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Reference
Number : MEEF2020001A

Marine Ecology Enhancement Fund (MEEF)

Completion Report (2021-2022)

Project Title:

Sea of Noise: Extended Screening of
Documentary about Marine Noise Impacts
on Chinese White Dolphins in the Pearl
River Estuary

Name of Project
Leader:

Doris WOO

Name of Applicant
Organisation:

WWF– Hong Kong

Executive Summary

Chinese white dolphins rely heavily on sound to feed, socialise and navigate, making them extremely susceptible to underwater noise. Sadly, dolphins inhabiting the Pearl River Estuary in China are in grave peril from frequent marine traffic and coastal activities. With the support of the Marine Ecology Enhancement Fund (MEEF) on MEEF2020001 and MEEF2020001A Projects, WWF-Hong Kong co-produced the documentary *Sea of Noise* with local wildlife photographer and filmmaker Daphne Wong, bringing attention to and raising public awareness of how severe underwater noise hinders echolocation and threatens dolphin survival.

The documentary comprises science-based findings of WWF-Hong Kong's underwater sound study, stakeholder interviews and animations along with underwater and drone footage of the dolphins to better explain the issues and suggested measures mitigating the identified threats. Cymatics visualisation was adopted to explain how manmade noise interferes with dolphin sounds, which had long remained poorly recognised by the public.

Through documentary screening this project aimed to:

1. Connect the public in Hong Kong and the broader Pearl River Delta to the severely threatened Chinese white dolphins, followed by building a strong constituency among the public to support regional dolphin conservation;
2. Build and enhance relationships with relevant government departments/bureaux, scholars, industries and local communities to gain their support for PRE cetacean conservation;
3. Drive actions among relevant stakeholders and generate stronger momentum for persuading authorities to take the lead in conserving the dolphins.

Along with progress made under MEEF 2020001 Project, a total of 43 screenings of *Sea of Noise* were held in Hong Kong during Project period from July to December 2021, including 14 school screenings, with over 3,300 audience engaged either in person or online, and reaching nearly 520,000 times of online streaming in mainland China. In particular, a moving showroom event *Sync Together with Dolphins* was organised in late December 2021 along with other educational activities to maximise audience reach and better disseminate conservation messages. The film and associated social media videos have reached over 10 million online and offline views in Hong Kong and the broader China since June 2021. Additionally, over 10,000 public petitions have been collected advocating for the designation of a Dolphin Conservation Management Area off west and south Lantau by 2024, along with stringent regulation of illegal and unsustainable fishing, underwater noise and marine traffic. A short China version of *Sea of Noise* and associated trailer have so far obtained nearly 14,000 likes and were shared over 28,000 times on platforms including Bilibili, Wechat and Weibo since June 2021.

The objectives of this and MEEF2020001 Projects were, on the whole, achieved within the proposed timeframe, i.e. from July 2021 to December 2021 for this project. *Sea of Noise* played an important role in increasing public awareness and strengthening knowledge on the unseen threat of underwater noise. This in the future can help secure commitments from the authorities to establish a network of well-managed, well-connected, and science-based Marine Protected Areas (MPAs) protecting identified important dolphin habitats. With established conservation efforts and momentum, the Project team will aim to bring the identified regional issues under global attention in the future, and to facilitate local, regional and international engagement and lobbying work. In particular, the team will continue to work closely with stakeholders for identifying feasible solutions mitigating threats off south Lantau.

Project Title & Brief Description

Project Title (English)	Sea of Noise: Extended Screening of Documentary about Marine Noise Impacts on Chinese White Dolphins in the Pearl River Estuary
(Chinese)	《聲之海》：珠江口水域中華白海豚和水底噪音威脅紀錄片的延續放映活動
Nature of the Project (may choose more than one box)	<input type="checkbox"/> Marine Habitat & Resource Conservation & Enhancement <input type="checkbox"/> Scientific Research & Studies <input checked="" type="checkbox"/> Environmental Education & Eco-tourism
Brief Description of the Purpose of the Project (English)	<p>In view of the severe underwater noise disturbance to Chinese white dolphins relying heavily on acoustic cues for survival and reproduction, WWF project team has been working closely with Daphne Wong, the local wildlife photographer and filmmaker, for the production of short documentary “Sea of Noise” as part of previous project phase.</p> <p>Additional screenings of “Sea of Noise” is proposed for project extension aiming to extend the conservation and impact from the documentary created under the existing project. This extended reach will further raise public awareness on regional cetacean conservation and generate greater public support through online petition and pledges. This demonstration of public support can influence decision makers to adopt mitigation measures to alleviate underwater noise arising from coastal construction, marine traffic and dolphin eco-tourism activities.</p>
(Chinese)	<p>有見及水底噪音污染對依賴聲音生存和繁殖的中華白海豚影響非常嚴重，WWF 項目團隊與本地著名野生動物攝影師兼製片人黃遂心密切合作，並於上一個項目階段製作了短片《聲之海》。</p> <p>是次項目將延續《聲之海》的放映活動，以擴大已製成短片的受眾群，提升大眾對珠三角鯨豚保育的認知和瞭解。這些活動有利於鼓勵公眾參與網上請願和承諾行動，以鼓勵決策者採取緩解措施減輕沿海建設、海上交通和觀豚活動所帶來的水底噪音威脅。</p>

Timeline of Completed Activities against Proposed Work Schedule

	Activities	Original Period	Current progress
Pearl River Estuary Chinese White Dolphin Documentary <i>Sea of Noise</i>	Project staff recruitment	July 2021	Completed. Doris Woo from WWF-HK Oceans team meeting qualification requirements was internally deployed in July 2021.
	<i>Sea of Noise</i> – CWD and underwater noise documentary regular screening	July – December 2021	Along with progress made under MEEF2020001 Project, a total of 43 regular screenings, including 14 school screenings, were organised (Table 1 refers for full list of screening events during project period). Short China version of <i>Sea of Noise</i> was also made available online since June 2021 (before commencement of this Project) on multiple social media platforms (refer to Table 4 for more information).
	<i>Sync Together with Dolphins</i> moving showroom event	Late December 2021	Completed by 27 December 2021. As proposed the event was held on 3 days from 25 to 27 December 2021.
<i>Give Us Room to Roam</i> petition	<i>Give Us Room to Roam</i> – online petition/pledge advocating for better regional and local cetacean conservation	July – December 2021	The online petition page has been launched since July 2020 before the commencement of this Project.
Communication	Awareness-raising and promotion plan	July – December 2021	Online promotion of <i>Sea of Noise</i> regular screening, <i>Sync Together with Dolphins</i> moving showroom event and <i>Give Us Room to Roam</i> petition was launched since July 2021. In particular, local KOL Bonde Sham Lok-yi was invited to attend and promote <i>Sync Together with Dolphins</i> event in late December 2021.

