的關注。

## WWF-HONG KONG 世界自然基金會香港分會全年活動 YEAR-ROUND ACTIVITIES

We host inspiring activities year-round at our three outdoor centres, where people can discover and experience nature conservation.

本會全年在三個戶外教室舉辦富啟發性的活動，讓參加者感受大自然，親身體驗環境保育。



# EMPOWERING NEW ADVOCATES

培育新一代倡導者



The educational mission of WWF-Hong Kong is to create a new generation of conservation and sustainability advocates through fun, engagement and real-life experience.

We started providing educational programmes in 1984, which have evolved into comprehensive experiential learning that deploys a range of innovative approaches. We firmly believe that through active involvement, young people will become equipped with knowledge, skills, positive values and attitudes towards sustainable living and nature conservation.

Education has no boundaries. Our core target is the key players in the education and youth sectors but we will aggressively expand it to other stakeholders including local communities, companies and the regional and even global education network.

世界自然基金會香港分會的教育使命是「透過趣味活動、親身參與和體驗，培育出下一代保育和可持續生活的倡導者。」

我們自1984年開始舉辦各種教育活動，並不斷藉著創新手法以提供全面的體驗式學習。我們深信透過積極參與，年輕人能在知識、技能、價值觀和態度層面上實踐可持續生活模式和參與自然環境保護工作。

教育無分界別與領域。雖然我們主要的對象是教育界人士及青年，但我們亦積極拓展至其他持份者，包括本地社區、企業機構等，甚至將我們的工作連繫至亞洲區域及全球教育網絡。



# ONE PLANET SCHOOLS

## 學校教育項目



© Fung Hon Shing / WWF-Hong Kong



WWF-Hong Kong's "One Planet Schools" programme integrates Education for Sustainable Development in all aspects of school education. We have the advantage of being uniquely able to conduct activities at our outdoor classrooms at Mai Po Nature Reserve, Hoi Ha Wan and Island House to enrich students' nature conservation experiences. A variety of outdoor experiential learning activities, school outreach, professional teacher development, online learning and school partnerships are carefully designed and aligned with the school syllabus. The contemporary makeover of the Education Centre, located at the heart of Mai Po Nature Reserve, as part of the magnificent Mai Po Nature Reserve Upgrade Project, with a new exhibition hall and better equipped facilities, will offer a further enhanced learning platform.

We constantly strive to develop more options to facilitate teaching and learning requirements. Our goal of "One Planet Schools" is to fulfil the Organisation's ambition to deliver bigger conservation impacts at a community level through schools.

世界自然基金會香港分會的「One Planet學校教育項目」將可持續發展議題融入學校教育各範疇。我們的優勢是可使用位於米埔自然保護區、海下灣及元洲仔的三個戶外教室舉辦教育項目，為學生提供獨特的學習體驗。我們根據學校課程架構，精心設計各式各樣的戶外體驗學習、校園外展、教師專業培訓、網上學習及學校夥伴等項目。米埔自然保護區的設施升級及改善工程，為其中位於保護區內的教育中心增設嶄新的展覽館及添置各樣先進設施和儀器，以提供更完善及更優質的學習平台。

我們不斷努力提供更多方案，以促進配合「學與教」的需求。「One Planet學校教育項目」的宗旨是矢志透過校園社群的積極參與，在社區層面上帶來更大的保育及可持續發展的正面影響。



# ONE PLANET YOUTH

## 青年教育項目

WWF-Hong Kong launched the "One Planet Youth" education programme in 2017 to inspire, motivate and empower young people to become leaders and spokespeople for nature by organising a variety of citizen science conservation actions, leadership training and overseas expeditions.

Over the past three years, we have collaborated with respected youth groups and associations and enlisted over 900 passionate individuals, aged from 15 to 30, to take part in the "One Planet Youth" programme. It is encouraging that in 2020, one of our committed young leaders has been selected as a member of the WWF Global Youth Action Team, driving advocacy campaigns at a global level. We must do more to engage and mobilise young people, who are a powerful force in shaping a sustainable future of harmony between nature and people.

Through the "One Planet Youth" education programme, we are empowering tomorrow's change makers, from a local level to a global level.



世界自然基金會香港分會於2017年啟動「One Planet青年教育項目」，透過舉辦各類型的公民科學研究活動，領袖培訓及海外考察計劃，啟發和推動年青人，激勵他們成為保育領袖，一起為環境發聲。

我們在過去3年與多個青年團體和協會合作，吸引了900多位15至30歲對環境保育充滿熱誠的年青人參與「One Planet青年教育項目」。值得鼓舞的是於2020年，我們其中一位年青領袖更獲選為世界自然基金會WWF Global Youth Action Team的成員，參與全球性的環保倡議活動。我們深信，年輕新一代是一股強大力量，我們必須加強連繫及動員他們，培育更多保育領袖，促進可持續生活模式，締造大自然與人類和諧共存的未來。

透過「One Planet青年教育項目」，我們培育未來的環保領航人才，在本地以至國際舞台上發光發亮。



# THREE CLASROOMS

大自然教室

WWF-HONG KONG'S THREE OUTDOOR CENTRES ALLOW PEOPLE  
TO EXPLORE HISTORY AND APPRECIATE HONG KONG'S  
INCREDIBLE NATURAL ENVIRONMENT

世界自然基金會香港分會設有三個戶外教室，  
讓大家一起探索其文化歷史，欣賞和認識  
香港令人讚嘆的自然生態環境

© Martin Harvey / WWF

© Cody Yim / WWF-Hong Kong



# JOURNEY OF DISCOVERY

探索之旅

Our unique outdoor learning centres are our roots and have expanded our capacity to connect with and educate people about nature. The heritage and history of the centres are part of WWF-Hong Kong's cultural identity, which provides us with a sense of continuity and belonging. They are not only to be enjoyed but also to be treasured and conserved for future generations.

本會的戶外教室各具特色，除了體驗和學習自然生態，亦是我們推廣自然保育的基地。這些戶外教室擁有悠久的歷史價值和豐富的自然遺產，交織出世界自然基金會香港分會獨有的文化，傳承著一份歸屬感並必須傳遞下去。我們不僅可以享受這些大自然教室，更要為下一代好好珍惜和保存。



# MAI PO

## NATURE RESERVE

### 米埔自然保護區

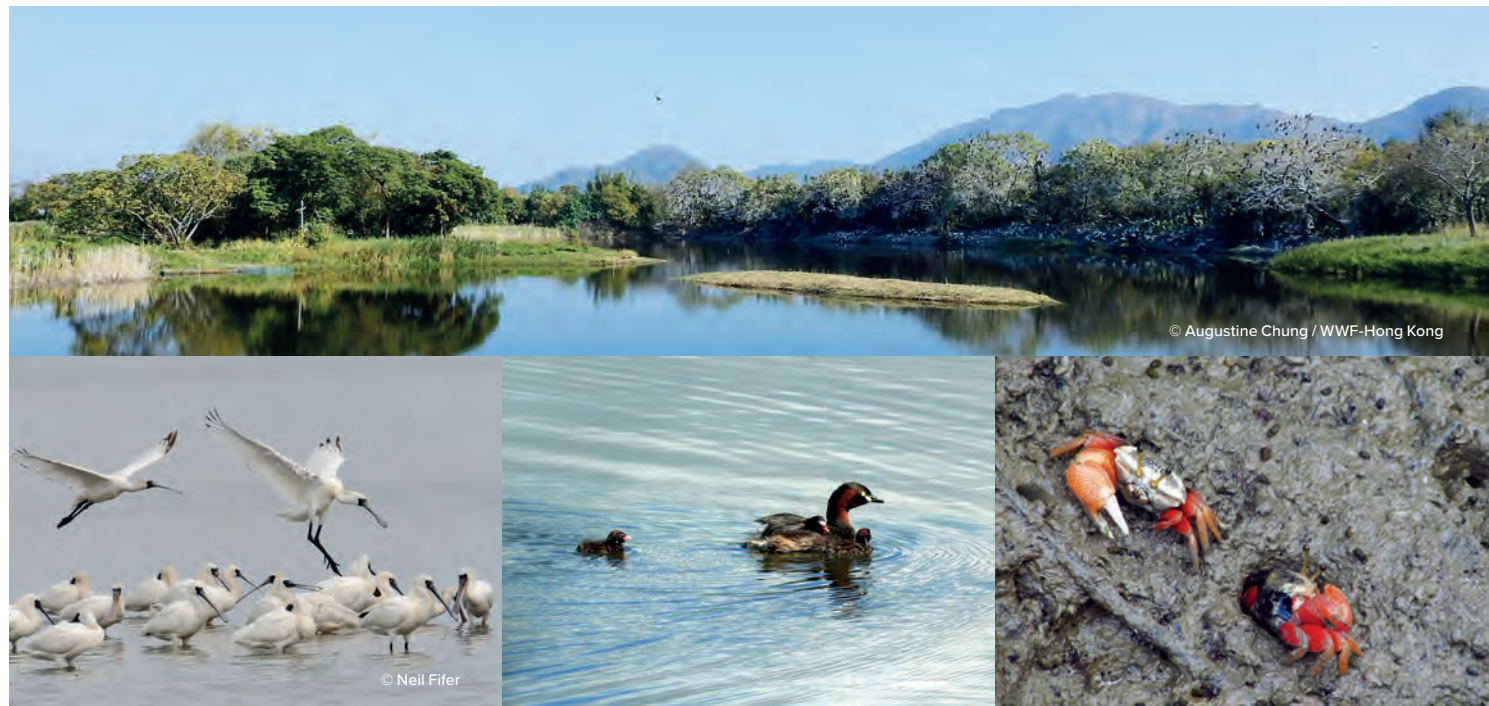
Known as Hong Kong's bird paradise, it allows students and visitors to experience first-hand the City's natural environment and enrich their knowledge of local biodiversity. It is also a key training facility for those involved in the protection of wetlands across the region.

Mai Po and Inner Deep Bay wetlands were recognised as a Wetland of International Importance under the Ramsar Convention in 1995. They are a haven for tens of thousands of migratory birds during autumn and winter, and bustle with vibrant insect life and gei wai shrimp in spring and summer.

They host over 2,050 wildlife species including 400 bird species, 35 of which are endangered.

