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社區參與： 結合策略伙伴 壯大保育力量

Stakeholder Engagement: Working with Strategic Partners to Achieve More

我們一直致力與不同企業及機構合作，借助他們各方面的專業技能、專長及影響力，推動亞洲地區野生生態的保育工作，讓保育基金及合作夥伴達到雙贏局面，向社會上不同領域和層面的對象傳遞生態保育的重要訊息。

By collaborating with corporations and other organisations, we can leverage their professional skills, expertise and influence to promote wildlife conservation in Asia. Successful stakeholder engagement is not only a win-win situation for the Foundation and its collaborative partners, it also enables us to reach out to an even wider audience with our urgent message of wildlife conservation.



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「保育工作需要廣大市民投入參與，
保育基金對亞洲各地的生態環境
貢獻良多，成績有目共睹，
是社會各界的榜樣。」

“Conservation is a task that requires
community-wide participation.
OPCFHK has played a critical role in
committing much needed resources to
help enhance our knowledge
and achieve results in different
habitats across Asia, which set an
excellent example for the entire
community and beyond.”

”



陸恭蕙博士, JP, OBE

香港特別行政區政府環境局副局長

Dr. Christine Loh, JP, OBE

Under Secretary for the Environment, HKSAR Government

第十八屆海洋公園保育日 — 各界齊心顯關懷 攜手推動海馬保育

第18屆海洋公園保育日於2013年1月12日圓滿舉行，本年度的保育日以海馬保育為主題，透過不同活動教育及啟發公眾認識及關注珍貴的海馬。

當日節目豐富，保育基金特別設計了以海馬為主題的填色及摺紙活動、人體彩繪及小手工製作等，讓遊人從中了解海馬獨特的形態特徵、習性及保育狀況。參與保育日的遊人更可以參觀精彩的香港水底相片展覽，欣賞香港海洋世界的美態，提高對保育海洋生態的意識。

保育基金今年首次透過戶外和網上平台推廣保育日，令活動得到廣泛的宣傳。一如以往，海洋公園將當日的門券收入全數撥捐保育基金，加上各界的捐款支持，保育基金當日籌得高達港幣330萬元善款，打破歷年記錄。



18th Ocean Park Conservation Day – Showing Love for Seahorses

Our 18th Ocean Park Conservation Day was a huge success. Held on 12 January 2013, this year's event focused on seahorse conservation using a series of workshops to educate and inspire general public.

The day featured many fascinating activities, including colouring, paper folding, body-painting, handicraft making and informative display panels. All of these were designed to help visitors learn more about seahorses, such as their unique appearance, behaviour and conservation status. An inspirational photo exhibition highlighted the beauty of Hong Kong's underwater habitats and helped raise awareness of local marine conservation.

This was the first year that we have used online and outdoor advertising to promote our Conservation Day. This higher profile translated into record-breaking donations of over HK\$3.3 million from Ocean Park and various donors that included the donation of Ocean Park's admission revenues from the entire day.





保育基金謹此感謝海洋公園及社會各界的長期支持，2012至2013年度，海洋公園向保育基金捐助了1,370萬元。自2005年以來，海洋公園的遊人間接為保育基金帶來超過港幣7,130萬元的善款，並透過八達通捐款系統和各個捐款箱，向保育基金直接捐助港幣290萬元，支持我們的保育工作。為感謝多個主要贊助機構及捐款人的支持，我們特別在保育日當日舉辦「善長酬謝宴」，分享我們過去一年的保育成果。

第19屆海洋公園保育日將於2014年1月11日舉行，主題為「為海洋發聲」，請緊貼我們的Facebook專頁，留意最新情況。



將海馬保育融入生活

我們很榮幸能與OtterBox攜手設計了一款以海馬為主題的「Wave」限量版智能手機保護殼，並在全球多國發售。OtterBox除了將部分收益撥捐亞洲區內的保育工作，更藉此產品提升大眾的海洋保育意識。



During the 2012/13 fiscal year, the Foundation received a record amount of HK\$13.7 million from Ocean Park, as well as unparalleled public support. Since 2005, visitors to Ocean Park have indirectly contributed some HK\$71.3 million to the Foundation, while direct contributions through donation boxes and our Octopus donation mechanism have provided a further HK\$2.9 million to support our conservation efforts. To thank our biggest donors and corporate sponsors for their exceptional support, we organised the "Donor Appreciation Reception" on the same day to share our conservation efforts in the past year.

