



Supported by:



For Immediate Release

17 November 2008

**WWF launches Ocean Witness Campaign
The first ever documentary account of Hong Kong people's ocean stories**

Living in a coastal city like Hong Kong, we all feel connected to the oceans in some way. However, not many of us have the chance to see how the environment looks and changes beneath the waves. With the support of Standard Chartered Bank (Hong Kong) Limited, WWF is launching the Ocean Witness Campaign to document the direct experiences of people who are witnessing the changes in Hong Kong's marine environment, making it the first ever documentary account of Hong Kong people's ocean story.

The Ocean Witness Campaign is sponsored by Standard Chartered Bank (Hong Kong) Limited. Last year, Standard Chartered Bank launched the Race for a Living Planet globally, under the Greatest Race on Earth Marathon series, to invite the public to commit their own environmental pledges online or via promotional leaflets. The three nations with the most environmental pledges per capita were declared winners. With the support of those who care for the environment of Hong Kong, Hong Kong won the 3rd place of this challenge and a share of the prize money to fund the marine conservation awareness raising campaign—the Ocean Witness Campaign.

Speaking at the Ocean Witness launching ceremony today, Mr Eric Bohm, CEO of WWF Hong Kong, said, 'We, as human beings, are closely connected to marine life, but most of us seldom have the opportunity to witness the changes in the underwater world. What we want to achieve with the Ocean Witness Campaign is to let the public understand the changes and the beauty of our oceans, so that we can all join together to protect our precious marine environment and work for sustainable and healthy oceans. I envisage the Campaign will successfully create a strong force supporting marine conservation work in Hong Kong, which is so important for our future.'

Mrs Rita Liu, Head of Corporate Affairs, Standard Chartered Bank (Hong Kong) Limited said, 'Standard Chartered is committed to building a sustainable business. In Hong Kong, our community focuses are on Youth, Health, Education and the Environment. We have always been devoted in addressing the climate change and environmental protection issues. Through WWF's Ocean Witness Campaign, we aim at promoting public awareness and support of marine conservation, and stimulating positive behaviour change to protect the environment. We also targeted our youngsters through school talks and an art competition under the Campaign, with the hope to instil a long-term sense of respect in Hong Kong's environment that will last throughout future generations.'

People from all walks of life have already shown their support to the Campaign by becoming our Ocean Witnesses, including Professor Paul Chu, President of HKUST, football player Lee Kin-wo, veteran TV programme host and experienced diver Walter Chu, artists Ekin Cheng and Charlie Young. Their stories are now available on the website: wwf.org.hk/ow

Mr Vincent Tang, Assistant Director of Environmental Protection (Nature Conservation and Infrastructure Planning) remarked, 'the Campaign is very meaningful as it further promotes the importance of marine conservation. The Government also attaches much importance to the work of marine conservation, and the Campaign is in line with the Government's goal of providing more opportunities for members of the public to increase their understanding on the marine environment in Hong Kong.'

Other Ocean Witnesses Mr Ekin Cheng, Ms Charlie Young and Mr Walter Chu also joined the launch. At the ceremony, some highlights of the Ocean Witness TV documentary was previewed and the full programme will be broadcast on 20 November at 11:00 pm on TVB Jade.

In addition to the TV documentary, more activities are coming, including the 'Ocean in a Box' Creativity Competition, exhibition, school talks, as well as the e-learning portal. For details, please visit the Campaign website: wwf.org.hk/ow.

WWF Hong Kong

Since 1981, WWF in Hong Kong has been working to ensure a better environment for the 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 Mainland China. WWF Hong Kong is working on conservation and environmental education programmes include climate, footprint, terrestrial & conservation policy, freshwater & wetlands and Marine.

Standard Chartered - leading the way in Asia, Africa and the Middle East

The history of Standard Chartered in Hong Kong dates back to 1859. It is currently one of the SAR's three note-issuing banks. Standard Chartered incorporated its Hong Kong business on 1 July 2004, and now operates as a licensed bank in Hong Kong under the name of Standard Chartered Bank (Hong Kong) Limited, a wholly owned subsidiary of Standard Chartered PLC.

Standard Chartered PLC, listed on both London and Hong Kong stock exchanges, ranks among the top 25 companies in the FTSE-100 by market capitalisation.

The London-headquartered Group has operated for over 150 years in some of the world's most dynamic markets, leading the way in Asia, Africa and the Middle East.

Standard Chartered aspires to be the best international bank in its markets through leading by example to be the right partner for its stakeholders. The group now employs 75,000 people, representing 115 nationalities, in more than 1,750 branches and outlets located in over 70 countries.

Standard Chartered Bank (Hong Kong) Limited was named the employer of Choice at the prestigious Hong Kong HR Awards 2008, and also named by The Gallup Organisation as a winner of the Gallup Great Workplace Award.

For more information, please visit: www.standardchartered.com

About The Greatest Race on Earth (GROE):

The Greatest Race on Earth (GROE) is the world's only marathon team relay series, run across Nairobi, Singapore, Mumbai and Hong Kong. In the GROE 2007/08 series, the Environment Challenge was introduced and encouraged people to select and undertake up to eight environmental pledges suggested on www.thegreatestrace.com, and then nominate the GROE nation they wished their pledge(s) to support. The three nations with the most environmental pledges per capita - Brunei, Taiwan and Hong Kong - were declared the winners.

For media queries, please contact WWF Hong Kong:

Ms Lee King Yin,
Communications Manager
Tel: 2161 9630 / 9864 3934
Email: kylee@wwf.org.hk

Ms Shelby Wong,
Senior Communications Officer, Media
Tel: 2161 9634 / 9700 2719
Email: swong@wwf.org.hk

Related images can be downloaded at <http://wwf.org.hk/forPress/ow-20081117.zip>