

世界自然基金會香港分會年報 WWF Hong Kong Annual Review 2007-2008

## 世界自然基金會--全球性環保組織

世界自然基金會於1961年成立,是全球其中一個最大的獨立環保組織,分會及辦事處遍佈超過全球100個國家。世界自然基金會香港 分會自1981年起一直透過在香港與南中國推行各式各樣的保育及環 境教育項目,致力為我們及下一代締造更美好的環境。項目範圍包 括氣候、生態足印、陸地保育、淡水及濕地,以及海洋。

## WWF – the global conservation organisation

Established in 1961, WWF is one of the largest, non-governmental environmental organisations in the world, operating in more than 100 countries. WWF Hong Kong has been working since 1981 to ensure a better environment for present and future generations in Hong Kong through the implementation of a wide range of focused conservation and environmental education programmes in Hong Kong and southern China. Programmes include Climate, Footprint, Terrestrial & Conservation Policy, Freshwater & Wetlands, and Marine.

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## 功成身退

眼間,我出任世界自然基金會香港分會主席已有八年。任期剛 告一段落,我亦趁此機會,回顧過去數年的工作,發現無論是 機構本身,還是保育這個界別,都出現了不少重大變化。

初上任時,氣候變化只是專家的討論議題,科學家對全球暖化及其人為 因素,多抱懷疑態度。然而,時至今日,這個概念已得到公眾廣泛認識, 科學家亦就問題達成共識。

公眾不但認識多了氣候變化,亦日漸加深了解各類環境問題:漁業資源 急劇減少、天然生態環境流失、物種迅速滅絕、生物多樣性下降、污染、 人口增加令地球資源遭過度開採。

傳媒廣泛報導環保議題,政客公開指出問題的嚴重性,在在反映公眾對 環境的關注,這些報導及言論,亦有助普羅大眾掌握最新資訊。

的確,公眾意識提高,更多人關注環境,絕對是我們所樂見的。不過,要解 決環保問題,不能只有空談,必須配合各方的行動:個人須改善生活習慣,更謹 慎地作出消費選擇;各國領袖及政客須果斷地作出影響深遠的決策。大家可能 有朝一日都會這樣做,但究竟要等到何時?那一天來臨前,環境會受到怎樣的 破壞?或者,人類要經歷一、兩次的大災難,才會醒覺過來。這就是人性。

身處這個世代,每個人都須採取行動,給予前線保育人士支持。世界自然 基金會的工作人員滿有熱誠、能力,且積極面對問題,為保育盡心盡力,帶來 顯著的保育成果,絕對值得信賴。環境問題日趨嚴重,我們須抓緊時間,向各 界游說、倡議,推行實地保育工作。無論是保護米埔的泥灘,還是向政府高 官進行游說,都是本會重視的工作範疇。

擔任世界自然基金會主席這段日子,充滿著不少難忘的經歷:在米埔渡 過的奇妙晚上、海下灣海洋生物中心的落成和開幕、在香港觀鳥大賽中親歷 香港壯麗的野外環境和觀賞豐富鳥類品種、成功保護大小鴉洲、推行「拯救 海洋大行動」保護本港漁業資源和海洋環境、與世界各地的前線保育人士在 世界自然基金會的年度會議上會面及互相學習等等。不過,最深刻的,始終 是與一眾堅毅不屈、才幹之士朝同一目標努力,保護地球。

我希望藉此機會答謝各位的支持,並懇請大家繼續支持世界自然基金會 及新一屆主席楊子信,一同迎接充滿挑戰的未來。沒有你們的支持,我們 絕不能進行優質的保育和教育項目!

# A fond look back

y term as Chairman of WWF Hong Kong has come to an end and it is time to reflect on eight years which saw dramatic changes in WWF and in the world of conservation.

When I began my term, climate change was an issue known only to specialists. The scientific community as a whole was skeptical about global warming and its man-made causes. Today, there is high public awareness of the issue, as well as consensus in the scientific community.

Apart from climate change, there is also growing public awareness of rapid deterioration in many other areas; such as collapsing fisheries, disappearance of wild habitat, an unprecedented rate of species extinction and loss of biodiversity, pollution, and general overexploitation of our increasingly crowded planet.

Reflecting and feeding this public awareness is the significantly higher profile of environmental issues in the media, and in the pronouncements of politicians.

So: much higher awareness all round, and much talk. That is good progress. But action must follow. Action on the part of individuals in the lifestyle and consumer choices that they make. Action on the part of leaders and politicians to make bold and far-reaching decisions. All this will come. The question is, how soon? What damage will be done in the meantime? We may need a catastrophe or two to encourage us to move along — such is human nature.

In times like these, it is important for each of us to take action, and to support those who are leading the charge. WWF consists of people who have dedicated their lives to conservation — committed, capable and in many cases, brave. We carry enormous credibility and we get results. And there has never been a more pressing time for our lobbying, advocacy and in-field conservation work. From the mudflats of Mai Po to the highest levels of government — we are there.

Highlights of my years as Chairman include: magical evenings spent at Mai Po; completing and opening the Hoi Ha Marine Life Centre; taking part in the Big Bird Race and experiencing Hong Kong's spectacular wilderness areas and rich bird life; winning the battle to preserve the Soko Islands; fighting to preserve our fisheries and marine environment through the Save



Our Seas campaign; and attending WWF Annual Conferences — meeting and learning from conservationists working at the front line all around the world. But most of all, working with a bunch of determined, dedicated and capable people in a common cause.

It only remains for me to thank you for your support, and to ask that you continue that support for WWF and for my successor, Trevor Yang, who must now steer the organisation through the challenging years ahead. Remember — we cannot do what we do without your support!

**邵在德** Markus Shaw 世界自然基金會香港分會主席 Chairman, WWF Hong Kong

## 致會員的話 message to members

## 成果由你創

對日趨嚴重的環境問題,我們往往感到力量微小,心 有餘而力不足,繼而感到沮喪。不過今年種種例證經 已說明,無論是米埔興建觀鳥屋等小型工程,還是保 護本港水域各式各樣海洋生物的大規模項目,個人力量絕對可以 帶來改變。過去一年,憑藉會員的鼎力支持和熱心參與,世界自 然基金會香港分會的保育項目得到令人引以為傲的成績。

全賴各位會員的全力支持,本會才可專注保育工作。你們的捐 款、時間和聲音,在在鼓舞我們積極解決各項環境問題。無論是個 人還是公司會員,均在宣揚保育信息,倡議改善生活環境的措施 中,扮演不可或缺的角色。

要説去年最重大的成就,不得不提獲公眾廣泛支持的「拯救海 洋大行動」。在短短兩個多月內,我們蒐集得創紀錄的58,000人的簽 名。公眾反應熱烈,加上一項由本會委託進行的意見調查顯示,五成 操廣東話的人士認為把海岸公園劃為「禁捕區」屬「非常合理」,最 終成功推動行政長官於施政報告中宣佈採取行動,開始為本港漁業 制定合適的管理體制。

此外,本會在渣打銀行(香港)有限公司的「全球最強之戰」馬拉 松賽事系列(國家隊進行的四項馬拉松賽事)中,亦得到一眾會員作出 環保承諾支持我們。香港的人均環保承諾率排行第三,令本會可獲渣 打銀行(香港)有限公司贊助150,000美元,開展「海洋見證人行動」。

本會的公司會員亦積極參與和支持我們的工作。舉例在2007年, 瑞信的僱員將在員工派對中籌得的款項捐給本會,反映他們強烈認 同和肯定我們的理念。



本會全體員工衷心感謝各界的支持。 WWF's staff express their thanks to all our members and supporters.

## You created the outcome

e often find ourselves staring down environmental problems so massive that it's easy to become despondent about what we can actually do to improve the situation. But this year has shown that you, as an individual, can make a difference to projects that range in scale from a bird hide in Mai Po to protecting the vast array of marine life in Hong Kong's waters. WWF Hong Kong has had some stunning successes in the past year – all due to the enthusiastic and generous support of its members.

It's you, our members, who make WWF strong. By

supporting us with your money, time and voices, it becomes possible to tackle the many environmental issues that we now face. Both individual and corporate members are essential to our work in spreading the word and promoting measures to improve the environment we live in.

Our biggest and most public success of the past year was the phenomenal response to the Save Our Seas (SOS) petition. In a little more than two months we collected a record 58,000 signatures. WWF also comissioned a poll that found 50 percent of the Cantonese speaking public thought that making the marine



透過與公司會員衷誠合作,我們得以改變一貫的營商模式,深 化保育工作;透過向公司各階層人員灌輸新概念,我們正帶動整個 商界蜕變。

作為保育機構,世界自然基金會明白成功的鑰匙掌握在人的手中。我們的工作團隊囊括各界精英,包括教育及市場推廣人員、 科學家以及前線人員,團隊每天均致力研究解決全球生態問題的方法,並積極推廣有關信息。全賴會員們與我們佇立同一陣線,給予 無限量的支持,我們的工作才得以延續和發展。

這份年報中提及的各個項目,均是會員以努力直接換來的成果。 過去一年,你們協助我們為環境帶來改變,我們鼓勵大家仔細閱讀 本年報,了解你的所有行動——無論是捐款還是簽署請願書——都可 帶來實質改變。

成就由人創造,而會員更是推動我們達成目標的關鍵人物。憑 藉你們永不止息的支持,未來我們必可創出更豐碩的成果。

parks no-take zones was "very reasonable". Taken together, these results were no doubt the impetus for the Chief Executive's announcement in his Policy Address to take action and establish proper management of Hong Kong's fisheries.

We also had another great success when our members turned out in force to support WWF's pledge campaign for the Greatest Race on Earth, a global series of four marathons run by national teams. The Hong Kong team ranked third overall in pledges, which netted WWF Hong Kong a US\$150,000 donation from Standard Chartered Bank (Hong Kong) Limited that has been used to launch our Ocean Witness campaign.

Our corporate members have also been extremely supportive and active in the past year. In just one example from 2007, employees at Credit Suisse voted to make WWF the



教育是我們保育工作中重要的一環。 Education is a key part of our conservation efforts.

recipient of the funds they raised at a staff party. This decision by employees represents a strong statement of support for WWF and its ideals.

Through engagement with our corporate members, we are able to further our work by changing the way businesses operate. By changing the minds of the people within companies, we are changing the business world as a whole.

As an organisation, WWF relies on people to get things done. Our team of educators, marketers, scientists, and field workers spend each day focusing on taking action and spreading the word about solutions to the world's ecological problems. But this



米埔自然保護區的同事齊心協力執行管理工作,令公眾可一年四季前來參觀。 Mai Po's field staff keep the reserve in operation all year round.

work would be impossible without tremendous support from our members who stand with us.

The programmes mentioned in this Annual Review are the direct result of the efforts of our members. You've helped us to make a difference in the past year and we encourage you to read the material closely and learn how your actions – whether it was donating money or signing a petition – have led to positive changes.

It's people that create the outcome and our members are the people we rely on most to achieve our goals. With your continued support we can realise even greater successes in the future.



對抗氣候變化,須從日常生活著手。 The fight against climate change depends on individuals taking action in their daily lives.