The 19th Ocean Park Conservation Day will be held on 11 January 2014 under the theme "Speak Up for Our Oceans". Stay connected with our Facebook fan page for more details!

歡迎瀏覽我們的Facebook專頁：
Visit our Facebook :



Making Seahorse Conservation a Part of Everyday Life

We proudly joined hands with OtterBox to design and launch a limited-edition "Wave" phone case worldwide, which features the charming seahorse in its habitat. This meaningful new promotion will help raise funds for wildlife conservation in Asia while also enhancing public awareness of marine conservation.



資助保育項目 商界不甘後人

加強與本地企業合作以推動保育，是我們的重點工作之一！金至尊珠寶及維森集團於本年度繼續鼎力支持我們的保育項目！

金至尊珠寶資助在四川唐家河自然保護區研究金絲猴的項目，希望收集到更多有關金絲猴的覓食生態及棲息地選擇的數據，為訂立長遠的保育策略奠定鞏固的基礎。金至尊珠寶今年再度推出以瀕危海洋生物為設計主題的《愛珍藏》鑽飾系列，並將部分收益撥捐保育基金。

維森集團亦是我們的長期合作伙伴，近年支持大熊貓的保育項目不遺餘力，2013年更成為「陝西省牛尾河和桑園壩的秦嶺大熊貓棲息地修復項目」的指定贊助機構。當地大片竹林因竹子開花枯萎，迫切需要為該處的孤立大熊貓種群另覓合適的棲息地，維森集團除資助保育項目外，更自費安排公司員工、南韓及德國的商業伙伴前往陝西省進行實地考察，了解大熊貓的保育工作。



《發現·藍》— 齊來細賞海底世界

保育基金與《發現·藍》在過去三年一直緊密合作，已安排了超過800位市民參與體驗潛水活動，探索香港奇妙的海底世界；再配合保育基金的海洋保育講座，成功加深了參加者對海洋生態的認識，並啟發他們為海洋保育貢獻更多。

我們特此感謝《發現·藍》及各位參與義工的支持及捐款。《發現·藍》在2012至2013年度合共舉辦了四次海底清潔日及五次海岸清潔日，吸引200多位潛水員及熱愛海洋的義工參與，總共收集了400公斤的垃圾！他們更舉辦水底攝影比賽，推動海洋保育的理念。



Through Conservation Project Adoption, Corporates Are Making A Difference!

Involving local corporations in wildlife conservation is an important aspect of our work. In 2012/13, we were proud to have continued collaboration with 3D-GOLD Jewellery and Wessen Group, both of whom have provided valuable support to vital conservation projects.

3D-GOLD Jewellery was the exclusive sponsor of our scientific research project on the golden snub-nosed monkey in the Tangjiahe Nature Reserve in Sichuan, China. This project aimed to identify the monkeys' diet, food availability and habitat selection, thus provide a solid foundation for a long-term conservation strategy. 3D-GOLD Jewellery also launched its "Treasurable Love" jewellery collection during the year, featuring endangered marine animals, with part of the proceeds donated to the Foundation.

Wessen Group is another long-term partner of the Foundation and has been generously supporting our giant panda conservation projects in recent years. In 2013, the company adopted our habitat restoration project for Qinling's giant pandas in Niuweihe and Sanyuanba, Shaanxi Province. Both of these areas were seriously blighted by bamboo flowering, creating an urgent need of recovering the bamboo forest in these areas, in order to restore the already-limited habitat for this isolated panda population. In addition to financial support, the company organised a field visit, at its own cost, to Shaanxi and invited its staff and business partners from Korea and Germany to learn more about giant panda conservation.