被譽為香港的「雀鳥天堂」，讓學生和參觀者親身體驗在城市裡的自然環境，和加深對本地生物多樣性的認識。米埔自然保護區亦是一個濕地培訓設施，在推動亞太地區濕地保育和教育方面扮演著重要角色。

米埔及內后海灣濕地在1995年被《拉姆薩爾公約》列為「國際重要濕地」。每年秋冬，成千上萬的候鳥飛來棲息；春夏之際正是基圍蝦和昆蟲活躍的時份。這裡孕育了2,050種野生生物品種，包括400種鳥類，其中35種更屬瀕危物種。



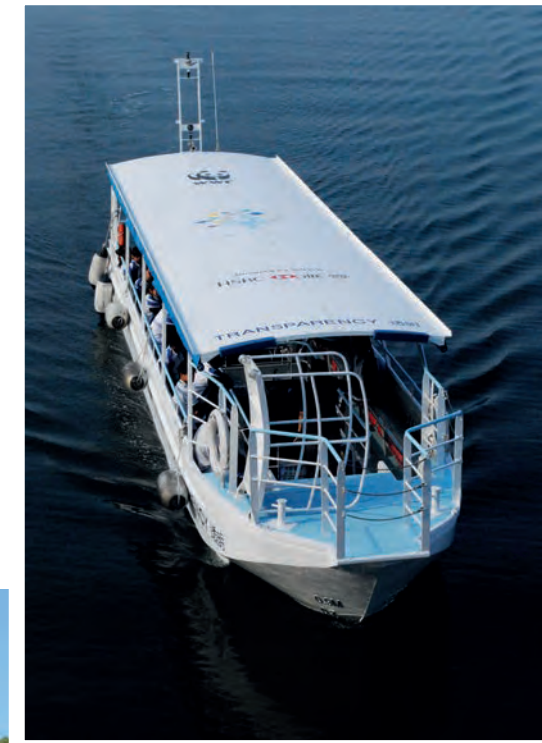
#### THE HISTORY 歷史

<b>1940s</b>	Traditional gei wai shrimp cultivation ponds were built after World War II 傳統基圍蝦養殖塘於二戰後建成			
<b>1983</b>	WWF-Hong Kong commenced management of the Mai Po Nature Reserve with the aims of increasing biodiversity and using it for educational and research purposes 世界自然基金會香港分會接手管理米埔自然保護區，致力提升野生物種的多樣性，並進行教育和研究工作			
<b>1984</b>	WWF-Hong Kong's signature event, the			
		<b>1986</b>	Education Centre opened with a generous grant from The Hong Kong Jockey Club 香港賽馬會捐出慷慨款項成立教育中心	
		<b>1990</b>	The Peter Scott Field Studies Centre was officially opened and the wetland management	
		<b>1995</b>	Mai Po and Inner Deep Bay was recognised as a Wetland of International Importance under the Ramsar Convention 米埔及內后海灣被《拉姆薩爾公約》確定為「國際重要濕地」	
		<b>2013</b>	Received the BirdLife International Conservation Achievement Award in recognition of its efforts	
		<b>2015</b>	The Hong Kong Jockey Club Charities Trust made a HK\$347 million donation for the Mai Po Nature Reserve Infrastructure Upgrade Project, which kicked off in 2018 獲香港賽馬會慈善信託基金捐助3.47億港元，支持米埔自然保護區的基礎設施升級及改善工程。項目於2018年啟動	
			training programme initiated 斯科特野外研習中心正式啟用，同年亦推出米埔濕地管理培訓項目	
			to protect the endangered black-faced spoonbill 獲國際鳥盟頒發「保育成就獎」，以表揚本會致力保護黑臉琵鷺的貢獻	

# HOI HA

## MARINE LIFE CENTRE

### 海下灣海洋生物中心



Hoi Ha Wan Marine Park was among the first batch of marine parks in Hong Kong. Home to more than 60 coral and 120 fish species, the Hoi Ha Marine Life Centre offers an opportunity to appreciate our valuable marine resources. We show how humans affect the marine ecosystem through pollution, urban development and over-fishing.

海下灣海岸公園為香港首批成立的海岸公園之一，超過60種珊瑚和120種魚類在此棲息。市民及學生可以在這裡欣賞珍貴的海洋生物，與此同時了解人類的活動，例如污染、城市發展和過度捕撈等，是如何影響海洋生態系統。

#### THE HIGHLIGHTS 摘要

1800s	Hoi Ha Village was established by a group of Hakka settlers from mainland China 來自中國內地的客家人在海下灣定居，成為海下村				
1980s	Resettlement of the village and introduction of more leisure and nature-loving tourists 政府重置海下村，吸引酷愛休閒和大自然的遊客				
1988	WWF-Hong Kong worked with the Government to establish marine parks and				
		1996	After eight years of campaigning, Hoi Ha Wan, covering 260 hectares, became one of Hong Kong's first marine parks 經過八年的努力，佔地260公頃的海下灣海岸公園終於成為香港首批海岸公園之一	2003	Hong Kong's first "Classroom on the Sea", the Jockey Club HSBC WWF-Hong Kong Hoi Ha Marine Life Centre, was established 香港首個「海上教室」成立，取名為「賽馬會滙豐世界自然(香港)基金會海下灣海洋生物中心」
				2008	Hoi Ha Marine Life Centre was officially unveiled, providing interactive marine education programmes and community visits 海下灣海洋生物中心正式揭幕，提供互動式海洋教育項目和公眾參觀活動
				2008 onwards	The facilities at the Hoi Ha Marine Life Centre include an exhibition room, an aquarium, a research centre, sea-view multi-function rooms and the popular one and only glass-bottomed boat in Hong Kong 海下灣海洋生物中心的設施包括展覽室、水族館、研究中心、海景多用途活動室，以及全港唯一一艘玻璃底船



# ISLAND HOUSE

## CONSERVATION STUDIES CENTRE

### 大埔元洲仔自然環境保護研究中心



Built at the beginning of the 20<sup>th</sup> century and declared a heritage monument in 1983, Island House Conservation Studies Centre is a unique urban ecology venue which hosts 140 local and introduced plant species. Students and visitors learn the history of this heritage site and its rich natural surroundings.

元洲仔自然環境保護研究中心於20世紀初建成，並於1983年被列入為法定古蹟。這裡種植了140種本地原生植物和外來植物品種，是一個非常獨特的城市生態公園。學生和參觀者可以深入認識這座寧謐古蹟的歷史，和欣賞四周豐富的自然景觀。

#### ARCHITECTURAL FEATURES OF ISLAND HOUSE

##### 元洲仔的建築特色

- Main building is a two-storey classic colonial structure featuring red-brick façades, double-layered pan-and-roll tiled roof and open verandahs  
主建築樓高兩層，以紅色石灰和紅磚砌成，抹上白灰塑牆泥，屋頂以中式雙筒雙瓦鋪砌，典雅樸實，加上圓拱形遊廊，充滿殖民時期風格
- It contains a dining room, drawing room, office, four bedrooms, four bathrooms, hall, staircase, pantry and lavatory  
室內設有飯廳、客廳、辦公室、四間睡房、四間浴室、大廳、樓梯、配膳室及洗手間
- The distinctive tower also contains a lighthouse to help vessels navigate Tolo Harbour  
別樹一格的樓塔內設有燈塔，為吐露港行駛的船隻引航
- Iconic style of the early 20<sup>th</sup> century, with arches, columns and buttresses adorned with carvings and tiles  
拱門及柱子，配以扶壁牆上暗磚紋裝飾，是二十世紀初的標誌建築風格
- A separate building provides servants' quarters and is comprised of a European-style kitchen, a storage room and a butler's pantry  
另有獨立建築房子作為僕人宿舍，設有歐洲式廚房、儲物室及管家用膳室
- A stable and a coach house were constructed at the entrance of the building, located at the foot of the hill  
山腳的官邸入口處建有馬廐及馬車房

# CENTRAL VISITOR CENTRE

## 中環訪客中心



Newly renovated Central Visitor Centre is our sustainable-lifestyle hub. Formerly WWF-Hong Kong's headquarters from 1990 to 2013, it houses an exhibition of our current conservation work, a venue for functions and a Panda shop featuring the latest collections of eco-products. The centre is adjacent to the Hong Kong Central Heritage Trail and the Edward Youde Aviary at Hong Kong Park.

位於中環新裝修的熊貓會是推廣可持續生活的訪客中心。這裡曾於1990年至2013年用作世界自然基金會香港分會的總部。市民可到訪參觀我們的展覽，進一步了解本會現時的保育工作，同時亦是一個多功能場所，還有熊貓禮品店展示最新的環保產品。中環訪客中心毗鄰香港中區文化徑及香港公園尤德觀鳥園。



#### THE STORY 古蹟

**1800s** Tai Po was a small market town which was a focal point for trade and communications  
大埔昔日為一個小墟市，是交通、人流和貿易的集中地

**1904** Construction of the buildings started and was completed in 1906; the

**1947**

building was to acquire the name "Island House"  
整座建築於1906年落成，被稱為「島上房子」

Became the official residence of 15 consecutive Secretaries for the New Territories; Sir David Akers-Jones and his wife

**1986**

were the last occupants of Island House  
成為新界政務司的官邸，前後共15名新界政務司可入住，最後的住客為鍾逸傑爵士伉儷

WWF-Hong Kong was awarded custodianship of Island House, which has been a conservation

studies centre promoting education for sustainable development since 1987  
世界自然基金會香港分會獲授予管理權，自1987年起將元洲仔發展成自然環境保護研究中心，用以推廣可持續發展的教育活動





# WILDLIFE SOLUTIONS

穩健管理

THE DEVOTED LEADERSHIP OF  
WWF-HONG KONG OVER THE YEARS  
世界自然基金會香港分會歷年來  
敬業的領導人



# DR. PHILIP KWOK 郭志權博士

Establishing the Mai Po Nature Reserve is Dr. Philip Kwok's proudest achievement as Chairman.

郭志權博士任內最引以為傲的是建立米埔自然保護區。

The founding Chairman of WWF-Hong Kong, Dr. Philip Kwok was responsible for getting the Organisation off the ground in the City. The impetus for the launch of WWF-Hong Kong in 1981 was provided by leading politician and businessman Sir Kenneth Fung, who was a long-term family friend. "He knew HRH Prince Philip, who was the President of WWF International, and HRH Prince Philip convinced Sir Kenneth to start WWF in Hong Kong as the President," says Dr. Kwok. "He asked me to be the Chairman."

The Organisation began with zero resources, no permanent staff and far less public interest in conservation than there is today. "The focus then was just on endangered species. In Hong Kong it was on the panda."

In 1983, WWF-Hong Kong's first fundraising event was the "Panda Ball", at which HRH Prince Philip was the guest of honour. The event raised more than HK\$1 million for the Wolong Panda Reserve in Sichuan Province.



When the focus switched to local projects, establishing the Mai Po Nature Reserve was at the top of the list. "We initiated 'Big Bird Race', the first public fundraising activity in 1984, with just two teams of four. The next year, we expanded to seven teams including the 'All Stars Team' which I formed and I was the captain of for many years. Gei wai shrimp ponds, one of the core wetland habitats in the Mai Po Nature Reserve, needed to be acquired one

by one, as the funds raised from 'Big Bird Race' could only buy one pond at a time."

As funds grew each year from "Big Bird Race", WWF-Hong Kong could allocate money for the management of the Mai Po Nature Reserve and the implementation of education programmes. Dr. Kwok says, "We needed a place where people and students could come and learn about birds and plants; this is a venue for people to discover nature." The "Big Bird Race" remains a signature annual fundraising event at WWF-Hong Kong and Dr. Kwok is still an active supporter of his "All Stars Team".

Dr. Kwok says that establishing the Mai Po Nature Reserve and getting the Organisation into shape are his proudest achievements as Chairman, particularly its role in evangelising the importance of conservation across China. "We can invite managers of wetlands in China to come here and send people over there. I am really happy, because they are making big strides and sharing expertise in wetland habitats and biodiversity."