# 緩和氣候變化 主動踏出第一步

對氣候變化及其起因、影響及解決方法等問題,市民 大眾的意識正日漸提高,但減低溫室氣體排放量仍是 一項艱巨的挑戰。我們依靠燃燒化石燃料,作照明、 驅動汽車及生產商品的用途。

儘管要改變我們的生活方式有一定難度,但我們仍必須努力尋 求解決問題的方法。除了透過「氣候正能量」、「地球一小時」等環 保行動,宣揚有關氣候變化的信息外,世界自然基金會亦積極透過 教育,鼓勵下一代實踐較佳的生活模式。

2007年9月,太古集團慈善信託基金開始贊助本會的「可持續生 活模式教育計劃」(STEP)。此教育計劃為期五年,將有關氣候變化 的教學內容,融入小學課程中。雖然要小學生明白氣候變化問題並 非易事,始終氣候變化的影響不如減廢計劃及垃圾堆填區般實在, 但教導小朋友減少二氧化碳排放仍十分重要,這樣他們才可及早實 踐可持續生活模式及低碳生活。

本會現正與本港七間學校合作,制定教學計劃,以深入淺出 的方法,向小學生灌輸氣候變化的概念。本會已分別於米埔自然 保護區,及海下灣海洋生物中心舉辦兩個教育工作坊,以更互動 的方式與教師討論教學內容。



只要我們採取實際行動,天朗氣清又怎會是幻想? Clear skies and clean air can be a reality if you take action.

## The steps to change

he causes, impacts and proposed solutions to climate change are increasingly entering the public consciousness. Yet the challenges of reducing the amount of greenhouse gases that we release into the atmosphere remain daunting. We rely on burning fossil fuels to light our homes, power our cars and produce our goods.

However hard it may be to shift our habits, we must keep working to find solutions to this problem. Besides spreading the message about climate change through programmes such as Climateers and Earth Hour, WWF is also focused on education to foster better habits in coming generations. In September 2007, the Swire Group Charitable Trust began sponsoring a five-year WWF education initiative — Sustainable lifestyle Target Education Programme (STEP) — to integrate lessons about climate change into primary schools' curricula. Bringing this message to young students can be difficult, as the effects of climate change are not as visible as, for example, waste reduction programmes and images of landfills. But it is essential that children be taught about how to reduce their carbon emissions, so that they can adopt a sustainable lifestyle while young, and thus learn how to live a low-impact life.

We are working with seven local schools to develop a learning

## 氣候變化 climate change

## 大眾同參與

「氣候正能量」行動作為鼓勵市民對抗氣候變化、實踐低碳生活的 平台,於去年取得莫大進展。透過將本港社會各界人士團結起來, 並為他們提供工具和資訊作輔助,「氣候正能量」已為本會日後的 行動奠定基礎。本會並已開始策劃大型公眾參與運動「地球一小時 2009」(請參看第11頁的「最新動態」)。

2007年11月,「氣候正能量」網站向市民介紹香港首個碳足印 計算器。此碳足印計算器榮獲滙豐銀行慈善基金贊助,至今已有逾 20,000名市民登入網站,計算自己的碳足印,並了解可採取甚麼行動, 以減少二氧化碳的排放。

此外,本會亦獲得一筆捐款,得以開始製作《低碳生活——電器 選購指南》,將九類電器產品中,最符合能源效益的型號列出,從而 協助消費者減少其碳足印,確切實踐低碳生活方式。

### 企業齊響應

作為亞洲金融中心,香港的商業活動對環境影響重大。辦公室於香 港所佔面積超過1,000萬平方米,故公司管理政策對碳排放量的影 響可謂舉足輕重。行政長官在2008年的施政報告中亦有談及此問 題,更提出低碳經濟的概念。

世界自然基金會一直致力推行低碳企業行動。今年本會蒙滙豐 銀行慈善基金撥款支持,得以展開推廣低碳辦公室的LOOP計劃, 為首個針對企業的減碳計劃。計劃協助本地公司改善辦公室設備、 採取最有效的管理措施、及鼓勵員工實行環保工作方式,從而減少 公司的碳足印。



氣候正能量項目幫助市民減低碳足印。 The Climateers programme is helping to show individuals how to reduce their carbon footprint.

plan that can make this complicated topic understandable for primary students. WWF has hosted two teacher workshops, one each at the Mai Po Nature Reserve and Hoi Ha Marine Life Centre, in order to discuss the topics in a more interactive environment.

### **Community action**

The Climateers programme has seen continued growth in the past year as a platform to engage the wider community in taking action on climate change and adopting a low carbon lifestyle. By linking individuals together in Hong Kong and giving them the tools and information to assist them, Climateers has laid the groundwork for us to accomplish even more in the future and we are already planning for major community involvement for Earth Hour in 2009 (sidebar p.11).

In November 2007, the first carbon calculator for Hong Kong was launched on the Climateers website. Created with the funding from the HSBC's charitable trust, the Hongkong Bank Foundation, more than 20,000 people have used the calculator to tally their carbon footprint and learn how to reduce their carbon emissions.

Thanks to a generous donation, work was also begun this year on the *Low Carbon Living Appliances Guide*. This guide helps consumers reduce their carbon footprint by



減少碳排,人人獲益。 Fewer carbon emissions means everyone can breathe easier.

LOOP由本會、SGS及多家公司共同設計,以研究減碳新方法 及測試其成效。參與公司包括滙豐銀行、畢馬威會計師事務所、利 豐有限公司及The Body Shop。透過類似項目,我們與公司會員緊 密聯繫,並協助他們改革營運程序及能源使用方式,以減低碳排 放量。

製造業是二氧化碳排放的另一主要源頭。本會在Bowen Capital Asia Green Dragon Fund資助下,推行「低碳製造計劃」(LCMP), 針對在中國大陸,尤其是珠三角地區設廠的香港公司,訂立在區內 大量減少碳排放量的期限。

「低碳製造計劃」分為兩部分:首部分是供珠三角製造商使用 的碳計算系統。簡單的多功能系統讓製造商可根據國際碳計算標

透過燃燒化石燃料產生電力的發電廠,是本港主要的二氧化碳排放來源。 Electricity, generated by fossil fuel-burning power plants, is a major source of carbon emissions in Hong Kong.

showcasing the most energy efficient models available for nine types of appliances.

## In good company

As one of the biggest business and financial hubs in Asia, the impact of corporate activities on the environment is considerable. With more than ten million square metres of office space in the city, the management policies and practices of companies in Hong Kong play an enormous role in the city's carbon emissions. The Chief Executive's 2008 Policy Address touched on this issue as he introduced the concept of a low carbon economy for the city.



## 氣候變化 climate change

### 準,監測廠房的碳足印數據。

計劃的第二部分是標籤系統,根據溫室氣體管理系統實施的情況、技術的採用,及碳足印的改善情況,表揚個別廠房的減碳成果, 並識別出區內減碳效率最高的廠房。「低碳製造計劃」將於不同行業 如電子、塑膠、紡織及製衣業推行。

### 未來的計劃

本會雙管齊下,同時向個人及企業推廣低碳生活模式,已逐漸取得 成效,開始改變人們對氣候變化問題的看法。展望未來,本會將在去 年建立的基礎上,繼續努力向廣大市民宣揚對抗氣候變化的信息。

隨著LOOP及本地小學的氣候變化教育項目即將推行,本會將 繼續向減碳的目標進發。要紓緩全球暖化,單單經濟資助是不足夠 的,我們更需要您的支持!面對嚴峻的氣候變化問題,每個人也應出 一分力。無論是在家把電燈熄掉,抑或在辦公室將不需使用的電腦 關閉,「舉手之勞」,已能展現您對環境的關懷。只要我們團結一致, 定能為環境帶來美好的轉變。

WWF has already been hard at work to develop low carbon business initiatives and this year saw the development of the Low-Carbon Office Operation Programme (LOOP) thanks to financial support from the Hongkong Bank Foundation. LOOP is the first programme of its kind and enables local office-based companies to shrink their carbon footprint by improving their office equipment technologies, adopting best management practices, and encouraging employees to adopt eco-friendly behaviours. One of the key components of the programme is a carbon accounting tool that will give office managers an easy way to track, manage and reduce their carbon emissions in the office environment.

LOOP is being designed in collaboration with a group of "pilot" companies working with WWF and SGS to develop and test the methodology. These include HSBC, KPMG, Li & Fung, and The

Body Shop. Through programmes such as this, we are engaging with our corporate members to help them change their operational procedures and energy usage in order to reduce carbon emissions.

Manufacturing is another major source of carbon emissions and with the support of Bowen Capital Asia Green Dragon Fund, WWF has developed the Low Carbon Manufacturing Programme (LCMP) for Hong Kong companies that operate factories in China. With a particular focus on the Pearl River Delta (PRD), this programme has set the stage for a significant reduction in carbon emissions for the region.

The LCMP will have two parts: the first is a carbon accounting system for use by PRD manufacturers. Intended to be a simple, versatile system, it will allow manufacturers to develop and track their own footprint data according to international carbon accounting standards.

The second part of the programme will be a labelling system to recognize individual factories based on their implementation of greenhouse gas management systems, deployment of technologies, and improvement of their carbon footprint. The label will allow top carbon reducers to distinguish their factories from others in the region. LCMP will soon be launched in industry sectors such as electronics, plastics, and textile and apparel.

### Future strategy

Through our two-pronged approach focusing on both individuals and corporations, we have been able to start reshaping how people think about and respond to climate change. Looking ahead, we will continue our efforts to bring this message to an even wider audience and build upon the foundations created this past year.

With the forthcoming launch of LOOP and our climate change education programme in local schools, we will continue to build on our successes in the battle to reduce carbon emissions. The support of our members in these endeavours is critical because financial support is not enough to stop rising temperatures. The solution requires everyone to do their part — whether it's turning off lights at home or shutting down computers when not in use at the office. Together we can make a difference.



氣候變化威脅全球的生態環境。 Climate change threatens habitats across the globe.

## 熄燈一小時,燃起新希望

人類目前面對最迫切的環境問題,是全球氣溫不斷上升。人類是排放大 量溫室氣體的罪魁禍首,故能否阻止生態系統受到進一步破壞,就在於 我們是否願意改變生活方式。

2007年,世界自然基金會澳洲分會於澳洲悉尼發起首個「地球一小時」行動。行動目標非常簡單:盡力爭取更多個人及企業支持,於行動當晚熄燈一小時。在2007年3月31日晚上,超過200萬名悉尼市民及 2,100家企業熄燈一小時,著名地標悉尼歌劇院也破天荒地熄燈,引起 世界對氣候變化問題的關注。

「地球一小時」行動於2008年已吸引全球35個國家逾370個城市, 以及多達5,000萬人加入熄燈行列。這有助進一步向全球各地的人宣揚 對抗氣候變化的信息,並號召更多人響應行動,使即將於2009年3月 28日舉行的「地球一小時」行動能更加成功。

世界自然基金會香港分會將參與「地球一小時2009」行動,以示對氣 候變化問題的關注。不過,要讓行動取得更大成效,我們需要您的支持!我 們需要您共同參與,並推動家人、朋友及同事採取行動,於當晚一同熄燈 響應。讓我們齊心協力,向世界展示香港正視氣候變化問題的決心吧!

## One Hour, One Vision

The rise of temperatures around the globe is the biggest environmental threat current generations have faced. Because we are the ones responsible for the massive amounts of greenhouse gases being emitted, it is up to all of us to take a stand and change our habits before we push our planetary ecosystem too far.

