

Facilitating Choices on Sustainable Consumption Products to Consumers



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Conservation Campaign



FSC Materials on merchandise packaging

- FSC (Forest Stewardship Council) materials on merchandise hangtag, back card & packaging.
- Goal: Promote the responsible management of the world's forests.

Hang tag



Backing card



Conservation Campaign



FSC Materials on merchandise packaging

- Toy's packaging



Animal Conservation tag



Conservation Campaign



Bio-degradable Raincoat

Bio-degradable Raincoat

Goal: To promote conservation awareness on using bio-degradable materials





Conservation Campaign



Bio-Degradable Shopping Bag

Degradable Shopping bag

Goal: To promote conservation awareness on using bio-degradable materials



Conservation Campaign



Cold Mug

Bottle-refill Program and No-straw Initiative

Goal: To reduce the consumption of plastic bottles



Conservation Campaign



Blue Matters Reusable Shopping Bag

Eco-friendly Foldable BYOB Bag

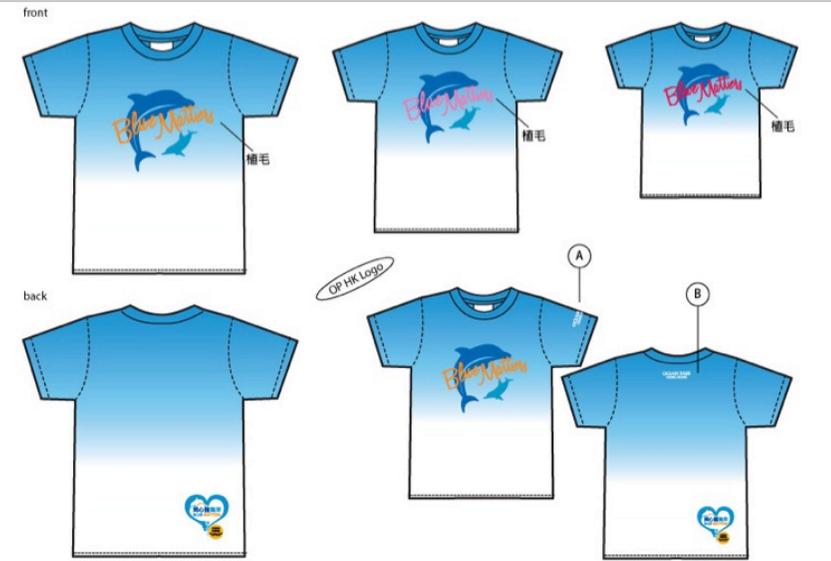
Goal: To reduce the consumption of plastic bags



Conservation Campaign



Blue Matters Series



Conservation Campaign



Rainforest "I'm organic" Series

"I'm organic" Series

Using 100% organic cotton on apparel



Adult

OCEAN PARK
HONG KONG



I'm organic

Kid

OCEAN PARK
HONG KONG



I'M ORGANIC



Discovery Channel Shop



Ocean Park Hong Kong x Discovery Channel POP-Up Store (Location: Waterfront plaza)

Goal: To promote the education message to guest on how to protect the environment and reduce the consumption



Discovery Channel Shop



“Education”



Mission:

To inspire *appreciation* for nature and positive conservation *actions* by providing informative, engaging experiences through our animal exhibits, presentations and educational programmes.

Ocean Park ~ *Connecting* People with Nature
Sustainability is the key





Positive &
Engaging
Messaging

Promoting
a Passion
for Life

Advocating for
Sustainable
behaviours

Guiding Principles



All life on Earth is amazing

Healthy ecosystems provide many essential services and benefits that sustain and improve human life

Human activities impact the animals and their ecosystems

Through informed actions, we can bring positively impact ecosystems

Everyone has the responsibility to care for the Earth, to keep healthy ecosystems for our families and future generations

Ocean Park and the Ocean Park Conservation Foundation, Hong Kong conduct a good number of conservation works in Asia



- i. Exhibits & Programmes
- ii. Conservation Campaign
- iii. Community Reach & Capacity Building
- iv. Publicity & Electronic Media



- Over 797,000 students have participated in our education programmes since its inception in 1992. 53,160 students in 2014/2015.



Kindergarten



Junior Primary School



Senior Primary School



Junior Secondary School



Senior Secondary School



Teacher Training



Education Products



CONSERVATION CAMPAIGN



Three Ocean Themes from 2014-2016:



Marine Debris
Reduction



Sustainable
Seafood



Marine
Biodiversity





2015 – Focus on Marine Debris & Sustainable Seafood

- Adventures in Australia and Animal Discovery Fest (ADF) 2015
- Grand Aquarium enhancement
- World Association of Zoos and Aquariums (WAZA) Decade on Biodiversity
- Mini-website
- Plastic recycling bin redesign
- Continue efforts to promote a plastic-free marine environment and sustainable seafood choices
- CAPEX: \$64.94 mil
- OPEX: \$18.62 mil