© 3D-Gold Jewellery



© Wessen Group

Discover Blue – Appreciating our Underwater World

The Foundation has been working with the Discover Blue project team for the last three years, enabling over 800 members of the public to experience scuba diving and explore Hong Kong's fascinating underwater world. Combined with marine conservation seminars conducted by the Foundation, this unique programme has proven to be an inspiring and enriching activity for all participants.

We would like to thank the Discover Blue Association and all volunteers for their tremendous support and donations. In 2012/13, four underwater clean-ups and five beach clean-ups were organised, 200 qualified divers and ocean lovers helped and collected over 400 kg of rubbish! Discover Blue also hosted an underwater competition to promote marine conservation.



© Discover Blue Association

恒生銀行支持馬蹄蟹棲息地修復活動



香港企業透過積極參與本地的保育工作，不但能實踐和履行企業社會責任，更可協助我們提升公眾的保育意識。

恒生銀行對保育工作親力親為，他們安排公司義工隊過百名義工，先後兩次參與我們在下白泥舉辦的泥灘清潔活動。下白泥是香港野生馬蹄蟹的主要棲息地之一，義工協助清除由養蠔場沖上泥灘上的蠔殼及石椿，以免影響年幼馬蹄蟹的成長及海鳥的覓食，更為成年馬蹄蟹修復牠們交配及產卵的生境。



與荃新天地一起「關愛·大熊貓」

除了贊助「熊貓行動2013」，荃新天地今年更與保育基金攜手舉辦為期一年的「關愛·大熊貓2013」推廣活動。遊人除了透過荃新天地商場內設置展覽，認識大熊貓的有趣資料和現況外，更可前往可愛的大熊貓八達通機捐出善款，支持保育基金的大熊貓保育工作及地震後的棲息地重建！

加入保育行列 成為基金之友

「基金之友」的成立，讓各界人士有機會透過親身參與而持續有效地推動保育工作。會員除定期收到電子期刊外，更可以參與各式各樣的會員保育活動，包括中華白海豚生態考察團、清潔泥灘修復馬蹄蟹棲息地活動，及參與保育專題講座。

「基金之友」更可成為我們的保育大使，邀請親友參加我們的保育活動，讓更多人了解野生生態保育的重要性。本地歌手G.E.M.鄧紫棋不但於2012年加入「基金之友」成為會員，更鼓勵了她的「粉絲」加入！



Hang Seng Bank Mudflat Clean-up – Restoring the Habitat of Horseshoe Crabs

Corporate social responsibility (CSR) activities are a great opportunity for local businesses to demonstrate their corporate citizenship while also promoting local conservation.

Over 100 volunteers from Hang Seng Bank’s Volunteer Team joined two of our mudflat clean-up activities at Ha Pak Nai, one of Hong Kong’s most important natural habitats for wild horseshoe crabs. These volunteers helped remove the oyster shell clusters and concrete pegs washed ashore from nearby oyster farms that hinder baby horseshoe crabs and interfere with the feeding habits of seabirds. The activity helped to restore the nursery site for juvenile crabs, as well as the mating and spawning grounds of adult crabs.



Promoting Giant Panda Conservation with Citywalk

Besides sponsoring “Panda Action 2013”, Citywalk co-organised a one-year giant panda conservation programme with the Foundation. Visitors and shoppers could learn interesting facts about giant pandas through the panels in the mall, and donate to OPCFHK’s giant panda conservation project and post-earthquake habitat rebuilding efforts through the adorable giant panda Octopus donation kiosk.



Friends of the Foundation – Join the Fight for Asian Wildlife Conservation

Friends of the Foundation (FOF) provides an opportunity for individuals from all walks of life to support the Foundation in its efforts to develop long-term, sustainable solutions for Asian wildlife conservation. In addition to a regular e-newsletter containing the Foundation’s latest news, members received exclusive invitations to engaging programmes such as Chinese white dolphin eco-tours and mudflat clean-ups for the conservation of horseshoe crabs. Members could attend conservation talks by supported project researchers.