Key Project Results and Descriptions

i. Recruitment of A Project Staff

Under the current Project, one supporting staff was internally deployed within WWF-HK since July 2021 for a period of 6 months, who was Doris Woo. She took up the role as project manager to manage project plan, budget and progress including documentary production and logistics arrangement for screening events, and was responsible for preparing reports and relevant documents. With help from 18 interns and student helpers, she also led the liaison and coordination among team members and departments within WWF-HK and with WWF-China, and with external collaborators to confirm the screening and promotion plans.

ii. Sea of Noise Regular Screening in Hong Kong

A total of 31 regular screening sessions of the 18-minute *Sea of Noise* documentary (聲之海) (with [Cantonese](#) and [English](#) voiceover) were organised engaging over 3,000 audience face-to-face and online in Hong Kong (Table 1 refers, event photos are included in Appendix 1), including 18 official representatives, policy makers, local fishermen and academics. Public screening events were usually done in the flow of i) interactive session to familiarise with marine wildlife sounds and manmade noise, ii) screening of *Sea of Noise*, followed by iii) sharing session by Daphne Wong, scholars and/or conservationists. Feedback survey was conducted among audience including students for evaluation of effectiveness of raising public awareness on dolphin conservation by documentary screening, and key survey results are as follow:

1. 100% of respondents strongly agree or agree that screening events have effectively strengthened their understanding on local conservation of Chinese white dolphins;
2. Nearly 90% of respondents are willing to help conserve Chinese white dolphins after watching *Sea of Noise*; and
3. Over 90% of respondents would recommend the documentary to their families and friends.

Table 1 | Full list of *Sea of Noise* screening sessions held in Hong Kong during Project period from July to December 2021

Screening Date	Screening Location	Screening Format	No. of Sessions	No. of Audience Joined
2 July 2021	Diocesan Girls' Junior School	Online	1	289
3 July 2021	Eaton House	Face-to-face	2	35 (including 1 representative from British Consulate)
5 July 2021	Ju Ching Chu Secondary School (Yuen Long)	Online	1	20

11 July 2021	Fung Tak Estate Community Centre	Face-to-face	1	25 (including 3 District Councillors)
22 July 2021	At-sea school screening	Face-to-face	1	37
31 July 2021	WWF Central Centre	Face-to-face	3	72
21 August 2021	WWF Hoi Ha Wan Marine Life Centre	Face-to-face	2	86
8 September 2021	WWF Kwai Hing Centre	Face-to-face	1	27
10 September 2021	Liber Research Community Office	Face-to-face	1	30
10 September 2021	Immaculate Heart of Mary School	Online	1	378
24 September 2021	WWF Central Centre	Face-to-face	1	18 (including 1 government official)
29 September 2021	Chinese International School	Online	1	6
1 October 2021	Outdoor screening in Tai O	Face-to-face	1	25
5 October 2021	S.K.H. Wei Lun Primary School	Online	1	63
7 October 2021	ELCHK Faith Love Lutheran School	Online	1	300
13 October 2021	The University of Hong Kong	Face-to-face	1	21 (including 3 academics)
14 October 2021	Sha Tin College	Online	1	30
15 October 2021	ELCHK Lutheran Academy	Online	1	30
20 October 2021	St. Clare's Primary School	Online	1	90
26 October 2021	Lingnan University	Face-to-face	1	124 (including 5 academics)
29 October 2021	Staff screening for Swire Trust	Online	1	40
10 November 2021	SALEM-Immanuel Lutheran College	Online	1	40
12 November 2021	Hennessy Road Government Primary School	Online	1	260
20 November 2021	iSQUARE Emperor Cinemas	Face-to-face	2	172 (including 4 academics and 1 fisherman representative)
3 December 2021	Lam Tin Methodist Primary School	Online	1	821
9 December 2021	S.K.H. Leung Kwai Yee Secondary School	Online	1	20
Total			31	3,059

For the 6-minute China version it brings the poorly recognised underwater noise impacts from coastal construction and vessel operations to the screen, and showcases how the on-going acoustic study led by the Chinese Academy of Science helps quantify the threats, and how individuals can help save the dolphins. The China version *Sea of Noise* has been streamed online on Bilibili, Wechat and Weibo platforms since early June 2021 with reaching over 517,086 times of streaming (Table 4 refers). The online streaming of 6-minute *Sea of Noise* also successfully engaged 2 government officials from Dolphin Nature Reserve offices and 6 academics.

iii. Sync Together with Dolphins Outdoor Moving Showroom Event

Moving showroom event *Sync Together with Dolphins* was organised from 25 to 27 December 2021 to further increase public reach and better dissemination of conservation messages (see Appendix 1 for event photos). The event was organised at different locations each day, so as to reach a wider range of public as possible. The whole event mainly consisted of 4 following sections:

1. *Sea of Noise* “silent” screening: outdoor screening of *Sea of Noise* with use of wireless headphones for better audio experience. Screening sessions successfully engaged 320 members of the public (see Table 2 for more information), with some signing the dolphin petition after joining the event.
2. Dolphin experiential game: indoor simulative game allowing participants to experience how Chinese white dolphins “survive” and “look for food” in Hong Kong’s highly disturbed and noisy underwater environment. Debriefing session following the experiential game allowed participants to understand the manmade noise sources and how individuals could help save the dolphins by reducing underwater noise.
3. Detective game: Detective session allowing participants to examine the Chinese white dolphin “carcass” and learn more about physical threats from marine traffic on local cetaceans. It was expected that participants would also deepen their knowledge of animal anatomy, dolphin echolocation system and how individuals can help save the dolphins by reducing marine traffic threats.
4. Augmented reality (AR) and visual experience: display of Chinese white dolphin graphics as outer moving showroom design and event souvenirs (dolphin coasters), with showcasing drone footage of local dolphins (footage obtained in surveys supported by other funds).

The Project team also worked with local artists [&dear](#) for the production of dolphin sculptures made of recycled plastic (Appendix 4 refers) to highlight another manmade threat, which is marine plastic pollution, on local cetaceans.