In 2007, WWF Australia organised the first Earth Hour event in Sydney, Australia. The goal was simple: get as many individuals and businesses as possible to turn off their lights for one hour. On 31 March of that year, more than two million Sydney residents and 2,100 businesses switched off. Even the iconic Opera House went dark — creating a dramatic visual that spread the word about climate change.

In 2008, Earth Hour spread to more than 370 cities in 35 countries around the globe with upwards of 50 million people participating. This helped to bring the message of climate change to people across the world, and promises to make the next Earth Hour, on 28 March 2009, even bigger and better.

WWF Hong Kong is committed to demonstrating our concern about climate change through participation in Earth Hour 2009. But we can't do it without the help of our members. We need you to pledge to turn off lights in your own home or business. We need you to increase participation by telling friends. We need you to encourage colleagues and even your boss to join with us. Together we can show the world that Hong Kong is taking seriously its responsibility to tackle climate change.



悉尼響應「地球一小時 2008」<sup>,</sup>全城投入黑暗中。 The glow of Sydney's skyline went dark during Earth Hour 2008.

生態足印 footprint

我們今天所作的決定,將會影響下一代的生活。

The choices we make today will shape the future that our children and grandchildren inherit.

# 向可持續生活進發

伊每人都是消費者。不過,如果我們耗用的自然資源 得不到補充,便不能滿足我們未來的需求。的確,我 們在日常生活中使用的一切,均需耗用大量的自然資源,而港人耗用自然資源的情況尤其嚴重。如果世界上每一個人 的資源耗用量與港人一樣,我們便需要兩個地球的自然資源,方 能滿足所有人的需求。

過去數十年,人口激增、經濟迅速發展,均為生態系統帶來沉 重負擔。人類對食物、燃料及其他貨品需求不斷提升,程度更遠遠 超出地球能持續供應資源的速度。生態系統的一些部分,包括全球 眾多的主要食用魚類品種,已瀕臨絕種邊緣,但我們的海鮮食用量 卻有增無減。

世界自然基金會一直致力推廣可持續生活模式,讓市民了解不 符合可持續原則的資源消耗習慣所構成的危機,同時透過教育項 目、企業參與及公眾活動,提倡以可持續方式獲取資源,以減低對 自然資源的需求。

#### 環保海鮮

兩年來,本會在JNC Nature Fund的贊助下,得以順利推行「海鮮選 擇大行動」,並推廣可持續飲食習慣。為鼓勵市民食用以可持續方式 捕撈或養殖的海鮮,本會推出首個為香港度身訂造的《海鮮選擇指 引》,列明香港常見的海鮮品種,並提供指引,方便市民參照建議, 選購環保海鮮。同時,《海鮮選擇指引》更有助向本港消費者,推廣 以可持續方式捕撈或養殖,及經由海洋管理委員會 (MSC) 認證的 海鮮產品。

去年,多家本地企業在公司宴會中採用本會的《海鮮選擇指引》, 顯示指引得到社會的認同。本會舉辦三個環保海鮮講座後,有五家大 型企業響應,在安排公司宴會時,遵從《海鮮選擇指引》的建議。這些 企業包括:時富投資集團有限公司、太古地產、金門建築有限公司、

# Working for sustainability

e are all consumers. But the natural resources we consume in our lives need to be replenished so that tomorrow we'll have the same resources to provide for our future needs. And it takes truly massive quantities of natural resources to produce everything that we use in our daily lives — especially in the case of Hong Kong residents. If every person in the world consumed resources at the rate individuals do in Hong Kong, we would need two Earths to meet our demand for natural resources.

The surge in human population and economic activities in recent decades has taxed our planet's ecosystem. Our demand for more food, more fuel, and other commodities has grown to the point that it far outstrips nature's ability to replenish these resources. Some parts of our ecosystem — including many of the world's most important commercial fish species — are on the brink of collapse, yet our consumption continues to grow.

WWF is committed to raising awareness about the dangers posed by our unsustainable consumption habits. Through education programmes, corporate engagement and public events, WWF aims to reduce the demand for natural resources and encourage a shift towards sustainable sourcing.

#### Sustainable seafood

Thanks to a two-year sponsorship by JNC Nature Fund, the WWF Seafood Choice Initiative continued to spread the message of sustainable eating habits. A Seafood Guide was released which lists seafood species that are commonly found on menus in Hong Kong and contains accompanying notes on



我們積極向年青一代推廣環保海鮮,讓他們學懂如可保護這珍貴資源。 Encouraging sustainable seafood habits for children will ensure the next generation better manages this precious resource.

## 生態足印 footprint



香港的海鮮消耗量位居世界前列。 Hong Kong is one of the world's leading seafood consumers.



改變海鮮的食用習慣,可確保魚類數目維持在健康水平。 Changing our seafood consumption habits will ensure that fish stocks remain healthy.

香港航空發動機維修服務有限公司及怡和機器有限公司。

此外,本會於2008年3月聯同海洋公園及Dot Cod Seafood Restaurant & Oyster Bar,透過烹飪示範,向小朋友介紹環保海鮮 食譜,鼓勵下一代建立可持續生活方式。

過去一年,本會與公司夥伴及年輕一代攜手合作,積極宣揚環保 海鮮的信息,務求讓更多市民認識食用環保海鮮的好處。香港市民 的人均海鮮食用量在亞洲排行第三,每人每年平均食用62公斤海鮮。 如此龐大的需求,為本地及外地漁業帶來重大影響。因此,我們希 望透過《海鮮選擇指引》,改變市民選擇及食用海鮮的習慣,從而保 護珍貴的魚類品種,使其免受絕種危機威脅。

## 森林保育

透過參與籌組全球森林貿易網絡 (GFTN) 及其中國分部,世界自然基金會香港分會一直積極推動使用可持續木材。GFTN與買家、供

which seafood species should be eaten and which should be avoided. It was the first such guide published specifically for the Hong Kong market and has helped in promoting sustainably sourced and Marine Stewardship Council accredited products to local consumers.

This past year saw the influence of the WWF Seafood Guide expand greatly after it was adopted by several local businesses for their company dinners. Following three Sustainable Seafood Seminars by WWF, five major corporations organised their dinners to comply with the guide: CASH Retail Management Group Limited, Swire Properties Limited, Gammon Construction Limited, Hong Kong Aero Engine Services Limited, and The Jardine Engineering Corporation Limited. In partnership with Ocean Park and Dot Cod Seafood Restaurant & Oyster Bar, WWF also held a sustainable seafood cooking demonstration in March 2008 to bring the Seafood Choice Initiative to a younger audience — an important step for establishing sustainable habits for future generations.

Through our engagement with corporate partners and younger participants, we have worked this past year to spread the message about sustainable seafood to a much larger audience. Hong Kong ranks third in Asia for total seafood consumed with the average person eating 62 kilograms of seafood annually. Such high demand has a major effect on fisheries practices – both in local waters and beyond. Through our Seafood Guide programme we are changing how people look at and design their menus, in order to preserve our most valued fish species.



改善森林管理對發展可持續的伐木業至為重要。 Improving management of forests is vital in creating a sustainable timber industry.

應商及生產商通力合作,落實負責任的森林管理及貿易措施。

GFTN的工作去年取得極大進展。目前已有逾360家企業加入成 為GFTN會員,森林產品的年度貿易總額超越610億美元,佔全球 森林產品貿易額15%。

世界自然基金會香港分會並計劃就香港非法木材的普及度進行 詳細調查。消費者很難得知所選購的傢俱及紙製品是否以非法木材 為原料,而這調查報告將有助消費者及企業了解如何檢查他們購買 的木材產品。

## 多出一分力

公司會員的經濟支持,對推行本會的保育項目及活動非常重要。值 得高興的是,部分會員更與本會建立合作夥伴關係,為環境保育作 進一步的承擔,締造可持續的將來。

瑞銀集團與本會合作,推行僱員參與計劃,利用本會的專業知

### Following the paper trail

WWF Hong Kong has continued to play an active role in the push for sustainable timber through our involvement with the Global Forest and Trade Network (GFTN) and its China division. GFTN brings together buyers, suppliers and producers in order to implement best practices in management of forests and trade of timber products.

The GFTN has seen tremendous growth in the past year and now has more than 360 participating companies, which do a combined total of more than \$61 billion in annual trade, representing 15 percent of global trade in timber products by volume.

WWF Hong Kong is also planning for a detailed study to be commissioned on the prevalence of illegal timber within Hong



唯有減低個人的生態足印,才可令地球更健康、更美麗。 Reducing your individual footprint will contribute to a healthier, more beautiful planet.

## 生態足印 footprint



企業訓練計劃有助推廣可持續生活方式。 Corporate training programmes spread the message about sustainable living.

識,以及瑞銀集團的龐大網絡,加強員工對保育問題的了解和認 識。瑞銀集團於亞太區13個城市所設的辦事處,將為員工提供實地 義務工作機會,並由本會職員主持內部講座。

除了課堂學習外,員工更有機會參觀本會的保育設施,以獲取 更多有關保育工作的實際經驗。透過課堂及實地考察,瑞銀集團員 工對我們所要面對的保育問題有更深入了解,並明白這些問題對日 常生活的影響。



我們要拯救香港瑰麗的海洋生態。 Hong Kong's incredible marine life needs our help.

Kong. It can be very difficult for consumers to know whether their furniture or paper purchases have sourced illegal wood, and this report will help consumers and companies better understand how to check their timber-related purchases.

#### A deeper commitment

The financial support of our corporate members is essential for the running of WWF's many programmes and initiatives. However, some members have chosen to take their commitment even further by engaging in a partnership with us to create bigger successes in our efforts to create a sustainable future.

UBS has joined with WWF in developing an employee-

engagement programme to foster a better understanding of conservation issues. UBS offices in 13 cities around Asia-Pacific will offer field-volunteering opportunities and also host in-house seminars by WWF staff. The programme leverages the expertise of WWF with the reach of the large network of UBS offices.

In addition to the classroom experience, employees will also have the opportunity to visit WWF sites in order to get more hands-on experience with conservation practices. Through the lectures and field visits, UBS employees will become more aware of the conservation issues that we all face and understand how these issues affect their daily lives, both at work and home. 由於被過度捕殺及捕獵者的割鰭行為,多個鯊魚品種面臨絕種威脅。 Many shark species are on the verge of collapse due to overfishing and the practice of shark finning.





## 鯊魚保育新里程

過去一年,本會在鯊魚保育工作得到廣大企業團體的鼎力支持。 目前已有44家香港公司承諾停止購買或售賣魚翅。

全球鯊魚品種面臨的絕種困境,比許多人想像的更為嚴重。 2007年,被列入《世界自然保護聯盟紅色名錄》的受威脅鯊魚品 種共114個,是10年前的8倍,佔所有鯊魚及相關品種20%。鯊魚 漁業欠缺妥善管理,加上割鰭監管有限,令情況雪上加霜。

因此,企業的支持,對本會推行鯊魚保育工作非常重要,而這更 有助將保護鯊魚的信息傳播開去,改變市民的飲食習慣,從而減少 對魚翅的食用需求。本地公司對保護瀕危物種的支持,反映它們作 為負責任企業的承擔和貢獻。

## A shark success

WWF's shark conservation efforts received a major boost from corporate groups this past year with 44 Hong Kong-based companies pledging to not buy or sell shark fins as part of their corporate activities.