世界自然基金會香港分會於1981年成立，首任主席郭志權博士負責香港分會的啟動工作。當時，計劃成立世界自然基金會香港分會是由一位在政商兩界顯赫的家族好友馮秉芬爵士首先發起。郭博士說：「馮爵士認識愛丁堡公爵菲臘親王殿下，而菲臘親王是當時世界自然基金會國際總會會長。菲臘親王說服馮爵士在香港設立世界自然基金會香港分會，並擔任會長，而馮爵士則邀請我擔任主席。」

香港分會由零資源開始，沒有正職員工，當年公眾對環境保育的興趣較今天更是少之又少。「當時世界自然基金會香港分會的重點放在保護瀕危物種上，而在香港，我們致力保育的是大熊貓。」

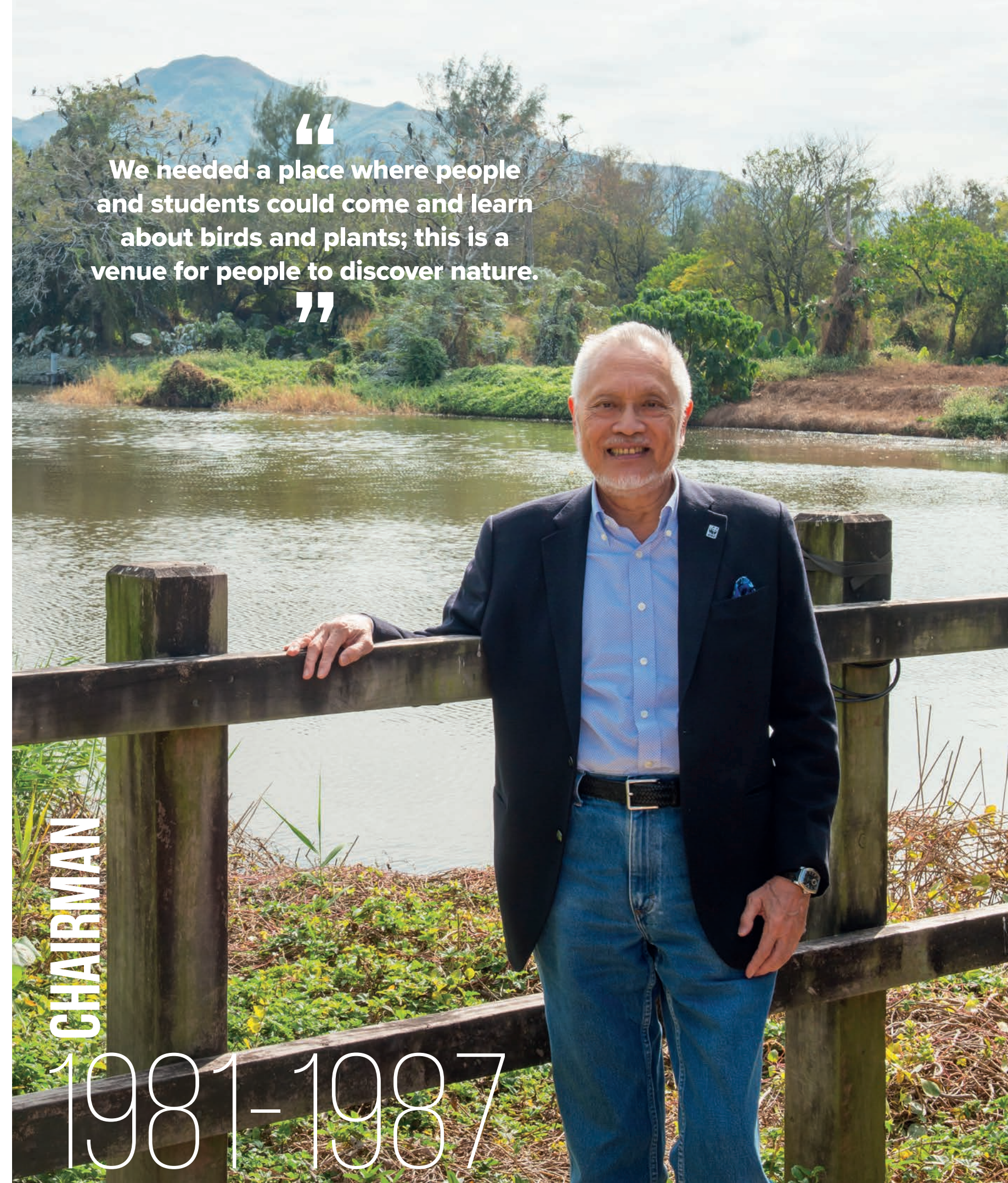
世界自然基金會香港分會於1983年舉辦首個籌款活動「熊貓舞會」，並邀得菲臘親王駕臨香港出席及擔任嘉賓。活動最後為四川省臥龍大熊貓自然保護區籌得逾100萬港元的善款。

當香港分會逐漸轉向發展本地保育項目，興建米埔自然保護區便成為首要計劃之一。「我們在1984年舉行首次公眾籌款活動『香港觀鳥大賽』，當年只有兩隊各由四人組成的參賽隊伍。翌年，參加隊伍數目增至七隊，當中包括由我組成及兼任隊長的名人隊。『香港觀鳥大賽』籌募所得的款項將用於為米埔自然保護區購入基圍蝦塘，它是保護區內的一個重要濕地生境。由於每年收益只能購買一個蝦塘，所以每個蝦塘需要逐一購入。」

隨著「香港觀鳥大賽」的收益一年比一年增加，世界自然基金會香港分會可以將資金投放到米埔自然保護區的管理和推行環保教育項目。郭博士說：「我們需要一個可以讓市民和學生認識雀鳥和植物的地方，米埔自然保護區便是令他們發掘大自然的地方。」「香港觀鳥大賽」成為世界自然基金會香港分會的一項標誌性年度籌款活動，郭博士至今仍然積極支持他所創立的「名人隊」。

郭博士表示，他任內最自豪的成果莫過於成功建立米埔自然保護區，以及帶領香港分會逐漸走上軌道，尤其是香港分會在中國宣揚保育意識方面發揮著重要作用。「我們安排內地濕地管理員來香港交流，同時亦派遣香港的專業管理人員前往內地考察。我很高興看見內地與香港溝通合作，加強濕地生態管理，增進相關技巧及知識。」

“We needed a place where people and students could come and learn about birds and plants; this is a venue for people to discover nature.”



CHAIRMAN

1981-1987



CHAIRMAN  
1974-1991

# SIR DAVID AKERS-JONES

## 鍾逸傑爵士

**Sir David Akers-Jones made Island House into a Conservation Studies Centre for WWF-Hong Kong.**

鍾逸傑爵士將前新界政務司官邸交給世界自然基金會香港分會作為自然環境保護研究中心。

One of the most influential figures in Hong Kong's late 20<sup>th</sup> century history, the City's former Chief Secretary and acting Governor, Sir David Akers-Jones had a central role in the development of WWF-Hong Kong. He first became involved with the Organisation as a Trustee in 1982, then became Chairman five years later, and after his tenure served as Vice-President from 1994 until 2011. We are fortunate and honoured to have benefitted from his leadership.

After Mai Po Nature Reserve was established during Dr. Philip Kwok's chairmanship, Sir David had an important task in securing its future as a bird haven of international significance. He was first given responsibility for the area by Governor Sir Murray MacLehose in the 1970s, and was on the WWF-Hong Kong committee that looks after it. Signing the first agreement with the Jiangxi Forestry Bureau in mainland China over cooperation with the Poyang Lake Forestry Reserve and Bird Sanctuary was a great achievement in the 90s.

Sir David, who described himself as "a country man at heart", had a lifelong conservation passion for horticulture, wildlife and Hong Kong's landscape. He lived in Island House in Tai Po from 1974 to 1985 when he was the Secretary for City and District Administration. He planted dozens of varieties of trees in the lawn in front of the house, gradually transforming it into the arboretum that still stands there today. He and his wife Jane would spend their weekends driving around the New Territories hunting for different trees to plant.

He had the idea of turning the house into a Conservation Studies Centre operated by WWF-Hong Kong when his successor decided not to live at the house, giving WWF-Hong Kong another educational venue. The exquisite Island House became an urban ecological site for both preserving the beautiful heritage building as well as showcasing the City's diverse flora and fauna.

It was this all-encompassing dedication that helped to lay a solid foundation for WWF-Hong Kong to go from strength to strength. The best way to remember Sir David is by carrying on his work of transforming the City that he loved into a sustainable place for everyone. He made a difference to WWF-Hong Kong and the City, and his spirit will live on in the wonderful things he has accomplished.

### From Bryony Akers-Jones, Sir David's daughter:

*My father loved Hong Kong and he wanted every person to have the opportunity to enjoy its wildlife and countryside. He was a passionate gardener; nothing made him happier than seeing Island House garden flourish. The last time I went there, I took lots of photos to show him because it was looking especially beautiful and loved. Every part of the garden held special memories for us. Thank you, WWF-Hong Kong.*

“  
**He made a difference to WWF-Hong Kong and the City, and his spirit will live on in the wonderful things he has accomplished.**  
**He will be missed.**  
”

鍾逸傑爵士是香港20世紀末最具影響力的人物之一。他是香港前布政司兼署理總督，他亦在世界自然基金會香港分會的發展中擔當重要的角色。他於1982年以理事身份加入世界自然基金會香港分會，並於五年後出任主席，其後於1994年至2011年擔任副會長。在他的領導下，我們獲益良多。

米埔自然保護區於郭志權博士任內建立後，鍾逸傑爵士接手將米埔自然保護區繼續鞏固成為聞名國際的鳥類天堂。早在1970年代，他已獲前港督麥理浩爵士授命負責發展和「照顧」米埔及其周邊地區，隨後他亦成為世界自然基金會香港分會的委員，參與督導米埔自然保護區的運作。在鍾逸傑爵士的帶領下，世界自然基金會香港分會與內地江西省林業局就鄱陽湖林業保護區及鳥類保護區簽署首份合作協議，是我們於90年代取得的一項重大成就。



鍾逸傑爵士形容自己十分喜愛郊野，畢生致力保護香港的園景、野生動植物和自然風貌。他於1974年至1985年擔任新界政務司，入住位於大埔元洲仔的官邸。他在屋前的草坪種了數十株樹木，漸漸茂密猶如一個小型植物園，至今仍然保存。鍾逸傑爵士一向對園藝有興趣，他和妻子會在周末走遍新界各園圃，尋覓不同的樹木品種。

當他的新界政務司繼任人決定不搬進大埔元洲仔官邸時，他建議將官邸改建成環境保護研究中心，並交由世界自然基金會香港分會管理，保存建築物之餘，亦成為香港分會的另一個環境教育基地。官邸環境清幽雅緻，儼如都市中的生態園區，不僅保留了美麗的歷史古蹟，同時展示香港豐富多樣的動植物。

全賴他對環境保育作出的多方面貢獻，本會得以不斷茁壯成長。懷念鍾逸傑爵士的最佳方法莫過於延續他的使命，把他熱愛的香港建設成人人嚮往的可持續發展城市。鍾逸傑爵士對世界自然基金會香港分會和本港發揮舉足輕重的影響，他的精神將伴隨他的德行流傳百世。

### 鍾逸傑爵士的女兒Bryony Akers-Jones:

我父親很愛香港，他希望每個人都有機會享受香港的鄉郊和體驗其野生動植物。他喜歡園藝，看見元洲仔的庭園越來越茂盛，是令他感到最開懷滿足。我上次探訪元洲仔時，四周環境綠意盎然，旖旎迷人，於是拍下多幅照片給父親欣賞。這個庭園每個角落都滿載著我和家人的特別回憶。十分感謝世界自然基金會香港分會的悉心管理。



# MR. HANS MICHAEL JEBSEN 捷成漢先生

During Mr. Hans Michael Jebsten's tenure, WWF-Hong Kong made strenuous efforts to broaden its supporter base, including corporations.

捷成漢先生在任期間，付出很大的努力，擴大公眾和企業對世界自然基金會香港分會的支持。

Environmental conservation has always been close to Mr. Hans Michael Jebsten's heart. "Having spent many years living in the Danish countryside, the conservation of natural heritage became one of my key interests," he says. "Moving to Hong Kong in 1981, I soon became aware that our natural environment is both precious and endangered. Hong Kong's variety of species of flora and fauna is astounding."

He first got involved with WWF-Hong Kong in 1985, visiting the Wolong National Nature Reserve in Sichuan as part of its giant panda conservation efforts. "Soon after, I was asked by Sir David Akers-Jones to take over from him as Chairman of WWF-Hong Kong."

Mr. Jebsten and his team were particularly proud of the way they created traction in the corporate sector as well as increasing participation among young people. The Organisation saw the opportunity to collaborate with the corporate sector to bring in funding, which later provided the foundations on which the corporate membership programme was built. "To secure funding on a more sustainable basis, we built up the 'Tree of Life' concept, which would make it attractive for corporations to be part of the environmental cause through WWF-Hong Kong."