Table 2 | Full list of *Sea of Noise* screening sessions at *Sync Together with Dolphins* showroom event

Screening Date	Screening Location	Screening Format	No. of Sessions	No. of Audience Joined
25 December 2021	Edinburgh Place, Central	Face-to-face	4	91
26 December 2021	No.9 Central Pier	Face-to-face	4	123
27 December 2021	Kwun Tong Promenade	Face-to-face	4	106
Total			12	320

iv. Establishment and Launching of Give Us Room to Roam Online Petition Platform

The *Give Us Room to Roam* petition page was established to raise public awareness on shared responsibilities of protecting local cetaceans and gain public support for local cetacean conservation work. The online public petition particularly advocates for i) designation of the Dolphin Conservation Management Area by 2024 and ii) effective management of threats from underwater noise, marine traffic operations and illegal/unsustainable fishing. The Project team has by far obtained 10,545 petitions (of 926 petitions obtained during Project period from July to December 2021), with some leaving comments supporting that Chinese white dolphins play a very critical role maintaining a healthy marine ecosystem, and the authority and industries should take urgent action to save the declining dolphin population in the Pearl River Delta.

v. Online and Offline Promotion of Sea of Noise, Sync Together with Dolphin Event, Dolphin Petition and Others

The [3-minute trailer](#), [1-minute](#) and [30-second](#) social media videos, and 2-minute trailer of China version *Sea of Noise* (see enclosed file) were produced and published in advance to promote *Sea of Noise* screening in Hong Kong, and online streaming of China version *Sea of Noise*. The promotion videos were displayed offline at MTR stations¹, buildings¹ and shopping malls, and virtually on Google, Facebook¹, Youtube, Instagram¹, Bilibili¹, Weibo¹ and Wechat¹ (tables 4 & 5 refer). Documentary posters and stills were also used for promotion of *Sea of Noise* screening events. The Project team also invited local KOL Bonde Sham Lok-yi (岑樂怡) to attend *Sync Together with Dolphins* moving showroom event in Hong Kong and got the activities promoted on celebrities' social media platforms. In addition, the Project team collaborated with local artists and designers including [SURREALHK](#), [Seika Studio](#)¹ and [Lorak Institute \(腦力研究所\)](#)¹ for production of visuals and comics to further disseminate cetacean conservation messages, with promoting dolphin petition and documentary screening. These all together have reached over 10 million views since June 2021. Respective social media posts and photos of offline ads are shown in Appendix 2. Raw social media data for promotion on Facebook and Instagram are listed in Appendix 3.

Table 3 | Online and offline promotion launched in Hong Kong during Project period from July to December 2021²

Location/Platform	Promotion Duration	Event/Conservation Messages Promoted	No. of Reach/View	No. of Like	No. of Comments	No. of Share
Offline Promotion						
4 Shopping malls	June – September 2021	• <i>Sea of Noise</i> screening	N/A	N/A	N/A	N/A

¹ Some offline and online promotion, and collaboration with local artists were done before Project commencement and supported by funds for the MEEF2020001 Project. Please refer to MEEF2020001 Project audited report for more information.

² Please refer to Table 3 of MEEF2020001 Completion Report for full list of online and offline promotion and relevant figures.

		<ul style="list-style-type: none"> • Dolphin petition 				
Online Promotion						
Google (including key word boosting and display network ads)	May – December 2021	<ul style="list-style-type: none"> • <i>Sea of Noise</i> screening • Dolphin petition 	21,704	N/A	N/A	N/A
Youtube	November – December 2021	<ul style="list-style-type: none"> • <i>Sea of Noise</i> screening • Dolphin petition 	436,321	N/A	N/A	N/A
Facebook	July 2020 – December 2021	<ul style="list-style-type: none"> • <i>Sea of Noise</i> screening • <i>Sync Together with Dolphin</i> event • Dolphin petition • Major threats faced by Chinese white dolphins in Hong Kong, including underwater noise and marine traffic disturbance • Measures mitigating human threats to dolphins 	488,741	1,560	33	269
Instagram	July 2020 – December 2021	<ul style="list-style-type: none"> • <i>Sea of Noise</i> screening • <i>Sync Together with Dolphin</i> event • Dolphin petition • Major threats faced by Chinese white dolphins in Hong Kong, including underwater noise and marine traffic disturbance • Measures mitigating human threats to dolphins 	19,384	5,138	49	N/A
		Total	977,150	6,698	82	269

Table 4 | Online streaming and promotion of China version *Sea of Noise* since May 2021

Video type	Platform	Stream Date (and onwards)	No. of Reach/View	No. of Streaming	No. of Likes	No. of Share
<i>Sea of Noise</i> trailer	Bilibili	9 May 2021	2,291	2,291	754	9

<i>Sea of Noise</i> 6-minute video	Bilibili	9 June 2021	3,056	3,056	654	10
<i>Sea of Noise</i> trailer	Weibo	9 May 2021	204,000	43,000	684	256
<i>Sea of Noise</i> 6-minute video	Weibo	9 June 2021	4,680,000	514,000	11,766	28,448
<i>Sea of Noise</i> trailer	Wechat	9 June 2021	1,211	1,211	60	28
<i>Sea of Noise</i> 6-minute video	Wechat	11 June 2021	772	30	48	41
Total			4,891,330	563,588	13,966	28,792

4 pieces of E-news³ were circulated among members and subscribers of WWF-HK as invitations to attend public screening of *Sea of Noise* on 20 November 2021 (Table 5 refers), which over 170 people joined.

Permanent E-news Link	Content	Launch Date	No. of Reach
https://mailchi.mp/5866bebe60aa/sea-of-noise-invitation	1 st round of promotion of <i>Sea of Noise</i> cinema screening on 20 Nov 2021	12 October 2021	1,203
https://mailchi.mp/99526364dbb7/sea-of-noise-invitation-681051	2 nd round of promotion of <i>Sea of Noise</i> cinema screening on 20 Nov 2021	27 October 2021	1,263
https://mailchi.mp/2c3cd29c6c6e/sea-of-noise-invitation-681079	3 rd round of promotion of <i>Sea of Noise</i> cinema screening on 20 Nov 2021	29 October 2021	6,451
https://mailchi.mp/de54eed5b724/sea-of-noise-invitation-681120	Final round of promotion of <i>Sea of Noise</i> cinema screening on 20 Nov 2021	03 November 2021	4,977

Evaluation* of Project Effectiveness

³ The write-up and launch of 1 piece of WWF E-news was supported by funds for the MEEF2020001 Project. Please refer to MEEF2020001 Project audited report for more information.