The plight of the world's shark population is worse than many people believe. In 2007, 114 species – 20 percent of all shark and related species – were listed on the International Union for the Conservation of Nature's Red list – an eight-fold increase from just a decade ago. Poor or nonexistent shark fisheries management and the practice of shark finning have led to this extreme situation.

Against this backdrop, corporate support for WWF's shark conservation work is essential to quickly spread the word and change habits to reduce the demand that drives the shark fishing industry. The backing of these local companies shows their commitment to being responsible stakeholders in the world by changing their actions to protect endangered species. 陸地及保育政策 terrestrial & conservation policy

保護自然生態環境極為重要。
Protecting natural habitats is of paramount importance.



## 克盡己職 專注監管

港市民對「公眾諮詢」並不陌生。幾乎所有建議中的 計劃、項目和倡議都需向公眾披露相關資料,並訂出 公眾發表意見的期限。雖然發展工程項目大致相同, 但由於本港有大量項目推出,加上文件內容冗長、用字專門,一 般人幾乎不可能掌握所有最新的計劃。香港人的生活壓力沉重, 單是應付家庭、工作已令人喘不過氣來,故即使是關注本港自然 環境的人士,亦無法抽空細閱每年由各發展商提交,數量繁多的 發展計劃書。

世界自然基金會的科學家與政策專家是香港自然環境的看守 人,負責審視生態敏感地區的發展建議,不論是村落的小型工 程,或大型的商業發展項目,都是我們所關注的。每個項目都對 自然環境構成潛在風險,小組檢討有關建議,指出項目有哪些重 大風險,並在可能的情況下,提出相應解決辦法,緩減對環境的 負面影響,有時甚至會嘗試阻止項目落實。

這份工作需要久坐案前細閱報告,有時更要進行實地考察,作 第一手調查,並非一份令人豔羨的工作;然而這支專業團隊卻專 心致志,孜孜不倦,認真對待工作,在諮詢期間扮演積極和支援 角色。



審視發展工程項目並非令人豔羨的工作,但本會的專業團隊卻專心致志,希望能改善香港環境。 While it may not be glamorous, WWF's team is committed to reviewing the development proposals that shape Hong Kong's environment.

## A watchful eye

P ublic consultation exercises are well known to Hong Kong residents. Almost every proposed project, programme and initiative must make its information available to the public and have a period for public comment. Development projects are no different but with the breakneck pace of construction and growth in Hong Kong, plus the length and highly technical language of the related documents, it is next to impossible for the average person to stay abreast of the latest plans. The demands of family, employers and life in general leave little time to think about the numerous development proposals that are submitted every year, even for those who care deeply about protecting our natural heritage.

Enter WWF's team of scientists and policy experts. This small

group acts as Hong Kong's watchdog — reviewing development proposals for ecologically sensitive areas that range in scale from small village projects to the biggest commercial developments. Each project carries with it potential risks to the natural environment and our team reviews the proposal to pinpoint significant risks and, if found, offers solutions to mitigate the negative environmental impacts, and occasionally to try and prevent the project going ahead.

Requiring long hours behind a desk poring over reports, with the occasional site visits to perform first-hand investigations, it isn't the most glamourous of jobs. But this dedicated team takes its duties very seriously and works tirelessly to play an active and supportive role during the consultation periods.

Alan Leung / WWF Hong Koi

### 透徹檢討

世界自然基金會去年共審視了77個受環境影響評估、城市規劃 條例及其他相關法例等規管的發展項目,當中包括陸上與海洋 的發展項目。當中17個項目需要回應本會提出的問題,另外 5個項目在採納本會要求後獲有條件通過。另一方面,可能在 城市規劃的過程中,本會、其他綠色團體或本地組織提出反 對,最後有8個項目由申請人撤回或延期。

世界自然基金會在項目的公眾諮詢期間,扮演非常重要的 角色。在2005至2007年提交的所有環境影響評估報告中,幾乎 半數項目只有本會,或少數團體作出回應。由於只有少數,甚 至沒有其他人士或團體提出意見,所以本會在確保發展項目不 會對香港環境造成過分負面影響方面,不可或缺。

香港人口持續上升,無可避免需要推出新的發展項目。世 界自然基金會並不一定反對發展;相反,我們希望能與有關團 體合作,鼓勵可持續發展政策與規劃。

去年,政府建議將古洞北及粉嶺北闢為新發展區。有關發展區鄰近水鳥的重要棲息地塱原濕地,引起我們對項目的關注,因為無論是其規模,或粉嶺繞道等其他建議發展項目,都可能對濕地構成累積影響,嚴重滋擾野生生物。我們的建議已被加入2008年1月由當局發表的研究概要中,要求將項目對濕地及野生生物的影響納入環境影響評估範圍。

透過不斷監察這樣的新計劃,我們可以協助塑造這個城市 的發展。香港的天然環境富饒,孕育豐富的生物多樣性,我們 的保育小組運用專業知識和豐富經驗監察城市發展,確保人類 能與大自然和諧共存,並行不悖。

我們亦教育各界認識生態重要地點,並透過平衡發展與環境之間的需要,協助保護有關地區,以配合我們作為看守人的工作。過去兩年,我們一直與香港警察合作,進行少年警訊環保專章計劃,舉辦環境保護課程,培訓資深領袖和超過800位 會員,協助加強他們的保育意識,進一步支持保育工作。

## 意見反映

本會積極審視發展項目,指出項目對環境的潛在影響,並提出相應解決方法,減低造成的破壞。

## Making our voice heard

WWF plays an important role in reviewing development plans to spot potential problems and recommend solutions to mitigate their negative environmental impact.







世界自然基金會對粉嶺北新發展區的建議被政府加入研究概要中。 WWF's concerns about the New Development Area in Fanling North were adopted into the government's study brief.



### A thorough review

In the past year WWF has reviewed 77 development projects (covering both terrestrial and marine developments), under the scope of the Environmental Impact Assessments (EIAs), Town Planning ordinances and other relevant laws. Of these, 17 projects were required to address specific issues raised by WWF and another five were approved with conditions requested by WWF. Eight projects were withdrawn or deferred by the applicants, possibly because of objections from WWF, in addition to other green groups or local communities under the town planning process.

WWF plays a very important role during these consultation periods. In a review of all the EIAs from 2005 to 2007, it was found that on almost half of the projects WWF was either the only respondent or one of only two or three. With few or no comments coming from other sources, it is clear that our team's work is crucial in making sure that Hong Kong's development proceeds in a manner that limits its negative impact on our environment.

With the constant growth of Hong Kong's population, it is inevitable that new development will be necessary. Far from being anti-development, WWF wants to work with the relevant parties to encourage sustainable development policies and planning. In the past year, two New Development Areas (NDAs), at Kwu Tung North and Fanling North, were proposed by the government.

Both of these NDAs are situated near to the Long Valley wetland, an important site for water birds. WWF expressed concern that developments of this size, together with other proposed developments including the Fanling Bypass, might

# 陸地及保育政策 terrestrial & conservation policy

地震嚴重破壞四川熊貓的牛活環境。

The earthquake's destruction had a major impact on Sichuan's panda habitats.

## 四川大地震

四川在2008年5月12日發牛大地震,受災地區廣泛,引起 中國和全球人士極度關注。物資和捐款旋即運抵災區,協 助救援與重建。災難雖造成嚴重傷亡,但各界伸出援手, 彰顯人性美好的一面。

地震除造成人命傷亡及摧毀災民家園外,亦影響當地 的野生生物。四川是僅餘的大熊貓棲息地之一,亦是世界 自然基金會的保育重點地區。自1980年起,我們的工作已 協助令野牛熊貓數目增長四成,總數達1,600隻。

地震後,世界自然基金會在該區進行的110個保育項目 中,有86個停頓了。為免30年來努力不懈的成果付諸流水, 本會於災後呼籲各界人士資助我們重新展開各個項目。

感謝大家的熱烈支持,協助我們籌得超過35萬元,進 行災後的緊急救援,以及其後的重建工作。往後數個月, 本會為當地非政府組織,以及四川12個熊貓保護區,包括 臥龍保護區的工作人員舉行工作坊,傳授進行全面評估, 以及著手修復相關設施的工具和知識。

保護區內用作監察野生大熊貓的儀器,以及通往自然 保護區的主要道路都受到嚴重破壞。在初部評估後,世界 自然基金會展開重建工作,目的是盡快回復區內21個保護 區的工作。我們亦進行臨時監察和運送巡邏儀器,協助評 估區內野生大熊貓地震後的數目。

全賴內地義工和工作人員的努力,付出時間和力量, 方可修復當地環境。前路艱巨,但憑藉本港和全球世界自 然基金會會員和支持者在財政上的支持,四川重建工作逐 步進行,大熊貓的家園亦能回復舊貌。



## Sichuan earthquake

The widespread devastation caused by the May 12 earthquake in Sichuan province drew an amazing response from people in China and all over the world. Supplies and money were rushed into the province to help with rescue and rebuilding efforts. Though the tremendous loss of life is tragic, the outpouring of support showed the best of humanity.

In addition to the impact on people in the area, the quake also had a profound effect on local wildlife. As one of the last remaining habitats of the Giant panda, Sichuan was a centre for WWF's conservation efforts. Begun in 1980, our work has helped the panda population grow by 40 percent to more than 1.600 in total.



世界自然基金會致力讓發展與保育可和諧並存。 Ensuring development in harmony with the environment is WWF's goal.

cause cumulative impacts to the wetland and create a serious disturbance to wildlife. These concerns were adopted into the study brief issued in January 2008, requiring that the EIA address the impact on the wetland and its wildlife.

Through continual monitoring of new proposals like this one, we are able to help shape the city's development. Hong Kong has a rich natural environment that offers great ecological diversity and the WWF conservation team is committed to using their expertise and long-experience to monitor development and ensure that it is done in harmony with nature. To complement our watchdog role, we also work to educate people about ecologically important areas and help maintain those areas by balancing the needs of development with the needs of the environment. Now finishing its second year, WWF has been working with the Hong Kong Police Force on the environmental badge scheme for the Junior Police Call. The scheme has helped train the group's Advanced Leaders and more than 800 members with an environment and conservation course so that they can go out and help raise awareness and build support for conservation.

Following the quake, 86 of the 110 conservation projects run by WWF in the area were halted due to damage. Not wanting to lose the gains that we had worked so hard for three decades to create, a worldwide call was made for financial assistance to help WWF restart these vital projects.

Here in Hong Kong, the response was excellent, helping us to raise over \$350,000 which will go directly to the sites most in need. After assisting with the rescue efforts in the initial aftermath, WWF turned its attention to rebuilding. In the months since, WWF has held workshops for local NGOs and staff from 12 panda reserves in the province, including Wolong. These sessions have given workers the tools and knowledge needed to perform a full assessment and get started on restoring these facilities and their related programmes.

The extensive network of equipment to monitor wild pandas in the area was severely damaged as were the protection stations and key roads to the nature reserves. Following the initial assessments, WWF began rebuilding efforts aimed at restarting work at all 21 reserves in the area as soon as possible. Temporary monitoring and patrolling equipment has also been deployed to help assess the wild panda population following the quake.