The strategy was first to appeal to companies' sense of corporate responsibility and consciences, then engage business leaders to experience the Mai Po Nature Reserve. Through this strategy, WWF-Hong Kong has established a strong brand image for nature conservation in the business sector.

The seeds of WWF-Hong Kong's third outdoor centre, the Hoi Ha Wan "Classroom on the Sea", were sown during Mr. Jebsten's tenure, in 1996. "The objective



behind creating this centre was to raise public awareness of the wealth of marine life that Hong Kong offers and to protect and manage our rich local coral clusters," he says. "One of the origins of the fishing ban in Hoi Ha Wan and other parts of Hong Kong is WWF-Hong Kong's work in raising awareness of our rich marine life diversity."

For the future, he adds, "I am confident that WWF-Hong Kong will remain at the forefront of Hong Kong's environmental protection and education, as well as raising awareness among the young generation that we must manage our resources responsibly – that we only have one planet Earth. It fills me with gratitude having been able to serve as Chairman of WWF-Hong Kong at the dawn of environmental consciousness across our community."

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WWF-Hong Kong has established a strong brand image for nature conservation in the business sector.  
”

環境保育一直是捷成漢先生的關心所在。他說：「在丹麥鄉郊生活了多年，保護自然遺產成為我的主要興趣之一。1981年移居香港後，我意識到我們的自然環境十分寶貴，同時又備受威脅。香港實在擁有既豐富而又多樣的動植物品種。」

1985年，他首次參與世界自然基金會香港分會的活動，並到訪四川臥龍自然保護區，此行是世界自然基金會香港分會保護大熊貓工作的一部分。「不久之後，鍾逸傑爵士邀請我接替他出任世界自然基金會香港分會主席。」

捷成漢先生及其團隊對能夠喚起企業重視環保，和吸引更多年青人支持保育活動，感到非常自豪。我們看見與企業攜手合作籌募資金的机会，為日後推出公司會員計劃奠定基礎。「為確保有一個穩定而持續的營運資金來源，我們建立『生命之樹』的概念，藉此吸引商界和企業透過支持世界自然基金會香港分會為環境保育出一分力。」

這策略首先以客觀可靠的理據喚起公司的企業責任和良心，然後與企業翹楚合作，讓他們參與和親身體驗米埔自然保護區的自然生態環境。透過這策略，世界自然基金會香港分會在商界成功樹立自然保育的品牌形象。

世界自然基金會香港分會第三個戶外教育中心——在海底灣興建的首個「海上教室」於1996年在捷成漢先生的任期內開始策劃。他表示：「闢建該中心目的是提升市民珍惜香港海洋生態的意識，保護和管理本地豐富的珊瑚群落。我們提高公眾對本港海洋生物多樣性的認識，是促使日後倡議禁止漁民在海底灣和香港其他海域捕魚的其中一個根源。」

展望未來，他補充道：「我有信心，世界自然基金會香港分會將繼續站在保護香港環境和環境教育的前線，培育年輕一代對環保的正確態度和行為，因為我們只有一個地球，必須認真而有責任地管理自然資源。我很欣慰能夠擔任世界自然基金會香港分會的主席，見證環保價值觀漸漸融入香港每個社區角落。」

CHAIRMAN

1994-2003





# MR. MARKUS SHAW 邵在德先生

Marine conservation was a top priority during Mr. Markus Shaw's chairmanship.

海洋保育是邵在德先生任期內的重點工作。

Mr. Markus Shaw made marine conservation a top priority during his tenure, officially inaugurating the Hoi Ha Marine Life Centre, Hong Kong's first "Classroom on the Sea", in January 2008. It took over ten years to build and required enormous efforts from WWF-Hong Kong

management, committee members and major funding partners, Hong Kong Jockey Club and HSBC.

"I grew up in Hong Kong very close to nature," he says. "Then I started scuba diving. If you look at

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If you look at the landscape of conservation  
in Hong Kong, the one area that needs  
critical attention is the marine environment.  
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the landscape of conservation in Hong Kong, the one area that needs critical attention is the marine environment. And it is very tough, because all the environmental devastation takes place out of public sight underwater.”

The “Save Our Seas” campaign kicked off under his chairmanship with two objectives: to ban trawling and create Marine Protected Areas or sizable “no take zones”. The former came to fruition at the end of 2012, when Hong Kong became the first territory worldwide to enact a complete trawling ban. “You can see the results in the waters today, there are many more fish,” he says.

Mr. Shaw was determined to make the three outdoor centres, the Mai Po Nature Reserve, the Island House Conservation Studies Centre and the Hoi Ha Marine Life Centre, become important tools to educate and motivate the public to get more involved in nature conservation. At the same time, he helped to convince the HKSAR Government of the importance of conservation through extensive lobbying.

Mr. Shaw was first asked to get involved with WWF-Hong Kong as a committee member in 1998 by Mr. Jebsen. “Then, I remember, he asked if I would like to take over as Chairman. I asked how much work it would involve, and he said ‘Not more than a couple of hours a week’. I know now not to trust those kind of statements.” Until CEO Mr. Eric Bohm was appointed, he was working three to four days a week filling both roles. He also served on the Board of WWF International for 10 years.

In the future, he adds, Hong Kong faces two major conservation challenges. “The first is marine – only five per cent of our waters are marine parks; we should be moving to looking at waters less as



fishing resources than leisure and conservation resources. And the other is biodiversity; we have an obligation to preserve it and if possible to increase it.”

邵在德先生在任期內致力改善海洋生態，在他帶領推動下，香港首個「海上教室」——海下灣海洋生物中心於2008年1月正式開幕。有賴世界自然基金會香港分會的管理層、理事會成員、以及主要資金合作夥伴——香港賽馬會和香港匯豐銀行的支持和努力，用了十多年時間，才把這個海洋生物中心完成。

邵先生表示：「我在香港長大，生活環境非常貼近大自然，後來我開始喜愛潛水。環顧香港的自然保育措施，其中最需要關注的範疇便是海洋環境。然而，海洋保育工作十分艱鉅，因為很多生態破壞都是發生在水底，非公眾能輕易看到。」

「拯救海洋大行動—SOS」在他任期內啟動，這項目主要包括兩個目標：禁止拖網捕魚及劃出海洋保護區或大範圍的「禁捕區」。而前者於2012年底實現，當時香港成為全球首個宣佈禁止全面拖網捕魚的地區。他說：「今天你可從海裡看見我們努力的成果，香港水域有更多的魚。」

邵先生亦矢志推動本會的三個戶外教育中心，包括米埔自然保護區、元洲仔自然環境保護研究中心及海下灣海洋生物中心，成為教育和鼓勵公眾參與大自然保育的重要工具。同時，他亦向香港特區政府官員進行廣泛遊說，讓他們明白環境保育的重要性。

在1998年，他獲捷成漢先生邀請成為世界自然基金會香港分會的理事會委員，參與香港分會的事務。「我記得，當時的主席捷成漢先生問我有否興趣接任主席。我問他工作量有多大。他說：『一周最多兩小時。』我現在當然知道他只跟我開個玩笑。」直至委任龐毅理先生擔任行政總裁前，邵先生均每週工作三至四天，同時肩負主席及行政總裁兩個職責。他亦曾在世界自然基金會國際總會的董事會服務10年。

他補充，香港未來在保育方面將面對兩大挑戰。「首先是海洋——我們只有百分之五的水域屬於海岸公園，這些水域應被視為休閒和保育資源多於漁業資源。另一項挑戰是生物多樣性，我們有責任保護這些物種之餘，更要盡力豐富牠們。」

CHAIRMAN



# MR. TREVOR YANG 楊子信先生

Mr. Trevor Yang brought the global “Earth Hour” initiative to the City, with money-saving and environmental benefits.

楊子信先生將「地球一小時」這項全球性活動帶到香港，達到既可省錢又能推動環保的效益。

When Mr. Trevor Yang first became involved with WWF-Hong Kong in the mid-2000s, his main role, as befits his finance industry background, was to professionalise the way the Organisation was funded. It soon grew into something far bigger than that when he became Chairman in 2008.

One of the most important developments while he was Chairman, he says, was bringing the global “Earth Hour” initiative to Hong Kong in 2009. “We made a huge push, talking to schools, universities, companies and so on. The turnout for ‘Earth Hour’ was close to three million people in the City. I thought that was phenomenal for a first attempt.”

He says the initiative received support across the board, including from the then Convenor of the Executive Council of Hong Kong, Mr. Leung Chun-ying. “Earth Hour” continues as an annual global movement from WWF on the last Saturday of each March.

Another success during Mr. Yang’s time was the introduction of the ban on trawling in Hong Kong waters at the end of 2012. “That was fantastic,” he says. “The work started under my predecessor Mr. Markus Shaw. We got celebrities involved, and then companies signed up like Swire and HSBC, and then we started on government officials.”

He also highlights Mai Po Nature Reserve’s role in fostering conservation. “I am totally in awe of what we have achieved at Mai Po today. The educational programmes we have put in place have given us the ability to engage so many schools, and that’s very important. And now there is the brand new Peter Scott building being built, thanks to a generous amount of funding from The Jockey Club Charities Trust. I was really impressed that towards the end of my tenure, we were talking about making Mai Po Nature Reserve a regional

centre through the Asian Waterbird Conservation Fund. One of our colleagues was even up in North Korea; the fact that we were invited there is absolutely remarkable. It recognises our wetlands management is strong and successful.”

And it is those colleagues, he says, that have made the Organisation so successful. “The great thing about WWF-Hong Kong is there are lots of people within the Organisation with lots of passion and knowledge. The Chairman is more of a figurehead. It was the people within the Organisation who made it all happen.”



楊子信先生於2000年中加入世界自然基金會香港分會，憑藉他在金融業界的經驗和智慧，令本會的籌募工作變得更專業化。世界自然基金會香港分會繼續迅速拓展，並隨他於2008年擔任主席後不斷擴充。

他表示，在任內取得其中一個最重要里程碑，無疑是將「地球一小時」這項全球性推廣環保活動帶到香港。「我們大力推動，並呼籲學校、大學、企業等一同響應。香港當年首次參與『地球一小時』的參加者數目接近300萬人，成績相當令人鼓舞。」

他補充，當年活動獲得各界鼎力支持，包括當時任香港特別行政區行政會議召集人梁振英先生。「地球一小時」是世界自然基金會一年一度的全球性活動，於每年3月最後一個星期六舉行。

楊先生任內另一重要成就，是成功爭取香港特區政府於2012年底禁止在香港水域進行拖網捕魚。「這個項目的成果實在令人欣喜。相關宣傳工作是由前任主席邵在德先生在他任內率領展開。我們接手繼續推廣，獲城中知名人士認同，以及太古、香港匯豐銀行等企業簽署支持，接着便向政府官員進行遊說。」

他亦強調米埔自然保護區對推動自然保育起了很大的作用。「米埔自然保護區能有今天如此驕人的發展，讓我驚嘆不已。我們在這裡進行有質素的教育項目並獲得眾多學校踴躍支持，這是十分重要。而有賴香港賽馬會慈善信託基金捐贈

“The great thing about WWF-Hong Kong is there are lots of people within the Organisation with lots of passion and knowledge.”

龐大款項，我們可在米埔自然保護區建造一座全新的斯科特野外研習中心。在我任期結束前，我們正洽談透過亞洲水鳥保育基金，將米埔自然保護區發展為區域性的自然保育中心。我最近得悉其中一位同事更獲邀前往北韓交流，這是絕不簡單，足證我們在濕地管理方面的傑出表現，成功得到國際認同。」

他指出，世界自然基金會香港分會能夠取得今天的成功，全賴同事們的努力不懈。「世界自然基金會香港分會成功之道，在於我們一班對環保充滿熱誠，又兼具專業知識的同事，並肩作戰。主席扮演領軍者的角色，集合所有人的力量，才能推動世界自然基金會香港分會繼續為自然資源和保育工作作出重大貢獻。」



# MR. EDWARD M. HO 何聞達先生

During Mr. Edward M. Ho's tenure, he spearheaded the raising of HK\$347 million in funds from The Jockey Club Charities Trust for the Mai Po Upgrade Project. The largest donation ever to WWF-Hong Kong was not only a shot in the arm for the Project, but also a massive vote of confidence.