*Formatted as per WWF International reporting standard

Long-term goal						
To stabilise and recover the declining Chinese white dolphin population throughout the Pearl River Estuary, by establishing a network of well-managed, well-connected and science-based Marine Protected Areas (MPAs), including the designation of Dolphin Conservation Management Area across the estuary. In particular, underwater noise from marine traffic, coastal construction and dolphin eco-tourism activities is stringently regulated in these MPAs.						
Key Objectives	Indicator	Baseline	Current status for This Project Phase	Planned Final Result	Conservation Achievement Rating	Justification(s) for rating
Connect the public in Hong Kong and Guangdong to Chinese white dolphins, followed by building a strong constituency among the public to support regional cetacean conservation	<ul style="list-style-type: none"> - Number of documentary screening events organised - Number of people engaged in documentary screening - Number of people reached online and offline, e.g. social posts, e-news, WWF signature and centre events, etc. 	None	<p>Output A total of 55 screening events, of 43 events organised during Project period from July to December 2021, were organised in Hong Kong</p> <p>Outcome</p> <ul style="list-style-type: none"> • Screening events engaged over 5,800 members of public (about 3,300 of them were engaged during this Project period), including school students and staff • More than 10 millions of online and offline reaches/views were achieved in Hong Kong and throughout the broader China from July 2020 to December 2021 <p>Impact Among all respondents of <i>Sea of Noise</i> screening survey:</p> <ul style="list-style-type: none"> • 100% of respondents strongly agree or agree that screening events have effectively strengthened their understanding on local conservation of Chinese white dolphins; • Nearly 90% of respondents are willing to help conserve Chinese white dolphins after watching <i>Sea of Noise</i>; and • Over 90% of respondents would recommend the documentary to their families and friends 	<ul style="list-style-type: none"> - A total of 2,400 participants joining 20 documentary screening events from July 2020 to December 2021, including WWF members, invited speakers and helpers - A total of 10 million people reached online and/or offline during Project period 	Output: 7 Outcome: 7 Impact: 7	Planned goals have all been achieved

<p>Strengthen relationship with relevant government departments, academics, industries, and local communities to gain their support for regional cetacean conservation</p>	<p>- No. of relevant representatives attending documentary screening event</p>	<p>None</p>	<p>Output A total of 55 screening events, of 43 events organised during Project period from July to December 2021, were organised in Hong Kong</p> <p>Outcome 2 government official, 3 fishermen, 5 district councillors, 12 academics/scientists and 1 consulate representative joined/co-organised in-person screening in Hong Kong (18 of them engaged between July and December 2021); 2 government officials and 6 academics/scientists from mainland China watched the short China version of <i>Sea of Noise</i> and associated trailer online</p> <p>Impact Relevant stakeholders are aware of WWF's dolphin conservation asks with some being supportive of the advocacies. This can encourage the Hong Kong and Guangdong authorities to work together and take the lead in formulating and activating emergency conservation and management actions for dolphins in the long run</p>	<p>- A total of 10 people from relevant government departments, academics, local communities and industries joining the documentary screening events from Jul 2020 to Dec 2021</p>	<p>Output: 7 Outcome: 7 Impact: 5</p>	<p>Buy-in from shipping industry and a wider range of fishing communities is needed for bottom-up conservation approach</p>
<p>Drive actions among relevant stakeholders and generate stronger momentum for persuading the authorities to take the lead in conserving the dolphins</p>	<p>- Number of people signing the dolphin petition/pledge</p>	<p>None</p>	<p>Output The WWF-Hong Kong dolphin petition page was launched and short China version of <i>Sea of Noise</i> video was published online since Jun 2021</p> <p>Outcome</p> <ul style="list-style-type: none"> • About 10,533 public petitions were collected, with 926 of these obtained during project period from July to December 2021 • Short China version of <i>Sea of Noise</i> and associated trailer were uploaded to Bilibili Wechat and Weibo platforms, with obtaining 13,966 likes. The social media posts were shared for 28,792 times 	<p>- A total of 25,000 petitions/pledges[^] collected online and offline from Jul 2020 to Dec 2021</p> <p>[^] Including those who 'like', share and comment on social media posts promoting China version <i>Sea of Noise</i> as an indication of support of regional cetacean conservation work</p>	<p>Output: 7 Outcome: 7 Impact: 7</p>	<p>Planned goal has been achieved</p>

		Expected Impact			
		Audience will develop a sense of connection to the ocean and particularly to the threatened dolphin, with understanding that all individuals share the responsibility and can contribute to saving the species after learning how individuals can help save the dolphins. This can, in the long run, facilitate WWF's local and regional policy advocacy for better cetacean conservation			
Overall Conservation Achievement Rating					6

Summary and Way Forward

The project team will aim to bring the identified underwater noise issues and conservation asks under global attention by entering *Sea of Noise* into international film festivals. By gaining festival nomination(s) and/or award(s), this helps to reach wider audience range and obtaining more public petitions supporting effective underwater noise management for better protection of the Chinese white dolphin. Regular *Sea of Noise* screening will continue to be launched at WWF centres and at other available online platforms, and for corporate/industry engagement.

At global level, WWF is also working closely with several environmental NGOs to facilitate the [review](#) of [2014 underwater noise guidelines](#) approved by International Maritime Organisation (IMO). This targets to, for example, optimise commercial vessel design and operation to achieve noise reduction to ecologically acceptable levels. From the local perspective, WWF is advocating for effective management of underwater noise through the environmental impact assessment (EIA) processes, such as by updating guidance notes, which is also one of the key asks of *Give Us Room to Roam* petition.

WWF also launched the online survey [understanding public willingness-to-pay \(WTP\) for dolphin conservation in south Lantau waters](#) by exploring public opinion on 4 proposed options (with 3 mentioned in *Sea of Noise* documentary) mitigating marine traffic threats off south Lantau, including i) setting up a vessel speed restriction zone, ii) re-routing vessels southward to avoid critical dolphin habitats, iii) reducing ferry operations at periods with lower passenger flow and iv) replacing sea route with land-travel along the Hong Kong-Zhuhai-Macau Bridge. The organisation received over 4,000 responses, and the survey findings were announced publicly via a [media briefing event](#), along with WWF's multi-year acoustic monitoring study. These will facilitate communication with ferry companies and relevant government departments to come up with feasible solution(s) striking a balance between human and animal use of south Lantau waters, particularly along the existing shipping lanes.

By building stronger momentum in forms of public support and stakeholder buy-in, the efforts can help achieve effective lobbying of Hong Kong and Guangdong authorities to secure a safe haven, in the form of a network of well-managed, well-connected and science-based Marine Protected Areas, for Chinese white dolphin population in the Pearl River Estuary to stabilise and recover in the long run.

Declaration

I, on behalf of myself and the Organisation, hereby irrevocably declare, warrant and undertake to the MEEF Management Committee and the Steering Committee of the relevant Funds including the Top-up Fund, that I myself, and the Organisation:-

1. all the dataset and information included in the completion report has been properly referenced, and necessary authorisation has been obtained in respect of information owned by third parties;
2. any opinions, findings, conclusions or recommendations expressed in this report do not necessarily reflect the views of the Marine Ecology Enhancement Fund or the Trustee;
3. do not deal with, and are not in any way associated with, any country or organisation or activity which is or may potentially be relevant to, or targeted by, sanctions administered by the United Nations Security Council, the European Union, Her Majesty's Treasury-United Kingdom, the United States Department of the Treasury's Office of Foreign Assets Control, or the Hong Kong Monetary Authority, or any sanctions law applicable;
4. have not used any money obtained from the Marine Ecology Enhancement Fund or the related Top-up Fund (and any derived surplus), in any unlawful manner, whether involving bribery, money-laundering, terrorism or infringement of any international or local law; and
5. have used the funds received (and any derived surplus) solely for the studies or projects which further the MEEF Objectives and have not distributed any portion of such funds (including any derived surplus) to members of the Recipient Organisation or the public.