All of this has been made possible through the efforts of volunteers and workers in China giving their time and effort to help restore the local environment. The tasks that lay ahead are considerable, but thanks to the continued financial support from WWF's members and supporters, both in Hong Kong and around the world, Sichuan and its pandas are on the path to recovery. <u>淡水及濕地 freshwater & wetland</u>

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雖然地球眾多生物都靠賴淡水生存,但地 球上只有少於百分之一的水分是淡水。 Though myriad creatures depend on it to live, less than one percent of Earth's water is freshwater.

## 擴闊保育領域

**其**10%的面積為水所覆蓋,但大部分是海水,不能滿 足人類的食用需要。撇除海洋、冰冠、冰川及其他結 冰區域後,餘下可供人類使用的淡水十分有限,僅佔 全球所有水域的1%。

我們習慣有充足的食水供應,只需扭開水龍頭,便立即流出 清潔食水。然而,地球有限的淡水除供應人類所需外,也是各種 生物賴以生存的寶貴資源,人類大量耗用淡水,威脅各生物品種 的生存。

淡水在香港,以至全球的生態系統中,擔當著舉足輕重的角 色。香港以外地區的淡水環境如有任何改變,也會影響我們的環 境和生活。因此,我們的保育工作並非局限於本地範圍。

### 華南濕地保育

2006年起,世界自然基金會香港分會於華南地區展開為期五年的濕 地保育項目,保育當地兩塊濕地。本會有幸獲得滙豐銀行慈善基金 的慷慨捐助,得以協助福建省漳江口紅樹林國家級自然保護區,及 廣東省海豐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洪湖濕地,於2008年2月獲確認為國際重要 的「拉姆薩爾濕地」。

《保護國際重要濕地作水禽生境公約》(又名《拉姆薩爾公約》) 於全球各地劃定國際重要濕地,作為重點保育區域。這三塊位於中 國境內的濕地,比預期更早獲確認為「拉姆薩爾濕地」,有助推動更 多機構撥款支持其濕地管理工作。海豐自然保護區在本會協助下, 申請成為「拉姆薩爾濕地」,本會並就其生境管理及監察項目的設計 及策劃提供意見及支援。

至於漳江口保護區,本會曾協助制訂其長遠監測項目,而該項 目於2007年12月首次在當地錄得全球瀕危的黑臉琵鷺。本會並協 助開展試驗項目以開拓轉型機會,及於當地推行教育項目,以推 廣可持續生活模式,提高當地居民的保育意識。

# Expanding our scope

Represent the set of the Earth is covered with water, much of it is unusable to humans to meet our freshwater needs. After subtracting the oceans, ice caps, glaciers and other frozen areas, the amount of freshwater available for our use is limited – barely one percent of all water.

We've grown accustomed to having water available on demand, just a quick turn of the tap and out flows clean, clear water ready for our consumption and use. But this resource is necessary for much more than meeting human needs. The planet's finite freshwater resources support a very rich biodiversity that is increasingly under threat from human activities.

Freshwater plays a vital role in the ecosystems of not just Hong Kong but the entire world. What happens to the freshwater environment outside of Hong Kong will have reverberations that will make their way back to us and affect our environment and our lives. As such, it is important that our conservation efforts not be limited to local areas.

### Southern China's wetlands

Since 2006, WWF Hong Kong has been working on a five-year conservation project centred on two wetlands in southern China. Sponsored by the Hongkong Bank Foundation, our efforts have helped to build and establish sound management programmes at the Zhangjiang Estuary National Mangrove Nature Reserve and at the Haifeng Nature Reserve. Together with a third reserve we support at Hong Hu, these sites were all recognized with Ramsar designations in February 2008.

The Ramsar Convention on Wetlands of International Importance designates globally important wetland areas



淡水是珍貴資源,必須加以保護。 Freshwater is a precious resource that must be protected.

## 淡水及濕地 freshwater & wetlands



濕地敎育項目是我們相當重要的工作之一。 Wetland education programmes are vital to our work.

教育工作方面,本會製作全新的教材套,以配合推行華南濕 地項目。漳江縣所有初中及部分高中學校的可持續發展教育課程 採用教材套,有助當地教師於課堂上講解濕地保育問題及解決方 案。長遠來說,可培養當地居民的保育熱誠,從而促進推行濕地 保育工作,意義重大。

新課程的部分內容包括安排學生實地考察濕地保護區。本會與 保護區職員一直緊密合作,協助他們於保護區開展教育項目,讓 參觀人士,不論學生或市民大眾,更認識和了解濕地的重要性。

本會並為來自內地的教師及管理人員,於米埔自然保護區內提 供為期一星期的密集培訓,讓他們了解香港教師如何透過互動課 堂向學生講解保育課題。內地的教師及管理人員於培訓中,學習 以有趣的方法,令學生更投入課堂學習。 around the world as key conservation areas. For these sites in China, recognition from this international body came earlier than expected and boosts efforts to attract funding to support their wetlands management programmes. In Haifeng, we helped the reserve make its Ramsar application in addition to assisting in the design and planning of habitat management and monitoring programmes.

At the Zhangjiang reserve, WWF helped in developing a long-term monitoring programme that was the first to record the presence of the endangered Black-faced spoonbill in December 2007. Our efforts also went towards the creation of an experimental project to develop alternative livelihood opportunities as well as conducting Education for Sustainable Development and other programmes to raise awareness among the local population.

A major component of our education effort was the launch of a new education pack as part of the HSBC/WWF South China Wetlands Project in the Zhangjiang Estuary. The pack will be used in several local senior secondary schools and all junior secondary schools in Zhangjiang County for a new Education for Sustainable Development curriculum. With the pack, teachers will be better equipped to teach wetland conservation issues and solutions in the classroom, which is essential in creating the enthusiasm and commitment needed for these wetland programmes to succeed in the long term.

Students will also make site visits to the wetland reserve as part of the new curriculum. WWF has been working with the local reserve staff to help them develop education programmes at the reserve so that all visitors, whether students or the public at large, can come away from their visit with a greater awareness and appreciation of the essential role played by wetlands.

Training for teachers and management staff was carried out at

the Mai Po Nature Reserve. Weeklong intensive training sessions were held to introduce educators from mainland China to how these topics are taught within Hong Kong. Interactive lessons are a key part of the Hong Kong curriculum, and these training sessions gave our Chinese counterparts the opportunity to learn how to better engage their own students in a fun way.

### **Big Bird turns 25**

This year's Big Bird Race marked 25 years of avid bird watchers turning out to raise money for WWF. In the race's earliest years, the funds brought in by the event were used to purchase management and conservation rights for the Mai Po shrimp ponds, helping to create the present Mai Po Nature Reserve — a wetland of international importance.

Since then, the proceeds from each year's race have gone towards supporting daily operations at, and improvements of, Mai Po and its facilities. In addition to hosting thousands of visitors every year, Mai Po has become a regional centre for training and expertise on wetlands management. Reserve managers, scientists, educators and government officials from across East Asia have visited Mai Po to learn about best practices in wetlands management and wildlife monitoring programmes.

Lew Young served as the manager of Mai Po since he joined WWF Hong Kong in 1991. In 2008, he moved on from WWF Hong Kong, taking up a position with the Ramsar Secretariat in Switzerland. His new duties include advising governments and NGOs on Ramsar issues in the Asia-Oceania region and we look forward to continuing to work with him in his new role. While his expertise and dedication will be missed, the team he has developed at Mai Po will be continuing WWF's work under the guidance of a new Reserve Manager and Centre Manager.

Operating the Mai Po Nature Reserve depends on the

#### 第25屆「香港觀鳥大賽」

本年度的「香港觀鳥大賽」已踏入第25屆。25年來,感謝觀鳥人士 熱心參與,為本會的保育工作籌募善款。初時觀鳥大賽籌得的善 款,用於收購米埔基圍養蝦塘的管理及保育權,從而建立現時的米 埔自然保護區。

後來,每年觀鳥大賽的收益,皆用作維持米埔自然保護區及其 設施的日常運作及改善工程。米埔不但每年吸引大批市民參觀,更 成為濕地管理的區域培訓中心。來自東亞各地的保育經理、科學 家、教學人員及政府官員,會來到米埔了解濕地管理及野生環境監 測項目的工作。

楊路年博士自1991年加入本會,出任米埔自然保護區經理一 職。2008年,楊博士離開本會,加入位於瑞士的拉姆薩爾公約秘書 處,出任亞太地區高級顧問,向區內的政府及非政府機構,提供關 於拉姆薩爾濕地的專業意見。雖然隨著楊博士的離去,本會失去了 一位對濕地保育極具承擔的專業人士,但楊博士所建立的團隊,在 新上任的米埔保護區經理和米埔中心經理的帶領下,會繼續本會的 濕地保育工作。

米埔自然保護區的運作,有賴「香港觀鳥大賽」籌募的善款支 持。2008年度的觀鳥大賽共有14支觀鳥隊伍參加。本會感謝眾多隊 伍贊助者、活動贊助商及捐款人士的支持,使本年度的大賽得以圓 滿舉行,並為保護區未來的工作,包括發展教育及研究工作,提供 更多支持。

本會並於2007年推出全新的「濕地生態學家」網上學習網站, 作為米埔學校考察計劃的一部分。網站得以順利推出,實有賴利銘 澤黃瑤璧慈善基金慷慨贊助。學生於參觀米埔前後登入網站學習平 台,可增加了解本會生態學家的工作,並明白保護區內保育措施的 重要性。

保護濕地環境對維持健康的生態系統非常重要。本會透過持續 於米埔推行保育工作,以及於華南的夥伴保護區展開新保育項目, 為數以百萬計遷徙至區內的禽鳥,提供更好的棲息環境。隨著中國 境內獲新確認的「拉姆薩爾濕地」,本會將繼續朝此方向,進一步 推動濕地保育工作。

對許多野生生物都十分 Freshwater resources are vital to many wildlife populations.

funds raised through the Big Bird Race. The 2008 race saw 14 different teams competing and thanks to the many team sponsors, event sponsors and general donors, this year's race was another great success and will help support future work at the reserve - including the expansion of its educational and research programmes.

重要。

2007 also saw the launch of a new "Wetland Ecologist" e-learning website as part of the Mai Po School Visit Programme. The creation of the site was made possible by a donation from the Drs. Richard Charles and Esther Yewpick Lee Charitable Foundation. By using the website both before and after their visit to Mai Po, students are able to develop an appreciation for the work done by WWF's ecologists and the importance of the conservation measures at the reserve.

Protecting wetlands is vital to ensuring a healthy, robust ecosystem. Through our continued work at Mai Po and new programmes with our partner reserves in southern China, we are making a difference for the millions of birds that migrate through the region. Following the success of the new Ramsar sites in China, we hope to continue this trend and further boost our wetlands conservation efforts in the coming year.

香港觀鳥大賽的參加者對保育野生動物抱有一股熱誠。

Participants in the Big Bird Race bring an enthusiasm for wildlife conservation.



© Kong Wang Pi







香港擁有足夠的財力處理環境問題,我們只需要下定決心。
Hong Kong has the money to tackle the problem, we only need the will to do so.



不符合可持續發展原則的捕魚方式不但令香港的魚類數目減少,更影響漁 民的生計。

Unsustainable fisheries practices have hurt Hong Kong's fish stocks and fishermen.



本會將獲得超過 58,000 人簽署的「拯救海洋大行動」請願書交給香港行 政長官。

More than 58,000 people signed the Save Our Seas petition that was given to Hong Kong's Chief Executive.