在何聞達先生擔任主席期間，他帶領本會為米埔自然保護區升級及改善工程向香港賽馬會慈善信託基金籌得3.47億港元，是創會以來的最大單一捐款。這不僅為該項目注入所需資金，更反映香港賽馬會對我們的工作投以絕對信任的一票。



Among the multifaceted achievements during Mr. Edward M. Ho's tenure as WWF-Hong Kong Chairman, the most significant of all has been the Mai Po Upgrade Project. "The contribution we received from The Hong Kong Jockey Club Charities Trust is a massive vote of confidence," he says. "It is the biggest donation ever to the WWF."

According to Mr. Ho, the environmental challenges faced by Hong Kong and the wider world are greater than ever – but so are the opportunities. "After years in the finance industry, I am bringing the best of what I learned in my own fields of interest to Hong Kong's most respected NGO. We will push boundaries in the belief that everything in our ideals is possible."

"I am excited to see the transformation of the Organisation as it becomes more dynamic. WWF-Hong Kong has grown into an effective platform to deliver realistic and measurable results."

Another key highlight of Mr. Ho's tenure was the focus on combatting and educating about wildlife crime. The extensive campaigning bore fruit and culminated in the Legislative Council of HKSAR's decision to ban all ivory trading in the City, which will come into effect in 2021. "The ivory contraband was a huge business. We have educated people on how the illicit trade affects elephants and the environment, and it must be stopped," said Mr. Ho. WWF-Hong Kong has a vital role to play in driving change and shaping how conservation and business should be conducted when it comes to wildlife."

Other important initiatives started during Mr. Ho's chairmanship include the "One Planet Youth" education programme to help develop the education and

learning sector; as well as the "Run for Wild" annual race, an awareness-raising event which expands community engagement.

Today, Mr. Ho emphasises, WWF-Hong Kong's focus must be to galvanise different stakeholders, relate controversial issues to their daily lives and eventually transform the world into a better place with impactful and sustainable solutions.

He believes WWF-Hong Kong needs to widen its supporter base and grow resources. "We have strengthened our financial position considerably in the past six years and it is important to continue. We have tremendous buy-in from a lot of businesses, HKSAR Government Organisations and most importantly the general public. We must work hard for them to further support and enhance our cause."

WWF-Hong Kong's mission is not mere advocacy but also community engagement and cooperation. Hong Kong's Mai Po Nature Reserve is now known as a regional jewel where humans interact with and learn from nature. Ongoing improvements at Mai Po Nature Reserve, which will fully evolve into a 21<sup>st</sup> Century Nature Classroom, will enable Hong Kong to perform this task even better. Mr. Ho mentions, "We are putting the HK\$347 million contribution to very good use in serving the environment and the community. For wetland management professionals in China and other parts of Asia, academics, students and the elderly – we want to provide them with contemporary facilities here that explain the importance of conservation and seek to develop quantitative and qualitative solutions for the environment."

He concludes that it is teamwork that gives WWF-Hong Kong that transformational power. "The most gratifying element of the job has been the opportunity to work with a passionate and expanding group of people, including the past Chairmen and past Board members. Our efforts are collective as well as cumulative."



I am excited to see the transformation of the Organisation as it becomes more dynamic. WWF-Hong Kong has grown into an effective platform to deliver realistic and measurable results.

何聞達先生在任主席期間領導世界自然基金會香港分會取得多項斐然成就，當中米埔自然保護區設施升級及改善工程更是一項極為重要的項目之一。他表示：「我們獲得香港賽馬會慈善信託基金捐助巨額款項，無疑是給我們投下信心的一票。這是世界自然基金會國際網絡中獲得最大筆的單一捐款。」

他續說：「香港以至全球現時面對的環境挑戰確實比以往嚴峻，但相對機遇也越來越多。在金融界工作多年，我把在商界學到的知識運用在拓展本會的工作上。我深信只要全力去實現我們的願景，必能超越界限，一切都是有可能。」

「我很高興看見本會的發展越來越有推動力，已發展成為一個能提供準確和衡量成果的有效平台。」

何先生致力打擊非法野生生物貿易，以及推廣相關教育，亦取得顯著成果。香港立法會表決通過將於2021年全面禁止象牙貿易。他說：「買賣象牙製品是一項龐大的非法業務。我們向公眾呼籲和進行教育及宣傳，解釋非法象牙貿易是嚴重影響大象及生態環境，必須遏止。」在推動變革、制定野生生物保育方案，以及鼓勵企業採納可持續發展方針上，本會發揮極為關鍵的作用。

他亦推動其他重要措施，例如在香港分會發起「One Planet 青年教育項目」，旨在培育年輕一代為大自然的倡導者；以及舉辦一年一度的「Run for Wild」挑戰賽，擴大公眾人士身體力行參與支持保護野生動物。

他同時指出，今時今日，世界自然基金會香港分會必須激發不同持份者對環境保育的支持，將爭議性問題與他們的日常生活聯繫起來，最終可透過有效的可持續發展方案，使世界變得更美好。

他認為世界自然基金會香港分會需要不斷擴大支持者，並增加資源。「在過去六年，我們大大鞏固了整體財務狀況，這是必須持守。同時，我們的業務亦得到很多企業、香港特區政府團體及廣大市民的認同，所以我們必須加倍努力，回饋大家，繼續堅持和進一步為生態保育作出貢獻。」

我們的使命不單只提倡對環境保護的關注，亦銳意推動社區參與和合作。香港的米埔自然保護區是大中華區至亞太區內的一片自然瑰寶。在這裡，人們與大自然互動連結，學習與自然和諧共存。保護區現正進行改善工程，將全面提升成為21世紀大自然教室，有助進一步加強社區與大自然的聯繫。何先生表示：「我們善用這筆3.47億港元的捐款，用來保護環境生態和推廣公眾參與。我們亦計劃透過自然保護區的現代化設施，幫助中國和亞洲其他地區的濕地管理專業人員、學者、學生及長者了解保育的重要性，以及制定針對不同領域的環保方案。」

他認為團隊合作賦予本會不斷進步的力量。「這份工作可貴之處是能夠與一群對保育充滿熱誠、志同道合的同事一起合作共事，當中包括歷任主席及董事會成員。我們的努力不單是集體的，更是累積的。」



# CHAIRMAN | 2021-PRESENT

“

All of our staff  
are devoted to driving us  
forward, and I am confident  
we can and will prevail in  
this difficult world.

”



## MR. DANIEL 白丹尼先生 BRADSHAW

WWF-Hong Kong's new Chairman is ready to hit the ground running and guide the Organisation's promising next chapter.

世界自然基金會香港分會的新任主席已準備就緒，領導本會在保育路上編寫新篇章。

A lawyer by profession, WWF-Hong Kong's new Chairman Mr. Daniel Bradshaw has been involved with the Organisation since the start: in fact he prepared and filed the incorporation documents when it was founded 40 years ago.

The new Chairman is keen to highlight the invaluable contributions made by each of his predecessors, culminating with the incumbent. "Edward Ho has done a remarkable job," he says. "In particular, he was the leader on the Jockey Club project to revitalise the Mai Po Nature Reserve into a 21<sup>st</sup> Century Nature Classroom. As everyone knows, I am passionate about Mai Po, which is one of the great bird watching sites in the world." Together with other centres of WWF-Hong Kong, Mai Po Nature Reserve is just one part of WWF-Hong Kong, albeit a very important part.

At WWF-Hong Kong, conservation and education are always the fundamental objectives and core focuses. We must aim towards striking a balance between humans and the healthy natural environment, with a clear conscience to motivate the people of Hong Kong to carry out sustainable behaviour and attitude.

On his feelings about being asked to become Chairman, he says, "I felt comfortable taking on such an onerous task because WWF-Hong Kong has a great executive committee and good management across all of the disciplines needed for it to be effective in Hong Kong."

Mr. Bradshaw emphasises that the Organisation entirely depends on the skill and hard work of the people who are running it. They are the most important component and make WWF-Hong Kong strong. It is this human dimension, he adds, that is key to the Organisation's future. "Good people are what make NGOs like WWF-Hong Kong work. I hope to serve them in my capacity as Chairman for the benefit of us all. All of our staff are devoted to driving us forward, and I am confident we can and will prevail in this difficult world."

世界自然基金會香港分會的新任主席白丹尼先生為執業律師，自香港分會成立以來一直參與香港分會的事務。事實上，本會在40年前創立時，他便負責為本會準備及提交公司註冊的文件。

這位接捧的主席期盼將歷屆主席的寶貴貢獻傳承和發揚光大，並接手前任主席的工作。他說：「何聞達先生做得非常出色。尤其是在他帶領下，獲香港賽馬會撥款，把米埔自然保護區提升成為21世紀的大自然教室。眾所周知，我對米埔是充滿熱情，那裡是世界上其中一個最值得觀鳥的勝地之一。」與世界自然基金會香港分會的其他中心一樣，米埔自然保護區是香港分會非常重要的一部份。

環境保育和教育一直是世界自然基金會香港分會的基本目標和核心。我們必須在人類和健康的自然環境之間取得一個平衡點，以良知來鼓勵香港人，履行可持續發展的行為和態度。

對於擔任主席的感受，他說：「我非常樂於肩負起這項重任。世界自然基金會香港分會擁有卓越能幹的理事委員會和管理層，在所有保育領域取得良好成果和效益，使世界自然基金會香港分會得以在香港發揮重要的影響力。」

白丹尼先生強調，本會非常重視在這裡工作的員工，特別是他們的才能和敬業樂業的精神。他們是本會的重要支柱，令世界自然基金會香港分會得到今天的成就。他補充，香港分會未來成功的關鍵在於人。「只有優秀的員工，才能協助如世界自然基金會香港分會等非牟利組織有效營運。我希望以主席的身分為他們服務，與所有員工一起竭力推動本會前進，繼續為這個充滿環保挑戰的世界帶來改變。」





# SEMI-TOURIST MILESTONES

里程碑

A RETROSPECTIVE JOURNEY THROUGHOUT WWF-HONG KONG'S  
EVENTFUL AND IMPACTFUL HISTORY SINCE 1981  
回顧世界自然基金會香港分會自1981年以來的歷史時刻





1961

The World Wide Fund for Nature (WWF), then known as the World Wildlife Fund, was founded in Switzerland

世界自然基金會 (WWF)，前稱世界野生生物基金會成立，總部設於瑞士

The Mai Po Marshes were declared a "Site of Special Scientific Interest" by the Government

香港政府把米埔濕地列為「具特殊科學價值地點」



1976



"Let us continue to work hard, to leave our children and our children's children a living planet. It all begins with each of us making one conscious act each day to live in harmony with nature."