Signed by authorised representative as the duly authorised representative

For and on behalf of the Applicant Organisation

Name of authorised representative:

(Nicole WONG, CEO



)

(Thomas LEUNG, COO



)

Date: 14 December 2022

Official Chop: _____



Appendix 1 MEEF 2020001A Event and Activity Photos (From July to December 2021)

Sea of Noise Screening at Eaton House (July 2021)



Sea of Noise Screening at WWF Central Centre (July 2021)



Appendix 1 MEEF 2020001A Event and Activity Photos (From July to December 2021)

Sea of Noise Screening at WWF Hoi Ha Wan Centre (July 2021)



Sea of Noise School Screening (September 2021)



Appendix 1 MEEF 2020001A Event and Activity Photos (From July to December 2021)

Outdoor Sea of Noise Screening in Tai O (October 2021)



Sea of Noise Screening at Lingnan University (October 2021)



Sea of Noise Screening at iSQUARE Emperor Clnemas (November 2021)



Sea of Noise Screening at iSQUARE Emperor Clnemas (November 2021)



Sync Together with Dolphins Outdoor Event – Dolphin “Carcass” Production (November 2021)



Sync Together with Dolphins Outdoor Event – Moving Showroom (December 2021)



Sync Together with Dolphins Outdoor Event – Moving Showroom (December 2021)



Sync Together with Dolphins Outdoor Event – Moving Showroom and Display of Plastic Dolphin Sculpture (December 2021)



Sync Together with Dolphins Outdoor Event – Sea of Noise “Silent” Screening (December 2021)



Sync Together with Dolphins Outdoor Event – Detective Game (December 2021)



Sync Together with Dolphins Outdoor Event – Detective Game (December 2021)



Sync Together with Dolphins Outdoor Event – Experiential Game (December 2021)



Sync Together with Dolphins Outdoor Event – Experiential Game (December 2021)



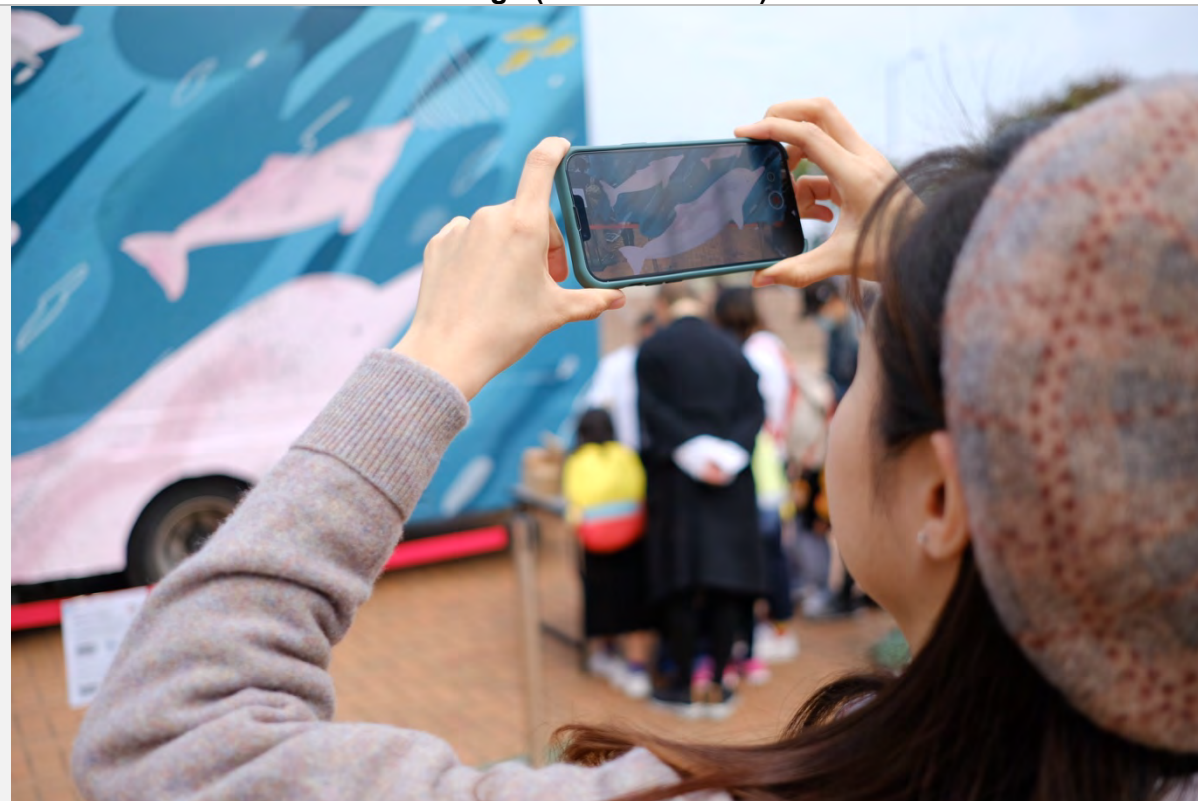
Sync Together with Dolphins Outdoor Event – Souvenir Corner (December 2021)



Sync Together with Dolphins Outdoor Event – Event KOL Bonde Shum Holding the Souvenir with Augmented Reality Effect (December 2021)



Sync Together with Dolphins Outdoor Event – AR Experience with Showroom Outer Design (December 2021)