By inviting others to join the Foundation’s conservation programmes, FOF members act as our conservation ambassadors and help to influence even more people. To raise awareness of our Foundation, local pop singer G.E.M. signed up as an FOF member in 2012 and encouraged all her fans to join us too!



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演藝名人攜手推動生態保育

拒絕食用魚翅 保育海洋生物

各個保育團體多年來一直協同在華人社區推動鯊魚保育，保育基金與中國著名時裝網站「鳳凰網時尚頻道」在2012年8月聯合舉辦「2012鳳凰時尚大典之拒絕魚翅 保護海洋生物」宣傳活動，呼籲公眾購買及食用環保海鮮，藝人應采兒、鄭希怡和近50名來自香港及深圳的參加者一同簽下「拒絕魚翅」的承諾，並鼓勵大家要明智地選購環保海鮮，避免食用瀕危的蘇眉和藍鰮吞拿。



關注氣候變化 奉行綠色生活

為了讓公眾了解氣候變化的影響，保育基金聯同鳳凰 U Radio 於2012年9月合辦了「關心環境 Start From U」宣傳活動，並邀請到本地歌手鄧紫棋及其歌迷會的朋友參與。保育基金高級科學主任冼映彤在活動上，與參加者分享「氣候變化對野生動物的影響」。鄧紫棋、保育基金副總監吳守堅先生及鳳凰 U Radio總監于盈小姐更聯同一眾參加者，承諾在日常生活實行4R生活模式，包括「減量、重覆使用、循環再造及重新思考生活模式」，鼓勵大家開始綠色生活。



參與水底研究 籲珍惜海洋資源

保育基金很榮幸邀請到一向很重視海洋生態保育的藝人鄭伊健，以「星級海馬研究員」身份，親身參與我們的海馬普查。他以其在潛水方面的專業技能，與研究團隊到西貢附近水域，潛入水底尋覓海馬蹤影，成為香港首位參與保育基金科學研究的藝人。伊健更為保育基金拍攝宣傳片，記錄進行水底研究的過程，並呼籲市民拒絕食用海馬及其他瀕危的海洋生物，以行動支持海洋保育。



Celebrities Joined Hands For Conservation Advocacy

Say NO to Shark Consumption and Protect Marine Life

Raising awareness of shark conservation in Chinese society has long been a common goal of many conservation groups. In August 2012, we worked with China's major fashion site, fashion.ifeng.com, hosted by Phoenix Television, to encourage people to choose sustainable seafood. During the event, famous artists Ms Cherrie Ying and Ms Yumiko Cheng, as well as around 50 people from Hong Kong and Shenzhen, pledged to help protect the ocean by not consuming shark fin. They also encouraged everyone to make wise choices when they consume seafood, not only by saying no to shark fin, but also by avoiding endangered humphead wrasse and bluefin tuna.



Raise Awareness on Climate Change and Promote Greener Lifestyle

In September 2012, we co-organised an event with Hong Kong-based radio station Phoenix U Radio to raise awareness on climate change. During the event, the Foundation's Senior Scientific Officer, Ms Shadow Sin, gave a conservation seminar on "Effects of climate change to wildlife", which was attended by members of local pop singer G.E.M.'s fan club. A highlight of the event was when G.E.M. together with the Foundation's Deputy Director, Mr. Timothy Ng, and U Radio's Director, Ms Carol Yu, led participants in pledging to follow the 4Rs (Reduce, Reuse, Recycle and Rethink) in everyday life.



Join Underwater Survey to Promote Marine Conservation

The Foundation was excited to have Mr. Ekin Cheng joining our seahorse survey team to dive and search for seahorses in Sai Kung waters. As an ocean lover, our "Star Seahorse Researcher" and the first local artist joining our scientific research project, Ekin was featured in a promotional video, which was made to encourage the public to support marine conservation by avoiding the consumption of seahorses and other endangered species.



歡迎觀看鄭伊健先生
參與水底海馬普查的短片：
Check out the video clip featuring
Mr. Ekin Cheng's underwater seahorse survey :