「讓我們繼續努力，為我們的下一代和他們的下一代，締造一個生生不息的地球。這一切都由我們每一個人、每一天有意識地與大自然和諧共存而開始。」

Sir Kenneth Fung Ping-fan, CEB, LLD, DSocSc, JP, KStJ  
馮秉芬爵士, CEB, LLD, DSocSc, JP, KStJ

1980

Sir Kenneth Fung Ping-fan, who later became Founder and President of World Wildlife Fund Hong Kong in 1981, and Mr. Wu Tai-chow met HRH Prince Philip, former President of WWF International, to discuss establishing a branch in Hong Kong

WWF-Hong Kong is grateful for HRH Prince Philip's dedication and support at the time of commencement  
馮秉芬爵士和好友胡棣周先生與前世界野生生物基金會國際會長愛丁堡公爵菲臘親王殿下會面，商討在香港設立分會。  
馮爵士日後成為世界野生生物 (香港) 基金會創辦人及會長  
世界自然基金會香港分會感謝菲臘親王在創會時期的貢獻和支持



World Wildlife Fund Hong Kong's inaugural gala dinner was held in the presence of HRH Prince Philip, former President of WWF International, and Mr. Charles de Haes, former Director General of WWF International. Sir Peter Scott, one of the Founders of WWF International who designed the panda logo, was also one of the guests

Sir Kenneth Fung Ping-fan and Dr. Philip Kwok were elected WWF-Hong Kong's first President and Chairman respectively

前世界野生生物基金會國際會長菲臘親王及前世界野生生物基金會國際總裁戴希斯先生在晚宴上，正式宣佈世界野生生物 (香港) 基金會成立。出席嘉賓還有世界野生生物基金會國際創會人之一及設計熊貓標誌的斯科特爵士  
馮秉芬爵士及郭志權博士分別當選首任會長及主席



1981



Ms. Mary Ketterer, then Honorary Director of World Wildlife Fund Hong Kong, was one of the prime movers in establishing the Hong Kong office. She was decisive and determined. She helped launch the "Big Bird Race" in 1984; led the extermination team in the reed battle in 1986 that manually removed reeds after the Mai Po Nature Reserve became infested; and overcame all obstacles to secure the premises under the Cotton Tree Drive Flyover in Central, which was WWF-Hong Kong's headquarters from 1990 to 2013

何桃君女士，前世界野生生物 (香港) 基金會榮譽總監，是成立香港分會的主要推動者之一。何女士是個非常果斷和很有決斷力的人。她在1984年協助籌辦第一屆「香港觀鳥大賽」；1986年因水位問題令米埔重點地區遍佈新長的蘆葦，急需清除，嘗試了任何方法都不成功，最後何女士率領獵滅隊及義工隊用人手割除蘆葦；另外，何女士一一克服所有困難，極力並成功爭取紅棉路橋車徑辦公室選址，成為由1990至2013年香港分會總部

1983



The "Panda Ball", our first fundraising event, raised more than HK\$1 million for the Wolong Panda Reserve in Sichuan Province. HRH Prince Philip was the guest of honour

首個大規模的籌款活動「熊貓舞會」為四川臥龍大熊貓保護區籌得約港幣一百萬元。菲臘親王是榮譽貴賓，令大會生色不少



The Mai Po Nature Reserve was established and WWF-Hong Kong began actively managing the area  
米埔自然保護區成立，並由世界自然基金會香港分會管理



# 1984

The first "Big Bird Race" was held, raising money to buy gei wai shrimp ponds at Mai Po Nature Reserve. First Big Bird Race had two teams led by Mr. Clive Viney and Mr. Mike Chalmers (Photograph of the winning team)

舉辦首屆「香港觀鳥大賽」，為購置米埔基圍蝦塘籌款。第一屆只有兩隊參賽隊伍，分別由尹連先生與米湛士先生帶領（圖為得獎隊伍）



Next year, it had expanded to seven teams including the "All Stars Team" led by Dr. Philip Kwok

翌年參加隊伍增至七隊，包括由郭志權博士擔任隊長的「名人隊」



Guided school visits were launched at the Mai Po Nature Reserve, laying the foundation for WWF-Hong Kong's education programmes

米埔自然保護區舉辦學校導賞團活動推廣保育，為日後推動可持續發展教育奠定基礎

# 1985



The Mai Po Marshes Wildlife Education Centre opened with HRH Prince Philip officiating  
前世界野生生物基金會國際會長菲臘親王親臨為米埔野生生物教育中心主持開幕儀式



# 1986



HRH Prince Philip inspected the floating boardwalk construction

Developments at Mai Po included the completion of the floating boardwalk; start of the public visit programme; and introduction of the floating hide and rain shelter

前世界野生生物基金會國際會長菲臘親王到訪米埔自然保護區視察興建位於后海灣通往泥灘的浮橋進展

除了落成浮橋外，同年在米埔自然保護區的發展和建設項目還有展開公眾導賞團、搭建浮動式觀鳥屋和雨棚







Island House became a Conservation Studies Centre operated by WWF-Hong Kong. HRH Prince Philip as the honorary guest at the opening ceremony together with Sir Kenneth Fung Ping-fan, Dr. Philip Kwok, Sir David Akers-Jones, Ms. Mary Ketterer and Professor Brian Morton, Founding Chairperson of WWF-Hong Kong Education Committee

Professor Morton had provided sound advice and exceptional contributions on conservation and environmental education work in the City over 20 years with WWF-Hong Kong. He will be remembered

元洲仔自然環境保護研究中心成立，世界自然基金會香港分會負責運作及管理。開幕典禮邀請菲臘親王為主禮嘉賓，聯同馮秉芬爵士、郭志權博士、鍾逸傑爵士、何桃君女士及世界自然基金會香港分會教育委員會首任主席莫雅頓教授一起揭幕。莫雅頓教授在本會二十年，我們懷念他努力為香港的保育和環境教育提供專業意見及付出莫大貢獻。



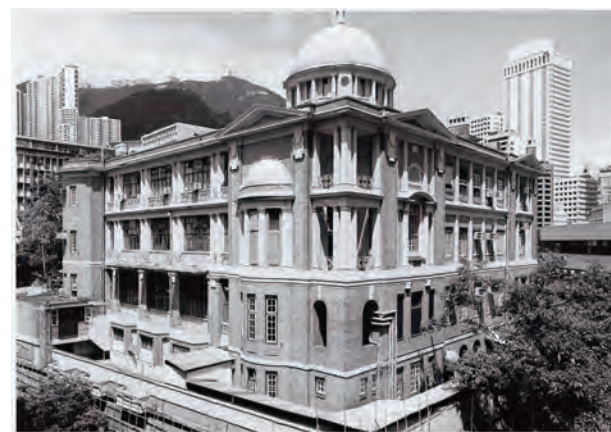
1987

Sir David Akers-Jones became the 2nd Chairman of WWF-Hong Kong. 鍾逸傑爵士接任第2屆世界自然基金會香港分會主席。



1988

"Education Mobile Unit School Outreach Programme" was implemented. 「流動教育外展項目」展開。



WWF-Hong Kong established its office at The Former French Mission Building on Battery Path, Central. 世界自然基金會香港分會位於前法國傳道會大樓的新辦事處啟用。



Hoi Ha Wan Committee was formed. Since then, WWF-Hong Kong worked with the Government to initiate marine parks and reserve projects, including Hoi Ha Wan.

世界自然基金會香港分會成立海下灣委員會，與香港政府合作商討包括海下灣在內的海岸公園和海岸保護區項目。

1988

1989

Organised the first "Hoi Ha Wan Underwater Photographic Shootout" to raise awareness on corals in Hoi Ha Wan.

舉辦首屆「海下灣海底攝影比賽」，加強公眾對海下灣珊瑚的認識。



Friendship Agreement was signed between Mai Po and Poyang Lake National Nature Reserve, Jiangxi Province, the largest freshwater lake in China and a vital stopping point for migratory birds.

米埔與中國江西省鄱陽湖國家級自然保護區簽訂友好合作協議。鄱陽湖是中國最大的淡水湖與候鳥的重要棲息地。







Peter Scott Field Studies Centre officially opened by Sir David Wilson, KT, GCMG, FRSE, the then Governor of Hong Kong, in the presence of Lady Philippa Scott  
前港督衛奕信爵士, KT, GCMG, FRSE 為斯科特野外研習中心主持揭幕, 出席嘉賓包括斯科特夫人



1990



WWF-Hong Kong began providing "Wetland Management Training Programmes" to support the conservation and management of wetlands in China  
展開「濕地管理培訓項目」, 輔助和支持中國的濕地保育及管理發展



New WWF-Hong Kong Central Office Headquarters officially opened  
世界自然基金會香港分會中環新總部啟用



First edition of "About Life", WWF-Hong Kong's newsletter, was launched  
世界自然基金會香港分會首本會員季刊「生命之延」正式出版



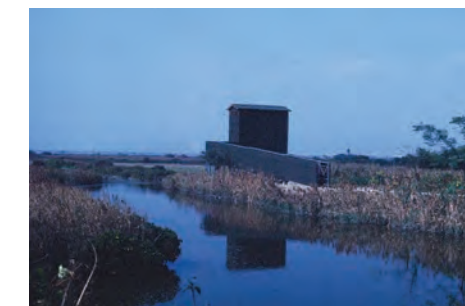
The first "Walk for Nature" event, then called "Discover Mai Po", inspired the public to learn more about Mai Po Nature Reserve and Hong Kong's natural environment  
舉辦首屆「米埔環保行」, 後來改名為「步走大自然」, 目的是讓公眾加深認識米埔自然保護區的保育工作和香港的大自然

1992

1991

Bird Tower Hide built at the Mai Po Nature Reserve; many important people from political and business sectors have visited, including Mr. Chris Patten, CH, PC, Sir David Ford, KBE, LVO and Mr. Peter Woo Kwong-ching, GBM, GBS, JP

米埔自然保護區增設觀鳥屋, 不少政商界重要人物也曾到訪, 包括彭定康先生, CH, PC、霍德爵士, KBE, LVO 及吳光正先生, GBM, GBS, JP





# 1993

WWF-Hong Kong initiated field research on the Chinese white dolphins around Chek Lap Kok, which had been chosen as the new airport site. WWF-Hong Kong organised Hong Kong's first "Day of the Dolphins" with the Hong Kong Marine Conservation Society, spotting at least 22 dolphins

香港新機場選址在赤鱘角後，世界自然基金會香港分會建議對棲息於赤鱘角一帶的中華白海豚進行研究。本會與香港海洋環境保護協會合辦首個「海豚日」，當日共見到約22條海豚



# 1994

Mr. Hans Michael Jebsen became the 3rd Chairman of WWF-Hong Kong

捷成漢先生接任第3屆世界自然基金會香港分會主席



WWF-Hong Kong's "Fun Green EMU" was one of the 1994 Caltex Green Fund Green Awards winners. The colourful lorry full of environmental games and displays extended education programmes to schools

「環翠樂流動教育組」贏得當年加德士環保基金綠色大獎。車身畫上七彩繽紛的圖案，加上遊戲站和環境教育展覽等外展活動，進一步把環保信息帶到學校



Campaign to lobby the Government for Mai Po and Inner Deep Bay to be designated as a Wetland of International Importance under the Ramsar Convention

促請香港政府把米埔及內后海灣列為《拉姆薩爾公約》的「國際重要濕地」

# 1995

Mai Po and the Inner Deep Bay wetland complex recognised as a Wetland of International Importance under the Ramsar Convention. Mr. Chris Patten, CH, PC, the last Governor of Hong Kong, attended the ceremony

米埔及內后海灣被《拉姆薩爾公約》劃為「國際重要濕地」，最後一位港督彭定康先生，CH, PC 應邀出席典禮



Launched the "Adopt-a-Dolphin" project to raise awareness of the plight of Chinese white dolphins

推出「海豚助養計劃」，提高公眾對中華白海豚的認識

# 1996



After 8 years of campaigning, Hoi Ha Wan became one of Hong Kong's first marine parks. Hong Kong's first "Classroom on the Sea", The Jockey Club HSBC WWF-Hong Kong Hoi Ha Marine Life Centre was established in 2003

經過8年的努力，海下灣成為香港首批海岸公園之一。2003年，賽馬會滙豐世界自然（香港）基金會海下灣海洋生物中心成立，成為香港首個「海上教室」





Sponsored the first survey of Chinese white dolphins and finless porpoises in Hong Kong waters by using hydrophones and a purpose-built cetacean detector