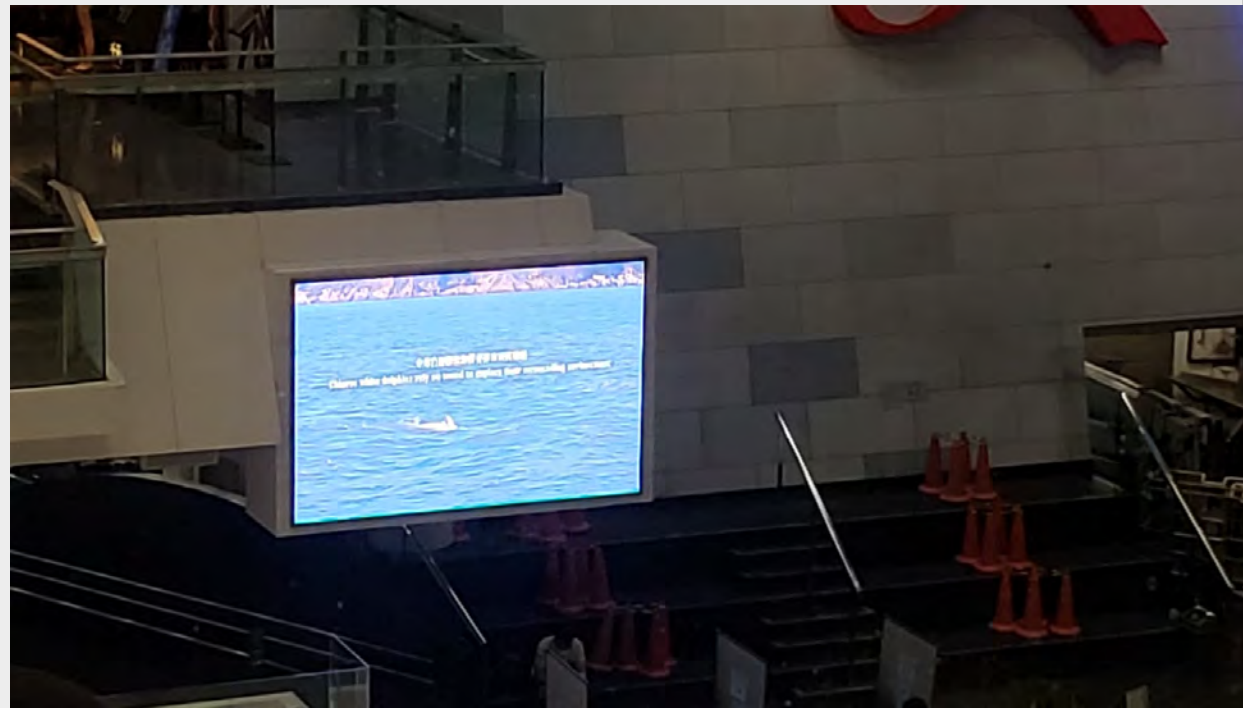


Offline promotion in Hong Kong

Ads at Shopping Malls #1



Ads at Shopping Malls #2



Online promotion in Hong Kong

Facebook Ads #1

WWF Hong Kong  Sponsored 

【保育海豚唔可以再拖👊】
立即聯署👉 <https://wwf...> See more

 
Marine Ecology & Fisheries
Enhancement Funds Trustee Limited
改善海洋生態及漁業提升基金信託有限公司

**冇咁多船，
我哋可以多啲出嚟玩！**

此內容所表達的任何意見、研究成果、結論或建議，不一定反映改善海洋生態基金或改善海洋生態及漁業提升基金信託有限公司之立場。

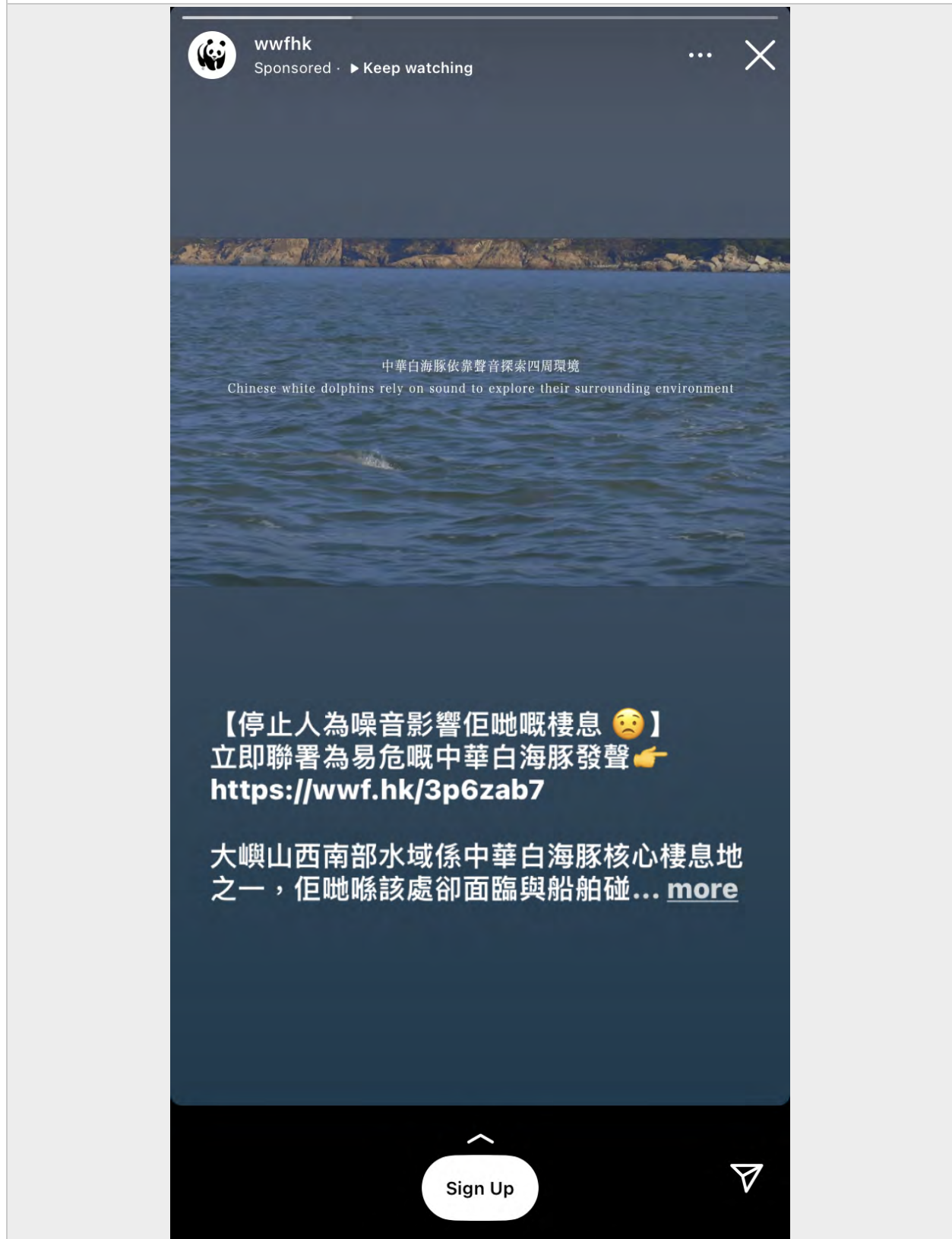
© Naomi Brannan / SEAMAR SEAMAR

WWF.HK
聯署支持成立海豚保育管理區 Sign Up

  47 1 Comment 2 shares

 Like  Comment  Share

Instagram Ads #1



The image shows a screenshot of an Instagram advertisement. At the top left, there is a WWF logo and the text 'wwfhk' and 'Sponsored · ▶ Keep watching'. The main visual is a video of a Chinese white dolphin in the water. Text overlays the video: '中華白海豚依靠聲音探索四周環境' and 'Chinese white dolphins rely on sound to explore their surrounding environment'. Below the video, there is a call to action in Chinese: '【停止人為噪音影響佢哋嘅棲息 🙄】' and '立即聯署為易危嘅中華白海豚發聲 🙌', followed by the URL 'https://wwf.hk/3p6zab7'. At the bottom, there is a 'Sign Up' button and a share icon.