## Winning beneath the waves

nce home to a diverse array of marine life, Hong Kong's waters have been hit hard by the surge in development over the past decades. The biodiversity under the waves, once a sight to behold, is a shadow of its former glory. And the threats that have chipped away at our marine environment are still an issue: overfishing, unsustainable fishing practices, pollution, and shrinking ocean habitats from land reclamation.

The biggest obstacle to marine conservation is that these problems are hidden from most people. The trash choking our seabeds and unsustainable fishing practices that strip away marine life from Hong Kong's waters are invisible to the public. Without a public clamour to take action, the government has failed to institute conservation policies that would protect Hong Kong's seas and put them on the path to a healthy, vibrant future.

Against this backdrop, WWF has been working hard to encourage the creation of sustainable marine policies to prevent the further loss of Hong Kong's marine biodiversity. In 2007-08, WWF saw great success from two projects that promoted greater awareness of, and action for, the plight of local seas.

#### Save Our Seas

Begun in 2004, the Save Our Seas (SOS) campaign has three main goals:

- Stop fishing in our existing Marine Parks
- Operate 10 percent of our waters as no-take zones
- Stop uncontrolled fishing and introduce sustainable fisheries management

A survey commissioned by WWF in early 2008 revealed extremely high public support for no-take zones. Ninety-eight percent of respondents said that such zones were reasonable — proof that the vast majority of Hong Kong residents want to see changes in how our seas are managed.

In March 2008, WWF launched a petition to capture the public support for SOS. By June, the petition had amassed more than 58,000 signatures — a record response for WWF and the largest public environmental petition ever in Hong Kong. WWF Chairman Markus Shaw personally handed the full petition to Chief Executive Donald Tsang to show the strong public support for taking action to protect Hong Kong's marine life.

## 「海」中求勝

幾何時,香港水域是大量海洋生物的棲息地,物種豐 富多樣。然而,過去數十年來,社會急速發展,令香 港的海洋環境面臨嚴峻的危機。過度捕魚、不符合可 持續發展原則的捕魚方式、污染及填海工程等問題,正慢慢侵蝕我 們珍貴的海洋環境,嚴重威脅海洋生態的健康。

大部分市民對這些問題了解不多,海洋保育工作難以推行。垃圾 將海床堵塞,而不符合可持續發展原則的捕魚方式,更令本港的海洋 資源大大減少。多年來,公眾要求保護海洋的聲音並不強烈,故政府 一直未有制定保護海洋環境,及維持海洋生態健康的保育措施。

有見及此,世界自然基金會一直致力促請政府制定可持續的 海洋保育政策,防止香港的海洋生物多樣性進一步下降。2007至 2008財政年度,本會推行了兩項計劃,喚起公眾關注本港海洋生態 危機,以行動保護海洋環境,並取得重大成功。

### 拯救海洋大行動

- 「拯救海洋大行動」於2004年開展,有以下三個主要目的:
- 禁止在現有的海岸公園內進行捕魚活動
- 將10%的本港水域闢建為「禁捕區」
- 停止現時捕魚活動未受規管的狀況,及引入可持續漁業管理制策

2008年初,由本會委託進行的一項調查顯示,絕大部分市民均支 持於香港水域成立「禁捕區」。當中有98%受訪者認為,成立「禁捕 區」,為海洋物種提供庇護所,實屬合理之舉。這證明香港大部分市 民認同,應更積極保護海洋環境,並希望海洋環境能得到改善。 2008年3月,本會發起簽名請願運動,爭取公眾對「拯救海洋大行



海下灣海洋生物中心屬頂尖的教育和研究設施。 The Hoi Ha Marine Life Centre is a world-class education and research facility.

動」的支持。在兩個多月內,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,反映公眾對海洋保育的支持。世界 自然基金會香港分會主席邵在德更親自將所有簽名遞交予行政長官 曾蔭權,表達公眾對採取實際行動,保護海洋生態的強烈訴求。

可持續漁業發展委員會將向政府提交建議報告。報告雖未正式 發表,但報告初稿建議政府在香港水域全面禁止底拖網捕魚,及限 制漁船數目。

這些建議為締造美好的香港海洋環境邁進了一大步。毫無疑問, 眾多支持者的聲音,凝聚一股強大力量,在「拯救海洋大行動」中發 揮著重要作用。本會感謝公眾人士的積極參與和支持,在簽署請願 書之餘,更將之傳遞給親友,為香港海洋的將來帶來光明新希望。

展望未來,我們還有很多需要推行的工作。然而,眼見「拯救 海洋大行動」簽名請願運動得到本會會員及社會大眾全力支持,我 們對未來的保育工作充滿希望。

### 海下灣

賽馬會滙豐世界自然(香港)基金會海下灣海洋生物中心於去年落成,為本會的另一重大工作成果。該中心自2004年起開始運作,但於2008年1月才完成最後階段施工,並舉行正式開幕典禮。作為中國唯一的「海上教室」,中心為參觀學生及制服隊伍帶來與別不同的學習體驗。

這座位於海下灣的海上中心以特別建築方法施工,以把對附近 珊瑚群落及海洋生態的影響減至最低。中心設施採用最新科技,以 支援各教育項目。無論活動是在中心內抑或海灘上進行,實地測試 設備及掌上電腦均使參觀者能全情投入學習活動。此外,隨著中心 面積擴大,中心將可招待更多參觀者。2008年共有160個學校隊伍 及100個特別隊伍到中心參觀。

新設施得以建成,實有賴行政長官社會資助計劃,及香港賽馬 會慈善信託基金慷慨撥款支持。長江實業(集團)有限公司委派兩 位項目經理,義務為本會監督中心早期的內部裝修工程,本會對此 亦深表謝意。

本會感謝香港特區政府食物及衛生局,以及漁農自然護理署,

The SOS petition was delivered in advance of a report to be released by the Committee on Sustainable Fisheries. A draft of the report recommended a total ban on trawling within Hong Kong's waters, placing a cap on the number of fishing vessels and limiting new entrants.

These recommendations represent a huge step for the future of Hong Kong's marine environment and there is no doubt that the tens of thousands of voices that joined together in the SOS campaign played a crucial role. Thanks to the involvement of all the individuals who signed the petition and forwarded it to their friends and families, Hong Kong's seas have a brighter, more vibrant future.

Looking ahead there is still more work to do. However, we have great hope for the future following the amazing support from our members and the community at large for the SOS petition last year.

## Hoi Ha Wan

The completion of the Jockey Club HSBC WWF Hong Kong Hoi Ha Marine Life Centre was another great success that we celebrated in the past year. Though the centre has been in operation since 2004, the final touches on the centre's facilities were finished and the official opening ceremony held in January 2008. As the only "classroom-on-the-sea" in China, the centre provides unparalleled educational opportunities to the students and groups that visit.

Perched over the bay, the centre was planned and constructed with great care to ensure that the environmental impact on the nearby coral and local marine life was kept to a minimum. The facilities feature the latest technology to support the centre's education programmes. Field testing equipment and handheld computers enable visitors to fully engage with the material being discussed — whether the lessons are inside the centre or outside on the beach. And with its increased capacity, the centre will be able to host more visitors — 160 school groups and 100 special



本港水域昔日曾居有眾多海洋生物,但現在卻受到發展項目、污染和過度捕魚等問題所影響。 Once home to a wide variety of marine life, Hong Kong's waters are straining under the pressures of development, pollution and overfishing.

協助本會爭取香港賽馬會慈善信託基金的資助,並為中心的設計及 功能提供意見。本會更衷心感謝多名個別人士的熱心捐獻,使中心 完滿落成。

中心全面運作後,本會希望不久將來能進一步擴展,使服務更 臻完善。除了繼續致力提高公眾的海洋保育意識外,本會更計劃將 中心發展成自然海洋資源管理及教育培訓中心。

#### 海洋保育 成功在望

過去一年,本會的海洋保育工作取得重大成功。展望來年,我們希望 保持士氣,加倍努力,爭取更佳成果。本會將繼續推行「拯救海洋大 行動」,爭取成立「禁捕區」、全面禁止底拖網捕魚,及限制本地漁船 數目。在海下灣,我們很高興看到海洋生物中心正式開幕,是推動海 洋保育工作的新機會。我們將繼續拓展中心的教育項目,充分利用這 獨一無二的珍貴資源。

健康的海洋環境,對海洋生物及人類來說,也是寶貴的資產。 我們感謝與本會持有共同理念,並一直給予支持的社會人士。過去 一年,本會獲得個別人士及企業鼎力支持,為保育工作帶來豐碩的 成果。請繼續支持本會,齊為保護海洋環境出一分力! group visits were scheduled for 2008.

Completion of the new facilities could not have happened without generous financial support from The Chief Executive's Community Projects — The Hong Kong Jockey Club Charities Trust. Cheung Kong (Holdings) Ltd also assisted WWF by assigning two project managers on a pro bono basis to oversee the early stages of internal redecoration.

The government's Food & Health Bureau and the Agriculture, Fisheries and Conservation Department were also instrumental in helping secure funding from The Hong Kong Jockey Club Charities Trust, as well as helping with the design of the centre and its functionality. And of course, numerous individual donations went into completing the centre.

With the centre fully operational, the focus is now on to further expanding its capabilities and services. In addition to continuing the vital task of educating the public about marine conservation, WWF plans to develop it as a training hub for natural marine resources management and education.

### Success on the sea

We have seen some stunning successes this past year in our marine conservation efforts, and as we look to the coming year, we hope to build on this momentum to achieve even more. The SOS campaign continues as we work to get no-take zones established, put a stop to trawling and regulate local fishing vessels. At Hoi Ha Wan, we are excited about the new opportunities at the centre and will continue to expand and enlarge the facility's programmes to make best use of such a unique resource.

We owe our successes to the many thousands of people who have contributed their time, money and efforts to our cause and share our vision for the amazing asset that a healthy sea would be. Both individuals and corporations have shown incredible support for WWF this past year and it has resulted in some equally big accomplishments. We need this type of support to continue our work and hope that you stay engaged with us in the coming year. Together we can do even greater things for our marine environment.

## 無分地域國界 international

氣候變化、過度捕魚等問題不受地域 所限,故我們更應加強與各國的合作。 Issues like climate change and overfishing go beyond borders and so must our efforts to fight them.