贊助首個使用水底測音器及聲波探測技術進行中華白海豚與江豚研究



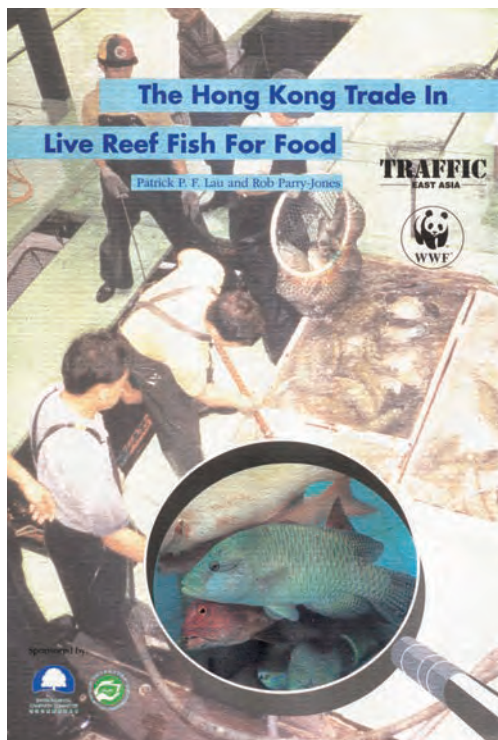
Coordinated "Hong Kong Reef Check" and co-organised "Oceans For Our Children" exhibition during the International Year of the Ocean to raise public concern and interest on marine conservation

鑒於國際海洋年，籌辦「香港珊瑚礁考察」與「孩子與海洋」展覽，提高公眾對海洋保育的關注

1998

"The Hong Kong Trade In Live Reef Fish For Food" report published in association with TRAFFIC East Asia, the project won the ECC Award for the Best Project of the year

與東亞野生貿易研究委員會合作推出「香港食用活珊瑚魚貿易調查」，項目贏得環境保護運動委員會全年最佳項目獎項



1999



"Coining Hong Kong's Green Dragon", WWF-Hong Kong's attempt to create the longest coin line in the world. The event raised HK\$2.35 million

舉辦「元元不絕匯青龍」活動，嘗試砌出全球最長硬幣「青龍」。這項活動共籌得235萬港元



"Black-faced Spoonbill Satellite Study Project" collated important data on the species' migratory routes

Mr. David Melville, the then Conservation Director and Executive Director of WWF-Hong Kong, oversaw many key projects especially the development of Mai Po Nature Reserve in the early days

進行「黑臉琵鷺人造衛星研究計劃」，搜集其遷飛路線的重要資料

梅偉義先生是前世界自然基金會香港分會環境保護總監及行政總監，策劃多項重要計劃，尤其是米埔自然保護區初期的發展





Hosted by Mr. Hans Michael Jebesen, a celebration of Sir Kenneth Fung Ping-fan's 89th birthday was held at Island House in appreciation of his dedication to WWF-Hong Kong over 20 years. Mr. Wu Tai-chow, a good friend of Sir Kenneth Fung and one of the founding persons of WWF-Hong Kong, also attended. 捷成漢先生邀請各界好友為馮秉芬爵士在元洲仔自然環境保護研究中心慶祝89歲生辰，以感謝他20年來對世界自然基金會香港分會的貢獻。馮爵士好友兼其中一位創會要員胡棣周先生應邀出席。



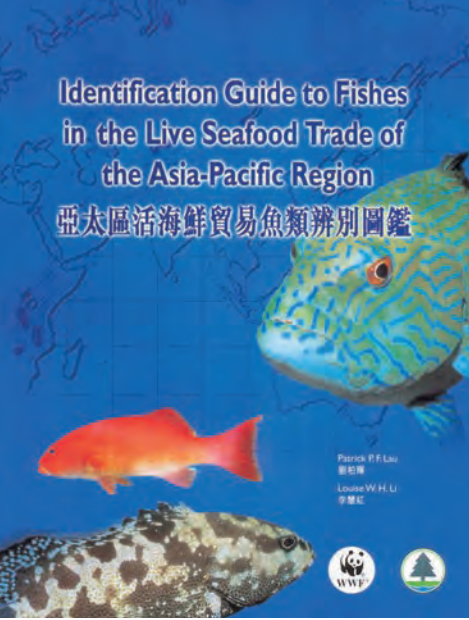
Mai Po Nature Reserve first participated in a regional leg-flagging scheme to study the migration patterns of shorebirds. 米埔自然保護區首次參與區域性的禽足旗標識系統，研究濱鳥遷飛模式。



"Save Our Seas" campaign kicked off, aiming to ban trawling and to create Marine Protected Areas. 「拯救海洋大行動 - SOS」啟動，目標是禁止拖網捕魚和劃出海洋保護區。

2000

Launch of WWF-Hong Kong's bilingual "Identification Guide to Fishes in the Live Seafood Trade of the Asia-Pacific Region", a powerful tool to ensure accurate seafood trade monitoring. 推出雙語編製的「亞太區活海鮮貿易魚類辨別圖鑑」，是監察海鮮貿易的實用及準確工具。



"Corporate Membership Programme" launched with an award presentation ceremony. In its first year, 36 companies joined the Programme, which helps companies adopt more environmentally friendly and sustainable business practices. 「公司會員計劃」推出及舉行頒授典禮，計劃協助機構推行環保及可持續發展措施。首年獲36間機構參加成為會員。

Mr. Markus Shaw became the 4th Chairman of WWF-Hong Kong. 邵在德先生接任第4屆世界自然基金會香港分會主席。

2004

2001



WWF-Hong Kong 20th Anniversary Celebration & Exhibition Ceremony. 世界自然基金會香港分會成立20週年慶祝酒會及展覽。



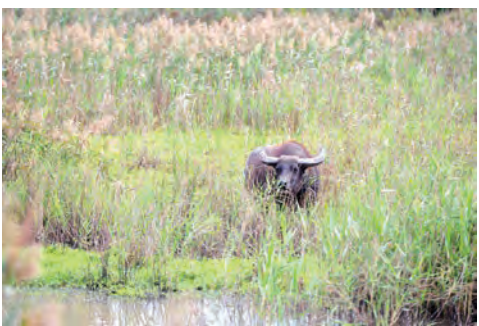




Professor Arthur Li Kwok-cheung, GBM, GBS, JP, the then Secretary for Education and Manpower, officiated the Inauguration Ceremony of Rotary Centennial Institute for wetland conservation at Mai Po Nature Reserve. Mr. Eric Bohm, the then CEO of WWF-Hong Kong, conducted the ceremony

前教育統籌局（現稱教育局）局長李國章教授，GBM, GBS, JP 獲邀到米埔自然保護區主持扶輪社百週年紀念項目，支持濕地保育。該活動由世界自然基金會香港分會前行政總裁龐毅理先生主持

## 2005



Launched a pioneering buffalo grazing research project at Mai Po Nature Reserve that has been beneficial in maintaining fresh water habitat conditions

在米埔自然保護區引入水牛在淡水魚塘的研究，有效維持淡水棲息地的環境狀況



Launch of "Sustainable Lifestyle Target Education Programme" (STEP), a five-year climate change education initiative sponsored by The Swire Group Charitable Trust

太古集團慈善信託基金贊助為期5年的「可持續生活模式教育計劃」，將有關氣候變化的教學內容，融入小學課程中



Relaunched and renamed "Discover Mai Po Charity Walk" to "Walk for Nature", to reinforce public awareness about nature conservation

「米埔環行」重新啟動並改名為「步走大自然」，讓市民加強認識自然保育的重要

## 2006



## 2006

The Hongkong Bank Foundation became our long-term sponsor for the South China Wetlands projects. We were grateful that The Zhangjiangkou National Mangrove Nature Reserve in Fujian Province, The Haifeng Birds Provincial Nature Reserve in Guangdong Province and The Honghu Wetlands Nature Reserve in Hubei Province were recognised with Ramsar designations in February 2008 after our wetland training

Dr. Lew Young was one of the key drivers of the South China Wetlands projects and contributed to many other migratory birds and wetlands programmes

自2006年起，世界自然基金會香港分會獲滙豐銀行慈善基金慷慨捐助，於華南地區展開為期五年的濕地保育項目，得以協助福建省漳江口紅樹林國家級自然保護區及廣東海豐鳥類省級自然保護區建立完善的濕地管理計劃。這兩個保護區，連同本會一直參與保育的湖北省洪湖濕地，於2008年2月獲確認為國際重要的「拉姆薩爾濕地」

楊路年博士是其中一位致力推動華南濕地保育項目的功臣，他畢生對演鳥遷飛及濕地保育作出偉大的貢獻



44 Hong Kong-based companies pledged not to buy or sell shark fin as part of their corporate activities

鯊魚保育工作得到廣大企業團體的鼎力支持，44家香港公司承諾停止購買或售賣魚翅



## 2007



East Asia's first "Seafood Guide" launched to promote sustainable seafood and raise awareness of marine biodiversity

推出東亞地區「海鮮選擇指引」，推廣食用環保海鮮和促請公眾關注海洋生物多樣性





Official opening of Hoi Ha Marine Life Centre with a launch ceremony hosted by Mr. Markus Shaw, Mr. Eric Bohm and officiating guests from our core sponsors, Professor T. Brian Stevenson, GBS, SBS, JP from The Hong Kong Jockey Club and Ms. Teresa Au from The Hongkong Bank. The centre further expands its programmes to reinforce the importance of our unique marine environment

海下灣海洋生物中心正式開幕，由當時主席邵在德先生、行政總裁龐毅理先生聯同主要贊助機構嘉賓香港賽馬會施文信教授，GBS, SBS, JP 及滙豐銀行區佩兒女士主持開幕儀式。本會將繼續拓展中心的项目，加強公眾認識本地海洋生態的重要性



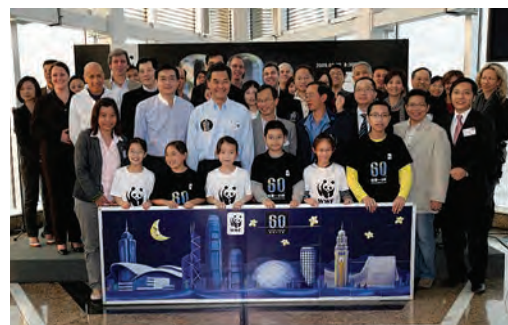
"Save Our Seas" petition amassed more than 58,000 signatures, a record response for WWF-Hong Kong and the largest public environmental petition ever in Hong Kong

世界自然基金會香港分會發起簽名請願運動，爭取公眾對「拯救海洋大行動」的支持。該運動收到超過58,000個簽名，打破了香港歷來的環保請願運動紀錄



Mr. Markus Shaw personally handed the petition to the then Chief Executive of HKSAR

世界自然基金會香港分會主席邵在德先生親自將所有簽名遞交予當時的香港特區行政長官



The first "Earth Hour" event in Hong Kong to raise awareness of climate change. Mr. Trevor Yang officiated the ceremony with Mr. Leung Chun-ying, GBM, GBS, JP and other guests

香港分會首度參與「地球一小時」，鼓勵公眾透過節約能源，對抗氣候變化。楊子信先生聯同梁振英先生，GBM, GBS, JP 及其他嘉賓主持啟動儀式

2007

Carbon Footprint Calculator for Hong Kong was launched, under the banner of "Climateers - Climate Change. So Can You". This was the first time such a device matched the daily experience of Hong Kong people

配合「氣候正能量 - 氣候點變，由你扭轉」項目，推出首個為香港度身訂造的碳足印計算器，為香港市民實踐低碳生活模式



2008

Mr. Trevor Yang became the 5th Chairman of WWF-Hong Kong

楊子信先生接任第5屆世界自然基金會香港分會主席

2009

"Low-carbon Office Operation Programme" (LOOP) was launched to reduce office greenhouse gas emissions