wwfhk
Sponsored · ▶ Keep watching

中華白海豚依靠聲音探索四周環境
Chinese white dolphins rely on sound to explore their surrounding environment

【停止人為噪音影響佢哋嘅棲息 🙄】
立即聯署為易危嘅中華白海豚發聲 🙌
<https://wwf.hk/3p6zab7>

大嶼山西南部水域係中華白海豚核心棲息地之一，佢哋喺該處卻面臨與船舶碰... [more](#)

Sign Up

Instagram Ads #2

wwfhk
Sponsored

wwf

Marine Ecology & Fisheries
Enhancement Funds Trustee Limited
改善海洋生態及漁業提升基金信託有限公司

只想·
自「游」自在

於2024年或以前成立
不受任何人為發展影響的海豚保育管理區

此圖所表達的任何數據、研究結果、結論或建議，不一定反映改善海洋生態及漁業提升基金信託有限公司立場。

Sign Up

Instagram Story #1

30 May 2021 3:50 pm

WWF

Marine Ecology & Fisheries Enhancement Funds Trustee Limited
改善海洋生態及漁業提升基金會有限公司

聲之海
Sea of Noise

快啲登記啦!

原真: 真係心 Daphne Wong | 生態紀錄片導演

張熾熱 Manson Cheung

免費登記

6月8日世界海洋日
中華白海豚紀錄片 網上首映

A FILM BY DAPHNE WONG

SWIPE UP

COOPERATION WITH WWF-HONG KONG

影片輸入、攝製及放映等活動均不收費，所有收入均撥作中華白海豚保育及研究之用。WWF-HONG KONG 與改善海洋生態及漁業提升基金會有限公司合作，為中華白海豚保育及研究提供財政支持。WWF-HONG KONG 與改善海洋生態及漁業提升基金會有限公司合作，為中華白海豚保育及研究提供財政支持。

Instagram Story #2

7 June 2021 11:01 pm
Starry Night by Instagram

WWF
Marine Ecology & Fisheries Enhancement Funds Trustee Limited
改善海洋生態及漁業提升基金有限公司

#WORLDCEANSDAY

聲之海
Sea of Noise

聽日就係世界海洋日啦!
大家報咗名未?

吳詠心 Daphne Wong | 生態紀錄片導演
馮維麟 Manson Cheung

免費登記

6月8日世界海洋日
中華白海豚紀錄片 網上首映

swipe up

Instagram Story #3



10 June 2021 10:49 pm



錯過網上首映嘅朋友
可以報名參加黎緊嘅
線下放映活動 🎬

第一場會喺
小西灣社區會堂 舉辦
時間6月12日上午10:30
約定你 📅



wwfhk



聲
之
海

Sea of Noise



JOIN US!

Instagram Story #4



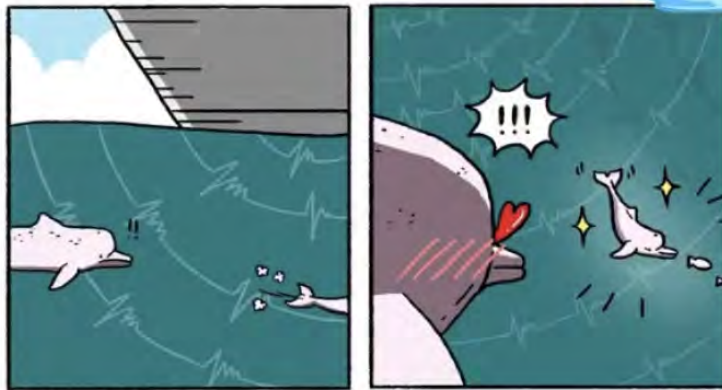
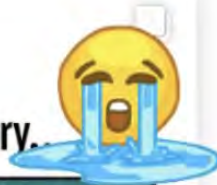
Instagram Story #5



26 November 2021 6:27 pm



蒙著眼說愛你 A tragic love story...



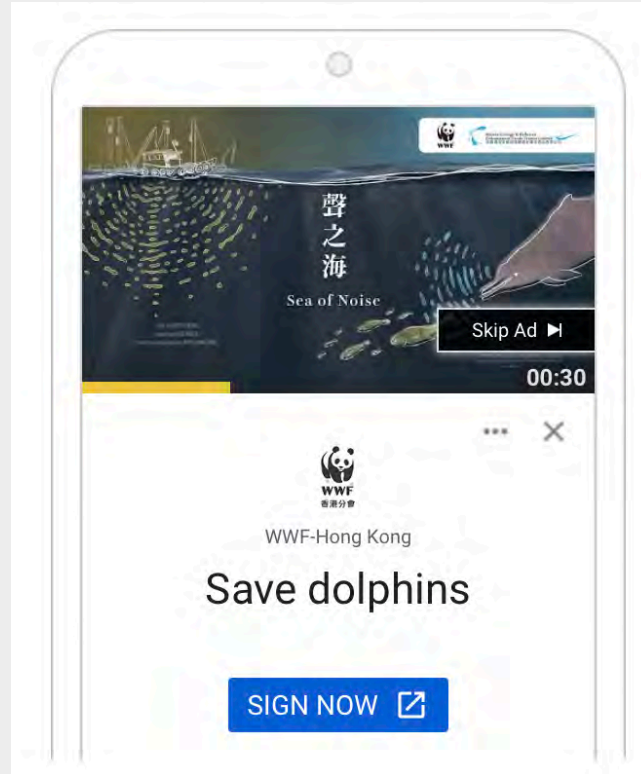
Marine Ecology & Fisheries
Enhancement Funds Trustee Limited
改善海洋生態及漁業提升基金信託有限公司