# 攜手合作 無分國界

護環境工作遇到的挑戰,並不受地域所限。在香港以外地區,環境問題同樣嚴峻。無論是大西洋的過度捕魚問題、俄羅斯煤發電廠排放廢氣造成污染,抑或是海水溫度上升對澳洲珊瑚礁造成的破壞,均令全球生態系統面臨威脅,而人類不論身處何地,皆直接或間接受到影響。

我們都明白全球市場與金融體系互相聯繫,而全球各生態系統 同樣密切相關。因此,我們的環保及保育工作亦應無分國界。世界 自然基金會香港分會因此擴大保育項目的覆蓋範圍,以實際行動處 理刻不容緩的問題。

#### 中國的濕地

憑藉我們管理米埔自然保護區的經驗,本會在中國海豐、漳江口兩 地的濕地保護區發展中,擔當著重要角色。本會亦為洪湖濕地保護 區的員工提供培訓。在內地及本港工作人員共同努力下,三個濕地 保護區於2008年2月獲確定為「拉姆薩爾濕地」。

本會其後繼續透過各項措施,推動濕地保育工作。我們為當 地工作人員安排培訓講座,教授濕地管理知識。我們並展開長期 監察計劃、建立適合濱鳥的棲息地,以及舉辦教育活動,提高當 地市民的保育意識。本會亦推廣傳統的水產養殖,一方面改善水 鳥的生態環境,另一方面幫助當地帶來經濟效益。

透過與內地濕地保育區緊密合作,我們積極保育位於東亞一 澳大拉西亞飛行航道上的多個重要濕地。我們在華南的保育範圍正 不斷拓展,這有助加強本會在本港以至其他地區的保育工作。

#### 珊瑚礁保育

我們也參與了「珊瑚礁三角區」的保育項目。該項目旨在保護橫跨 菲律賓及所羅門群島水域的重要珊瑚礁和群落。這區域蘊藏全球最 豐富的海洋生物品種,是超過3,500種魚類和珊瑚的棲息地。

## Linking together

he problems that we face in protecting our environment don't stop at the borders of Hong Kong. Whether the problem is overfishing in the Atlantic Ocean, coal power plants belching emissions in Russia, or the destruction of coral reefs from rising water temperatures off Australia – all of these actions affect the global ecosystem as a whole and their effects are felt, directly or indirectly, by everyone in every country.

Though we've become increasingly aware of how interconnected our markets and financial systems have become, the world's ecosystems are bound together even more tightly. The work we do to protect and conserve our environment needs to reflect the borderless nature of the problems that we face. WWF Hong Kong has been extending the reach of its programmes in order to take action where it is most needed.

### China's wetlands

Leveraging our experience from managing the Mai Po Nature Reserve, WWF Hong Kong has played an important role in developing two wetland reserves in Haifeng and Zhangjiangkou. WWF Hong Kong also provided training to staff from the Hong Hu wetland reserve. The efforts of the reserve staffs from both China and Hong Kong were recognized in February 2008 when all three wetland reserves were granted Ramsar status.

WWF Hong Kong contributed to these projects through a variety of measures. We organised training seminars for staff to learn best practices in wetlands management, developed a long-term monitoring programme, built habitats



中國最近有三塊濕地獲確認為「拉姆薩爾濕地」,是本地及區內保育工作 的一大進展。

Three new Ramsar sites in China will boost conservation efforts both locally and in the region.

for shorebirds, and began education and awareness-raising campaigns among the local population to reduce human disturbances. By encouraging traditional aquaculture, WWF will help improve the ecological benefits to waterbirds while simultaneously helping the local economy.

Through our cooperation with these wetlands reserves in China, we have boosted efforts to protect the many important wetland areas along the East Asian — Australasian Flyway. Our work in Southern China is expanding our reach in a way that will boost conservation efforts in both Hong Kong and beyond.

### **Reef protection**

We are also involved with the Coral Triangle Initiative, which seeks to protect the important coral reefs and communities that fill the waters from the Philippines to the Solomon Islands. This area

## 無分地域國界 international



珊瑚礁三角區擁有豐富的生物多樣性。 The Coral Triangle is home to rich biodiversity.

人類對部分珊瑚魚的食用需求,令珊瑚礁三角區的生態環境面 臨重大威脅。香港的珊瑚魚貿易頻繁,應對這問題時更是責無旁 貸。除了全力支持世界自然基金會總會的行動,杜絕破壞力強的捕 魚方法外,香港分會積極推廣可持續發展的概念,改變市民耗用資 源的習慣,包括讓市民了解海鮮的產地及捕獲方法,以及由此帶來 的環境影響。我們希望透過「海鮮選擇大行動」等計劃,鼓勵市民 減少進食受威脅、以破壞環境的方法捕撈或養殖的魚類品種。

### 全球各地 團結一致

我們正調整工作及運作,以配合世界自然基金會新訂立的「全球 項目架構」。此架構確立了截至2020年的全球保育項目重點,為世界 自然基金會全球網絡的保育工作提供指引。這轉變對本會會員或許 影響不大,但會把香港分會與全球各地分會聯繫起來。通過各地攜 手合作,我們在紓緩全球環境問題方面定能取得更佳成效。

世界自然基金會不但致力改善本地環境,同時心繫全球各地嚴



珊瑚群落對海洋生態系統十分重要,但卻極容易受人類活動所影響。 Coral populations are vital to the marine ecosystem but are extremely sensitive to human activities.

is the richest area of marine biodiversity on the planet and is home to more than 3,500 species of fish and coral.

Demand for some Coral Triangle species has had a significant impact on the region's ecology and as a hub for the trade in reef fish, Hong Kong has an important role to play in addressing this problem. In addition to supporting WWF's larger efforts to eradicate destructive fishing practices, WWF Hong Kong is trying to influence people's consumption by presenting the concept of sustainability. This includes knowing where and how the seafood we consume is captured or produced and the effects that these practices have on the environment. Through programmes like our Seafood Choice Initiative we aim to reduce the consumption of threatened species and of species that are fished or reared in ways that damage the environment.

## Going global

We are also in the process of realigning our operations to fit within WWF's new Global Programme Framework, which guides the WWF global network on its conservation priorities until 2020. For our members this change will not be overly visible, but internally this is an important step in linking together our efforts in Hong Kong with WWF's other offices across the globe. With improved cooperation, we will be able to accomplish more and better address the massive environmental threats to life on Earth.

WWF is committed to not only work on projects to improve the local environment but to look beyond the region




工業活動是碳排的主要來源之一。 Industrial operations are a leading cause of carbon emissions globally.

我們必須攜手合作,尋找解決方法。 We must work together to find solutions.

峻的環境問題。無論是改變市民食用海鮮的需求,抑或協助在內地 建立濕地保護區保護候鳥,我們也能採取實際行動,為改善環境出 一分力,務求造福香港,乃至世界上的每一個人。

展望未來,我們將加強本地項目與全球項目的協調,以配合推 行大規模保育方案。我們會繼續進行本港現有的保育項目,但同時 結合香港分會及各地分會的資源拓展工作。每一位會員在香港的行 動和支持,對推動全球保育工作十分重要。透過與本會在非洲、南 美洲及歐洲各地的專家攜手合作,我們定能克服挑戰,為人類及地 球上所有生物帶來美好的轉變。 and address the world's larger environmental issues. Whether it's working to change seafood demands in our local restaurants or helping to establish and organise new wetland reserves to protect migratory birds in China, we can take concrete actions that will improve the environment not just for Hong Kong residents but people around the world.

As we look ahead, the focus will be on aligning our local programmes with global initiatives so that we can contribute to large-scale comprehensive solutions. Our existing programmes will continue to operate and promote conservation in Hong Kong, but we will complement them with expanded programs that combine our resources with others' from around the world. Our members will play an important role in this effort as local actions will play a key role in achieving global results. By linking together our efforts with the work done by WWF experts in Africa, South America or Europe the huge challenges that we now face can be overcome and be made into huge successes for every person and every species on the planet. 財務資料 financials

## 本會衷心感謝各捐助者,令我們可繼續 推行保育工作。 We are most grateful to our donors, whose contributions make our continued work possible.





「步走大自然 | 是本會眾多提高公眾保育意識的項目之一。 The Walk for Nature is one of WWF's many programmes to raise public awareness about conservation issues.

## 財務摘要

會有專責的員工一直盡力確保有足夠經費推行保育及 教育工作。全賴各捐助者鼎力支持,我們才得以推行 各項保育及教育工作,為此,本會衷心感謝。 以下為世界自然基金會香港分會的財務狀況摘要,由均富會 計師行審核,並按世界自然基金會國際標準計算。截至2008年6月 30日止的年度財務報告,刊載於本會的週年報告內。

#### 主要收入

本會的收入主要來自個人及公司捐款,佔本會總收入逾67%。今年, 本會的會員人數有所增加,個人會籍數目增長為39%。整體而言,這 部分的收入佔個人捐款總額91%(即1,680萬港元),餘下9%來自一般 捐款 (110萬港元) 及遺產捐款 (60萬港元)。

公司捐款為本會的第二大之收入來源,來自公司會員(650萬港元) 及無限制用途的公司捐款(40萬港元)佔公司捐款總額48%。餘下的

## **Financial highlights**

conservation and education work is dependent on a small group of staff that make sure the funds we need to operate continue to flow. We are most grateful to our donors, whose contributions make our continued work possible.

The following highlights are from WWF Hong Kong's finances which have been audited by Grant Thornton, and are calculated using the WWF International Standard. The full audited financial statements for the year ended 30 June 2008 are published in our Annual Report and Accounts.

#### Our major income

Both individual and corporate donations continue to be our major sources of income, with both contributing to more than 67

percent of our total income. This year our membership base grew, resulting in an increase of 39 percent in individual membership subscriptions. Overall, this revenue segment contributes 91 percent of our total individual donations (HK\$16.8 million), with the remaining 9 percent from general donations (HK\$1.1 million) and a legacy donation (HK\$0.6 million).

Corporate donations are the second most important revenue source with 48 percent coming from our corporate members (HK\$6.5 million) and unrestricted corporate donations (HK\$0.4 million). The balance of HK\$7.5 million was given in the form of restricted donations for particular conservation programmes, such as The Low Carbon Manufacturing Programme (Bowen Capital Asia Green Dragon Fund), HSBC South China Wetlands programme, and Seafood Guide (JNC Nature Fund).

### 財務資料 financials

2007至2008財政年度的經費來源:港幣4,893萬元 Source of Income FY2007-2008: HK\$48.93 million



750萬港元是獲限制用途的捐款收入,作為特定保育項目的經費,如 「低碳製造計劃」(Bowen Capital Asia Green Dragon Fund)、滙豐 的華南濕地項目、及《海鮮選擇指引》(JNC Nature Fund)。

本會舉辦的兩個籌款活動-「步走大自然」及「香港觀鳥大賽」十 分成功,前者的參加人數更刷新紀錄。兩項活動為本會籌募無限制用 途的捐款。隨著愈來愈多公司指定捐款的用途,籌款活動籌得的無限 制用途捐款,可作為平衡,以支付經常開支。

本會2007至2008財政年度的支出雖較收入稍微高些,但事實 上,當中部分支出已獲上一財政年度的捐款支付。

此外,本會並收到由多個信託及基金,包括香港賽馬會慈善信 託基金及太古集團慈善信託基金提供的重要捐款。

Our two fundraising events, the Walk for Nature and Big Bird Race were very successful — the former drew a record turnout. Both events contribute unrestricted funding and are vital counterbalances to corporations' growing focus on restricted giving.

While the accounts show a modest deficit, the reader should remember that some of our expenditures in 2008 were actually funded by donations received in 2007.

We also received significant donations from several trusts and foundations including the Hong Kong Jockey Club Charities Trust and the Swire Group Charitable Trust.