推出「低碳辦公室計劃」協助企業量度其碳足印，及建議減少碳排放的措施



"Climateers Ambassador Experiential Programme" engaged 200 young people to adopt low-carbon living

「氣候正能量大使體驗計劃」吸引了200名青少年參與，一起實踐低碳生活







WWF-Hong Kong joined forces and fought against eco-vandalism in Tai Long Sai Wan, the area designated as a country park in 2013

世界自然基金會香港分會聯同其他環保團體促請香港特區政府停止破壞大浪西灣的環境。2013年，香港特區政府決定把大浪西灣劃入郊野公園範圍



The “Say No to Shark Fin” campaign kicked off, urging everyone to avoid consuming shark fin at every occasion to protect shark species that are being threatened with extinction

推出「向魚翅說不」活動，呼籲社會各界避免在任何場合食用魚翅及其產品，保障鯊魚品種面臨絕種危機

# 2010

Within two months of the launch of the “Alternative Shark-free Menu” programme, 38 hotels and restaurants had signed up to provide shark-free banquet menus

推出不到兩個月的「無翅宴會菜單選擇計劃」，已得到38間餐廳和酒店支持



# 2011



The Legislative Council of HKSAR passed a trawling ban in Hong Kong waters on 18 May. The ban would start by the end of 2012, a momentous achievement for marine conservation

香港立法會於2011年5月18日通過禁止在香港水域進行拖網捕魚。法例於2012年底正式實施，乃海洋保育的重要里程碑

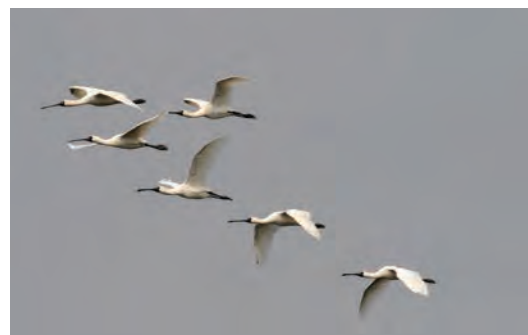


“Sustainable Seafood Week” gave the public a fun yet serious look at the problem of overfishing and a taste of the solution

「品味環保海鮮週」是透過有趣的活動讓公眾正視過度捕魚的問題，並進一步認識各種解決方案

WWF-Hong Kong marked World Migratory Bird Day by announcing it has successfully flagged almost 2,000 birds in 11 years to keep track of rare shorebirds

在世界候鳥日，世界自然基金會香港分會宣佈在過去11年成功為近2,000隻濱鳥繫上足旗，有助確認和追蹤稀有濱鳥



“1,600 Pandas World Tour: Creativity Meets Conservation”, French artist Paulo Grangeon created 1,600 papier-mâché pandas from recycled materials to represent the 1,600 real pandas left in the world today. All proceeds donated to WWF-Hong Kong for conservation and education work

「1,600熊貓遊香港・創意X保育展」，法國著名藝術家Paulo Grangeon以回收廢紙為材料，設計1,600隻不同大小的熊貓模樣，再手製成全球野生熊貓僅存數目的藝術品。所有展覽收益撥捐世界自然基金會香港分會作保育及教育用途

# 2012

# 2013



WWF-Hong Kong and Mai Po Management Committee were awarded the BirdLife International Conservation Achievement Award for protecting endangered Black-faced Spoonbills

Dr. Steve Cheung, the then Chairperson of Mai Po Management and Development Committee, received the award

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

張肇昌醫生是當年米埔管理委員會主席，並代表領獎

# 2014

Mr. Edward M. Ho became the 6th Chairman of WWF-Hong Kong  
何聞達先生接任第6屆世界自然基金會香港分會主席



“Coastal Watch”, a large-scale ecological survey and coastal cleanup programme in response to the 2012 plastic pellet spill disaster. The report revealed that plastic constituted an average of 60% of land-based litter and over 80% of floating litter

世界自然基金會香港分會展開大型海洋保育及海岸清潔「育養海岸」計劃，回應2012年膠粒事件構成的生態危機，報告指出塑膠佔陸地垃圾的60%及海洋垃圾的80%





"Walk for Nature", one of WWF-Hong Kong's signature events, received great support from the HKSAR Government officials. Mr. Wong Kam-sing, GBS, JP, Secretary for the Environment, Mr. Alan Wong Chi-kong, JP, the former Director of Agriculture, Fisheries and Conservation, and Dr. Leung Siu-fai, JP, the current Director of Agriculture, Fisheries and Conservation, were invited as the officiating guests. In 2014, Dr. Marco Lambertini, Director General of WWF International, was our special guest

世界自然基金會香港分會的年度旗艦活動「步走大自然」，得到香港特區政府官員頂力支持。環境局局長黃錦星先生，GBS, JP、前漁農自然護理署署長黃志光先生，JP 及現任漁農自然護理署署長梁肇輝博士，JP 均應邀為主禮嘉賓。2014年，現任世界自然基金會全球總幹事Marco Lambertini 博士更是活動的特別嘉賓



"Run for Change", WWF-Hong Kong's first charity run, was held on the same day as "Earth Hour". This spectacular inaugural night run attracted over 2,600 participants and raised close to HK\$1 million

為配合「地球一小時」效應，於同日舉行首屆「跑出未來」慈善跑。是項夜跑賽事共吸引逾2,600名參加者參與，為本會保育及教育項目籌得近一百萬港元



Mr. Wong Kam-sing, GBS, JP, Secretary for the Environment, visited Mai Po Nature Reserve to experience wetland management  
環境局局長黃錦星先生，GBS, JP 參觀米埔自然保護區體驗濕地管理的重要



The Hong Kong Jockey Club Charities Trust awarded WWF-Hong Kong HK\$347 million to transform Mai Po Nature Reserve into a 21st Century Nature Classroom  
Construction began in September 2018  
獲香港賽馬會慈善信託基金的3.47億港元支持，把米埔自然保護區創造成為21世紀大自然教室  
工程在2018年9月啟動



## 2014/2015

Mr. Eddie Ng Hak-kim, GBS, JP, former Secretary for Education, visited Mai Po Nature Reserve and Hoi Ha Marine Life Centre to appreciate the value of outdoor experiential learning

前教育局局長吳克儉先生，GBS, JP 參觀米埔自然保護區和海上灣海洋生物中心，確認戶外體驗學習的價值



The Swire Group Charitable Trust sponsored the "Sea For Future" campaign in 2015, a long-term project which aims to safeguard the future of Hong Kong's vibrant marine life

太古集團慈善信託基金在2015年贊助「惜海洋 續未來」計劃，這是一項長遠的合作項目，目標是旨在守護香港海洋生態的未來



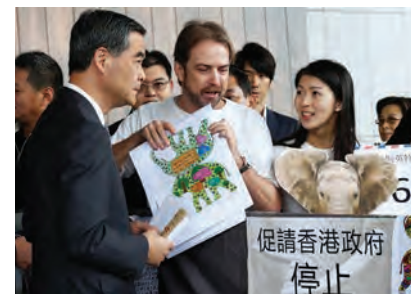
Mr. Edward M. Ho was joined by Mr. Leung Chun-ying, GBM, GBS, JP, Mr. Lam Woon-kwong, GBS, JP, Mr. Shun Chi-ming, SBS, JP, Professor Lam Chiu-ying, SBS and other guests at the global "Earth Hour" 10th anniversary event to witness the amazing "lights out" moment

何聞達先生聯同主禮嘉賓梁振英先生，GBM, GBS, JP, 林煥光先生，GBS, JP, 岑智明先生，SBS, JP, 林超英教授，SBS 及其他嘉賓一同出席「地球一小時」全球10週年活動，欣賞香港夜景燈光轉暗的震撼時刻

## 2016

WWF-Hong Kong's "Rewrite Their Future" petition calls on the HKSAR Government to permanently ban the ivory trade in Hong Kong. The Chief Executive of HKSAR announced in his 2016 Policy Address that the government would actively explore phasing it out

發起聯署並展開「改寫象未來」活動，促請香港特區政府禁止象牙貿易。香港特區行政長官於2016年施政報告中提出逐步淘汰本地象牙貿易



## 2017

The "One Planet Youth" education programmes launched, empowering young people to become future conservation leaders  
「One Planet青年教育項目」推出，培育青年人成為未來保育的倡導者



16 of the top 20 global shipping companies, over 60% of the global shipping market, banned shark fin shipments

全球20大船公司中的16間已訂立禁運魚翅政策，佔全球航運逾60%



The HKSAR Government increased the maximum penalty for serious wildlife crimes to 10 years' imprisonment, and announced it will ban all local sale, import and export of ivory (except certified antique ivory) by 2021

香港特區政府正式通過禁止本地象牙貿易法案，規定2021年前全面禁止本港象牙貿易（除有認證的古董象牙外），並加重瀕危物種走私及非法貿易的最高刑罰至監禁10年，標誌着保育大象一個重要里程碑

## 2018





Part of the HKJC Mai Po Upgrade Project, current and past Chairmen, committee members and senior management of WWF-Hong Kong came to say farewell to the Peter Scott Field Studies Centre before its demolition. Mr. Edward M. Ho signing the Mai Po Nature Reserve Land Lease agreement with Mr. Daniel Bradshaw, Chairman Designate and Mr. Peter Cornthwaite, the then CEO.

斯科特野外研習中心將拆卸並重建，2019年11月，世界自然基金會香港分會在任和前主席、委員會成員及管理層前來作告別式。

時任主席何聞達先生與新任主席白丹尼先生和前行政總裁江偉智先生，一同簽署米埔自然保護區土地租契。

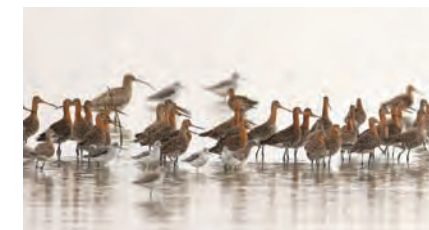


Agriculture, Fisheries and Conservation Department awarded the provision of centre operation of the latest Hoi Ha Wan Marine Park Visitor Centre to WWF-Hong Kong.

漁農自然護理署授予世界自然基金會香港分會管理最新落成的海下灣海岸公園訪客中心。

In 2020 and 2021, The Hongkong Bank Foundation granted significant funds to secure two projects geared towards enhancing wetlands management, conservation and nature-based climate solutions in Mai Po Nature Reserve and the Greater Bay Area.

滙豐銀行慈善基金分別於2020年和2021年慷慨捐款，大力支持兩項濕地項目，改善米埔自然保護區及大灣區濕地的管理及保育，和提供人類與大自然共存的方案。



2019

2020

2020

**2021 AND BEYOND:  
TOGETHER WE WILL BUILD  
A BRIGHTER FUTURE**  
**2021年邁向新里程：  
我們攜手共建  
更光輝的未來**



Mr. Edward M. Ho hosted his last ExCo Strategy Planning Meeting at Island House before passing the 7th Chairmanship to Mr. Daniel Bradshaw.

何聞達先生卸任給下屆主席白丹尼先生前，在元洲仔自然環境保護研究中心主持最後一屆董事委員會策略會議。



Mai Po Nature Reserve road sign was installed, as the HKSAR Government recognises the significance of the location.

米埔自然保護區路牌正式安裝，表示其地標已被香港特區政府肯定。



Groundbreaking Ceremony for the Peter Scott Field Studies Centre.

斯科特野外研習中心動土典禮。





# WWF-HONG KONG EXECUTIVE COUNCIL

世界自然基金會香港分會董事委員會

Fiscal Year 2021 / 2021 財政年度



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