**NEW
POST!**

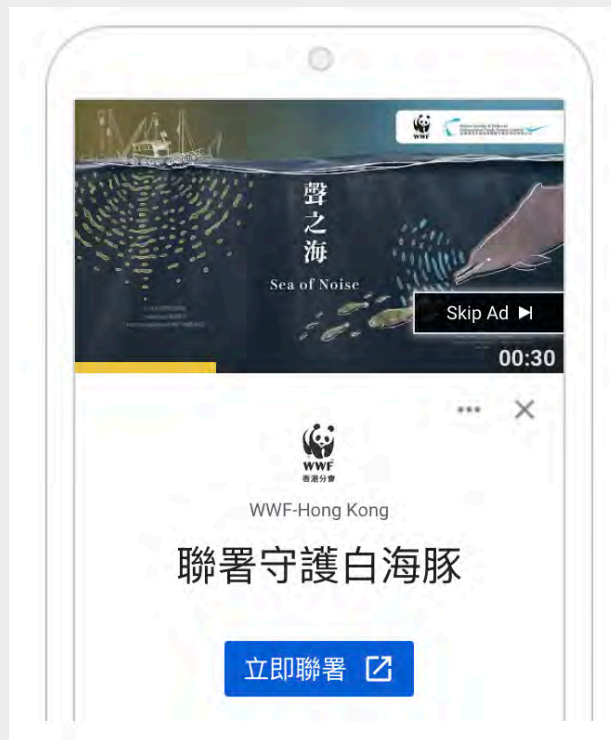
Instagram Story #6



Youtube Ads (Preview English version) #1



Youtube Ads (Preview Chinese version) #2



Google Search Engine Ads (Preview Chinese version) #1

Ad · form.jotform.com/2012816590724...
[立即聯署為中華白海豚發聲 | 敦促政府成...](#)
大嶼山西南部水域為中華白海豚核心棲...
發展項目在未來10年將不斷增加，預計...

Google Search Engine Ads (Preview English version) #2

Ad · form.jotform.com/2012816590724...
[Sign petition now | Protect vulnerable d...](#)
The government should designate a dev...
Chinese white dolphins are listed as vul...

Google Display Network Ads (Preview version) #1



Google Display Network Ads (Preview version) #2



Google Display Network Ads (Preview version) #3



Google Display Network Ads (Preview version) #4



Google Display Network Ads #5

社會 三



▲ 圖片來源：發展局

貝澳水口大澳生態研究完成 顧問指水口沙坪香港獨有 建議政府收回私人土地保育

2021/12/10 - 17:31 1.1k A A



同立場報道

141 讚好

Share icons: WhatsApp, Telegram, Facebook, Messenger, Email, Print, Copy, Share

**Online promotion of
China version *Sea of
Noise* and
underwater sound study
in mainland China**

Bilibili Social Media Post #1

【大湾区中华白海豚科普宣传片】正片上线

5612 15 2021-06-09 14:27:56 未经作者授权，禁止转载



1人正在看, 已装填 15 条弹幕



请先 登录 或 注册

弹幕礼仪 >

发送

709

129

61

15

稿件投诉

笔记



Weibo Social Media Post #1

< 返回

@一个地球OPF 的个人主页

#网里网外# #港珠澳大桥为中华白海豚少建94个桥墩#

你，听过它的声音吗？

中华白海豚是一种沿岸定居型的小型齿鲸类，属于鲸类海豚科，和其他鲸鱼及海豚都是哺乳类动物。依靠声纳定位、生活的它们，因船舶往来、涉海工程等带来的噪音饱受困扰。回声定位能力受到干扰的它们，捕食、辨认方向都受到影响，难以做出准确的判断。

在未来，我们还能听见它的声音吗？我们又该如何留住海洋中的粉色精灵呢？

@微公益 [WWF世界自然基金会的微博视频](#) 收起



2.8万

6993

1.2万

Weibo Social Media Post #2

 WWF世界自然基金会  

5月9日 13:24 来自 微博视频号

珠江口海域活跃着世界上最大种群的中华白海豚，约为2000头🐬。它们是国家一级保护动物，由于受到栖息地减少和退化等威胁，该种群正在以2.5%的年衰退率在消失。

作为这片海域的伞护种，中华白海豚还曾被选为1997年香港回归的吉祥物。熊猫君联合@一个地球OPF开展的中华白海豚项目，从2017年开始致力于宣传推广工作，并在2021年开展声学调查工作，在珠江口海域新增3个点位进行全天候声学监测。

戳中华白海豚纪录片预告，没看够的话敬请期待6月初上线的正片哦🐬~#生物多样性# [WWF世界自然基金会的微博视频](#) [收起全文](#) ^



阅读 20.9万 推广 |  251 |  138 |  686

Weibo Social Media Post #3

 WWF世界自然基金会  

6月9日 14:03 来自 微博视频号 已编辑

我们的白海豚微纪录片上线啦🐬~也很开心港珠澳大桥为保护海洋环境，减少对其栖息地的侵占，港珠澳大桥将桥墩数量从318个减至224个 [#港珠澳大桥为中华白海豚少建94个桥墩#](#)。

科普时间🐬：中华白海豚是一种沿岸定居型的小型齿鲸类，属于鲸类海豚科，和其他鲸鱼及海豚一样是哺乳动物。依靠... [展开全文](#) v



阅读 18.1万 推广 |  196 |  104 |  716

Wechat Social Media Post #1

The screenshot shows a WeChat post from the account '一个地球OFF' (One Earth OFF). The post title is '在海底，守护你的声音' (Under the sea, protect your voice). The main content is a vertical timeline of the project's milestones from 2018 to 2021. The timeline includes:

- 2018年7月**: 正式启动粤港澳大湾区项目，确定中华白海豚保护工作列为工作重点之一。
- 2019年3月**: WWF中华白海豚保护署广大地区在湾一小时活动上发布《粤港澳大湾区生态地图》。
- 2019年7月**: 联合中国科学院植物研究所开展研究并发布《粤港澳大湾区生态足迹报告2019》。
- 2019年8月**: 举办粤港澳专家工作组中华白海豚保护行动计划。
- 2019年11月**: 联合作为公益基金会发起“守护中华白海豚，告别浮潜”，2019年度“公益项目”，并启动救助计划开展声学调查研究工作。
- 2020年1月**: 完成主开发中华白海豚环境教育课程并完成线下授课。
- 2020年4月**: 中华白海豚保护宣传日发布海报进行科普宣传。
- 2020年6月**: URBAN REVIVO开始支持本项目。在疫情相对稳定后，工作人员完成首次出海声学调查项目。
- 2020年7月**: 开始策划与香港中华白海豚保育团队共同开展中华白海豚纪录片拍摄工作。
- 2020年11月**: 《珠江口海域中华白海豚 (Sousa chinensis) 紧急保护行动2020》发布。
- 2021年3月**: 与中科院水生生物研究所合作，开始共同开展声学调查研究工作。
- 2021年6月**: 完成中华白海豚纪录片拍摄工作。
- 2021年6月**: 项目前期声学研究工作还在持续推进中，敬请期待后续的海豚设计海报和展览吧!

The post also features several images: a whale in the water, a group of people on a boat, and a person using a hydrophone. At the bottom, there are social media interaction elements like '分享' (Share), '收藏' (Collect), and '点赞' (Like).