經費來源	港幣千元	%
會員及個人捐款	18,544	37.9
	14,435	29.5
基金、信託	8,122	16.6
政府撥款	3,327	6.8
籌款活動	2,202	4.5
賺取收入	1,517	3.1
其他	636	1.3
世界自然基金會網絡	147	0.3
	48,930	100

Income	in '000 HK\$	%
Membership & donations from individuals	s 18,544	37.9
Corporate donations	14,435	29.5
Trusts and foundations	8,122	16.6
Government grants	3,327	6.8
Fundraising events	2,202	4.5
Earned income	1,517	3.1
Other sources	636	1.3
WWF network	147	0.3
	48,930	100

### 2007至2008財政年度的支出分配:港幣4,931萬元 Expenditure allocation for FY2007-2008: HK\$49.31 million



#### 本會支出

今年,本會經費主要用於開發及拓展新的氣候項目,以及推行海洋 保育項目。一如既往,我們亦大量投放資源於社區教育,實踐本會 教育下一代的目標,並傳遞及加強保育信息。

會籍管理方面的開支,有助向本會支持者傳遞更多有關保育的 信息,這對提高公眾的保育意識,從而推動本會的保育工作非常 重要。

香港分會每年支持世界自然基金會總會的工作,我們亦撥出「總 捐款收入」(不包括政府補助機構的撥款)的3.7%,以協助推行本會 的全球保育項目。

#### Our spending

This year our investment in conservation was primarily concentrated on developing and expanding our relatively new Climate programmes and delivering our hugely successful Marine programmes. Our second largest investment continues to be in Community Education as we focus on our goal of educating the next generation.

The Membership management expenditure is an essential ingredient in extending our messages to our supporters. An informed supporter is an avid conservationist.

As in previous years, we contributed a percentage of our "total donated income" (3.7 percent excluding Government Grant funding) to achieve WWF global objectives.

支出	港幣千元	%
	24,017	48.7
 社區教育	9,469	19.2
	7,348	14.9
	2,860	5.8
	2,318	4.7
	2,121	4.3
世界自然基金會網絡	1,184	2.4
	49,317	100

in '000 HK\$	%
24,017	48.7
9,469	19.2
7,348	14.9
2,860	5.8
2,318	4.7
2,121	4.3
1,184	2.4
49,317	100
	9,469 7,348 2,860 2,318 2,121 1,184

#### 2007及2008年回顧

去年,本會獲得國泰航空有限公司680萬港元的慷慨捐款,以及一 筆550萬港元的遺產捐款,整體收入因而顯著增加。今年,本會總 收入亦錄得7.5%的增長。此外,由於有部分收入來自為期數年的 捐款計劃,款項會分攤在數年內捐出,故本會整體收入雖增加,但 增長速度減慢。

本會得到來自信託及基金,以及年度籌款活動的捐款今年大 幅增加。我們並獲世界自然基金會總會撥款資助,推行氣候變化 項目。

#### Review of 2007 and 2008

Last year, we received a HK\$6.8 million donation from Cathay Pacific Airways and a HK\$5.5 million legacy donation leading to significant income growth. This year we have achieved 7.5 percent increase in total income. While overall growth is up, the lower acceleration rate is a consequence of our multi-year funding whereby we receive the funds spread over a number of years rather than in one year.

We have achieved a significant increase in donations from trusts and foundations and from our annual fundraising events. We also received funding from WWF International in rolling out the Climate Change programme.

			<b>6</b> / 13/5 b
	2007	2008	% 增減
會員及個人捐款	19,110	18,544	-3.0
公司捐款	13,696	14,435	5.4
基金、信託	3,731	8,122	117.7
政府撥款	4,141	3,327	-19.6
籌款活動	1,501	2,202	46.7
賺取收入	2,912	1,517	-47.9
世界自然基金會網絡	91	636	599.0
其他	318	147	-53.8
	45,500	48,930	7.5%

	2007	2008	% change
Membership and donations from individuals	19,110	18,544	-3.0
Corporate donations	13,696	14,435	5.4
Trusts and foundations	3,731	8,122	117.7
Government grants	4,141	3,327	-19.6
Fundraising events	1,501	2,202	46.7
Earned income	2,912	1,517	-47.9
WWF network	91	636	599.0
Other sources	318	147	-53.8
	45,500	48,930	7.5%





職員人數	2005	2006	2007	2008
行政總裁	1	1	1	1
社區教育及行動 (教育)	17	19	20	22
公關傳訊	4	4	4	4
環境保護	18	25	32	35
財務及行政	9	12	15	18
市場推廣及籌款	6	8	6	10
總人數	55	69	78	90

No. of staff	2005	2006	2007	2008
CEO	1	1	1	1
CEPA (Education)	17	19	20	22
Communications	4	4	4	4
Conservation	18	25	32	35
Finance & Administration	9	12	15	18
Marketing & Fundraising	6	8	6	10
Total	55	69	78	90

#### 員工管理

2008年,本會的氣候小組增聘了員工,以支援新的氣候項目。另 外,我們在市場推廣及籌款方面,投入經費,作為本會營運策略的 一部分,以擴大這方面的工作規模及提升本會的知名度。我們並繼 續撥款予財政及行政部門,配合保育及教育工作的發展。

#### Staff management

In 2008, we added staff to our Climate team to support the new programmes. The investment in Marketing and Fundraising is part of our strategy to expand our operations and enhance our brand awareness. We continued our investment in Finance and Administration to cater to the growth in Conservation and Education.

### 行政總裁的話 ceo's letter

# 同創生生不息的地球

2007 至2008財政年度對本會別具意義:回顧 過去一年,本會在多個保育項目上取得 突破進展:賽馬會滙豐世界自然(香港) 基金會海下灣海洋生物中心正式開幕,這個項目歷時數年,終於 竣工,為本地學生提供優質的海洋教育活動。

教育,是本會達成保育目標的重要工具,而這個「海上教室」讓我 們可以透過革新的教學模式,傳遞保育知識給年青一代,同時充分展 示本會海洋保育工作的重要理念。

這一年中,我們多方面的工作取得重要成果。2008年中,「拯救 海洋大行動」請願運動得到超過58,000名人士簽名支持,打破了香港 歷來的環保請願運動紀錄。民眾的強烈訴求,無疑促使香港特區行政 長官在2008年施政報告中,宣布於海岸公園內禁止商業捕魚活動。

施政報告也提到在港推行低碳經濟,反映政府愈來愈重視氣候 變化帶來的威脅。本會得到滙豐的支持,推出首個為香港度身訂造 的碳足印計算器,供港人計算日常生活造成的碳足印。

本會亦已開始編製《香港生態足印報告》,分析港人資源消耗 模式和生態足印的改變,為未來的工作提供重要基礎。

就在今個財政年度結束後,政府公布與內地簽署能源供應協 議,大大減低了在大小鴉洲與建液化天然氣接收站的需要,令這個 魚類孕育場地免受破壞。

從這份年報,你可看到本會在香港、華南及鄰近地區,推出多 項優質保育和教育項目。唯有得到你們的支持,我們才可成就這些 保育佳績。

# Legacy of a living planet

believe the 2007-2008 fiscal year has been one of the most remarkable in the history of WWF Hong Kong. In January 2008, we officially opened the Jockey Club HSBC WWF Hong Kong Hoi Ha Marine Life Centre. This project has been in progress for many years and now offers first-class marine education programmes for local students.

The completed facility has been used to demonstrate the underlying principles of our marine conservation activities. Education is a fundamental tool for us and the "classroom in the sea" concept is at the cusp of an education revolution.

During the course of the year we have seen other major accomplishments. With 58,000 signatures collected, the SOS petition in Spring 2008 became the largest environmental petition in Hong Kong's history. This outpouring of support no doubt played a role in the announcement of a commercial fishing ban in marine parks by the Chief Executive of the HKSAR.

The Chief Executive's 2008 policy address also referred to a low carbon economy for Hong Kong, reflecting a growing awareness by our Government of the potential threats of climate change. WWF, with the support of HSBC, launched the first Hong Kong specific carbon calculator for public use to allow individuals to determine the extent of their carbon footprint in their everyday habits.

We also began work on the Hong Kong Ecological Footprint Report, which will provide a benchmark to track our shift in consumption and the size of our ecological footprint.



WWF Hong

And an announcement made just after the end of our fiscal year of an energy supply agreement between Hong Kong and the mainland negated the need for an LNG terminal at the Soko Islands, a known fishery spawning and nursery area.

As you can see from this report, WWF in Hong Kong delivers high quality conservation and education programmes for the benefit of Hong Kong, South China and the region. We can only achieve these outstanding results with your support.

#### 龐毅理 Eric Bohm

世界自然基金會香港分會行政總裁 CEO, WWF Hong Kong

### 鳴謝 acknowledgment

## 衷心致謝 Our thanks

承報各會員和支持者在金錢以及其他 方面的支持,本會得以繼續保護香 港的環境,同時推廣可持續的生活模式。 本會十分慶幸我們的保育理念,得到一眾 個人、公司、信託和基金的認同,並捐款 支持推行各項保育及教育項目。雖然因篇 幅所限,我們未能在此逐一答謝所有曾給 予支持的個人及機構,但這並無減本會對 各捐助者的感激。只要攜手合作,我們定 能為人類及各生物創造更美好的環境。 謝謝。

O ur efforts to promote sustainable lifestyles and to preserve Hong Kong's environment are made possible by the dedication and financial support of our members and supporters. The work we do would be impossible without donations from the thousands of individuals, corporations, trusts and foundations that share our passion for conservation. Extending our thanks by naming each and every one of you is impossible within the short space available but we are grateful for your support. Together we are creating a better world for everyone and every creature on the planet. Thank you.

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\* 於2007年12月2日,九廣鐵路公司網絡與港鐵公司合併。

\* On 2 December 2007, the railway network of KCRC merged with that of MTRCL.

#### 本會亦感謝以下曾於2007-2008年作出捐款的公司:

WWF would also like to thank the following for their contributions:

Corporate

#### 機構

中原地產代理有限公司 長江實業(集團)有限公司 中華電力有限公司 皇冠汽車有限公司 DHL 敦豪全球貨運物流 (香港)有限公司 Executive Search Group International Ltd. Good Focus Holdings Ltd. 降地產有限公司 信達國際控股有限公司 香港太古集團有限公司 畢馬威會計師事務所 利希慎基金 利安顧問有限公司 禮頓建築(亞洲)有限公司 Maxell Asia, Ltd. 無印良品 (香港) 有限公司 Nam Sang Wai Development Co. Ltd. 利安電光源(香港)有限公司 新香港隧道有限公司

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#### 個人

白丹尼先生 Christopher Buttery先生 Siu Pik Wing先生 Wu Tai Chow先生 Pauline Leung/小姐 Guy D'Auriol先生 Nell Cady-Kruse先生 Anton I Douglas先生 Anthony N Iliya先生 Paul M Raphael先生

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#### Individual

Mr. Daniel Bradshaw Mr. Christopher Butterv Mr. Siu Pik Wing Mr. Wu Tai Chow Ms. Pauline Leung Mr. Guy D'Auriol Mr. Nell Cadv-Kruse Mr. Anton I Douglas Mr. Anthony N Iliva Mr. Paul M Raphael



### for a living planet<sup>®</sup>

#### 世界自然基金會使命

世界自然基金會的使命是透過以下途徑,遏止自然環境的惡化, 同時建立人類與大自然和諧共存的未來:

- 保護全球生物多樣性。
- 確保以可持續方式使用可再生天然資源。
- 推廣減少污染和浪費的行為。

#### WWF's mission

To stop the degradation of the planet's natural environment and

to build a future in which humans live in harmony with nature by:

- Conserving the world's biological diversity.
- Ensuring that the use of renewable natural resources is sustainable.
- Promoting the reduction of pollution and wasteful consumption.

#### 世界自然基金會香港分會 WWF Hong Kong

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