



WWF

WWF-
HONG KONG

35 YEARS
OF CONSERVATION

EARTH 3.9

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FOLLOW THE FOOTSTEPS, DECODE THE MESSAGES

WHAT IS ECOLOGICAL FOOTPRINT?

The world's ecosystems provide humanity with ecological services and natural resources.

Ecological Footprint is a tool used to measure the land and water areas we required to generate all renewable natural resources we used.

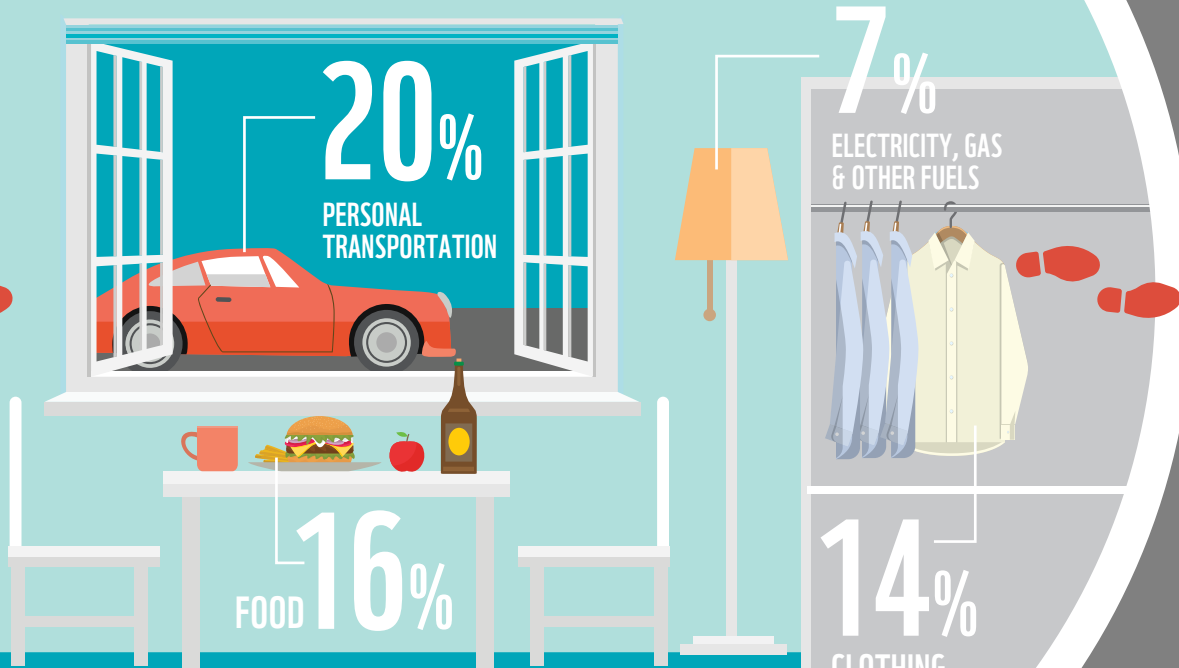
If the world's renewable natural resources were divided among everyone on Earth in 2012, each would have 1.7 global hectares (gha) on Earth. But an average Hong Kong person needed **6.7 gha!**



OUR DAILY CONSUMPTION

In Hong Kong, our demand for renewable natural resources is extremely high.

Daily consumption, whether it is at the individual, family or company level, accounts for **76%** of Hong Kong's Ecological Footprint. The following four types of activities are responsible for **57%** of this daily consumption.



Why we are here

To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.

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Registered Name 註冊名稱: World Wide Fund For Nature Hong Kong 世界自然(香港)基金會
(Incorporated in Hong Kong with limited liability by guarantee 於香港註冊成立的擔保有限公司)



If everyone in the world lived
the lifestyle Hong Kongers lead,
we would need **3.9 Earths** to
fulfil our resources needs!

FLIP OPEN TO SEE THE COMPONENTS OF HK'S ECOLOGICAL FOOTPRINT

HONG KONG'S ECOLOGICAL FOOTPRINT



* Local emission and CO₂ generated during production and transportation of imported products


LEARN MORE!



Compared with other countries,
Hong Kong's per capita Ecological
Footprint ranks **17th** globally

and **2nd** in Asia!





Global citizens require **1.6 Earths** to support their lifestyle. The Earth Overshoot Day has arrived earlier, from October in 2000 to August in 2016.

CONSUME LESS, CONSUME WISELY

DEPLOY RENEWABLE ENERGY

CHOOSE ENERGY-EFFICIENT HOME APPLIANCES

CHOOSE SUSTAINABLE SEAFOOD, WASTE LESS

DRIVE LESS, TAKE PUBLIC TRANSPORT

BUY LESS, CHOOSE ORGANIC, RECYCLE



together possible.

SUSTAINABLE TRADE & CONSUMPTION

