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Marine Ecology Enhancement Fund (MEEF)

Completion Report (2020-2021)

Project Title:

Sea of Noise:
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), 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 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 Agriculture, Fisheries and Conservation Department (AFCD), Environment Bureau, Marine Department, ferry companies and fishing communities, Guangdong Province Forestry Bureau, Guangdong Province Ocean and Fishery Bureau, Pearl River Estuary Chinese White Dolphin National Nature Reserve, Jiangmen Guangdong Chinese White Dolphin Provincial Nature Reserve to gain their support for PRE cetacean conservation;
3. Drive actions among relevant stakeholders and generate stronger momentum for persuading the Guangdong and Hong Kong governments to take the lead in activating and implementing emergency conservation action plan for the threatened dolphin species.

To date, 55 screenings of *Sea of Noise* were held, including 18 school screenings, with over 5,200 audience engaged either in person or online locally, and 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 reached over 10 million online and offline views in Hong Kong and the broader China. 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. Short China version of *Sea of Noise* and associated trailer have by far obtained nearly 14,000 likes and were shared for over 28,000 times on platforms including Bilibili, Wechat and Weibo.

The objectives of this project were, on the whole, achieved within the proposed timeframe, i.e. from July 2020 to December 2021. *Sea of Noise* has 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: Documentary about Marine Noise Impacts on Chinese White Dolphins in the Pearl River Estuary
(Chinese)	《聲之海》：珠江口水域水底聲音研究和水底噪音威脅中華白海豚的紀錄片
Nature of the Project (may choose more than one box)	<div><input type="checkbox"/> Marine Habitat & Resource Conservation & Enhancement</div> <div><input type="checkbox"/> Scientific Research & Studies</div> <div><input checked="" type="checkbox"/> Environmental Education & Eco-tourism</div>
Brief Description of the Purpose of the Project (English)	<p>Chinese white dolphins rely on acoustic cues for conspecific communication, foraging, reproduction and navigation. Underwater noise not only reduces marine habitat quality, but also affects dolphins' distribution, behavioural and activity patterns. The Pearl River Estuary is a key part of the habitat for the world's largest population of Chinese white dolphins. Being one of the most economically and socially developed regions in China, the Pearl River Estuary has heavy water transportation with numerous vessels crisscrossing the waters. Adding with the frequent coastal and marine engineering works, these result in serious noise pollution.</p> <p>The production of documentary <i>Sea of Noise</i> and following screening and public education programme aimed to raise public awareness of regional cetacean conservation. The project also sought to generate public support for regional cetacean conservation in forms of signed petitions and sharing of relevant conservation messages, and hence support decision makers to adopt mitigation measures to alleviate underwater noise arising from coastal construction, marine traffic and dolphin eco-tourism activities.</p>
(Chinese)	中華白海豚依賴聲納與同伴溝通、繁衍、覓食和導航，水下嘈音不但降低了中華白海豚棲息地的環境品質，而且會對中華白海豚的分佈、行為和移動模式產生不同程度的負面影響。珠江口是全球中華白海豚最大種群的重要棲息地一部分，同時為中國經濟最活躍的區域之一，其水上航運非常發達和繁忙，多種船舶縱橫該水域，加上頻繁的海岸與海上工程，並導致嚴重的水底噪音污染。中華白海豚紀錄片《聲之海》以及隨後公眾教育工作旨在提高大眾對珠江三角洲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聯署和分享動育訊息等行動，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。

Timeline of Completed Activities against Proposed Work Schedule

Key Event	Activities	Original Period	Current progress
Pearl River Estuary Chinese White Dolphin Documentary: <i>Sea of Noise</i>	Project staff recruitment	July 2020	Completed. Doris Woo, the Conservation Officer from WWF-HK Oceans team meeting qualification requirements was internally deployed in July 2020.
	Recruitment of interns and volunteers	July 2020 – September 2021	Completed. A total of 18 interns/student helpers were recruited.
	2 Pre-production meetings	July 2020	Completed. A total of 15 meetings were held from July 2020 to February 2021.
	Recruitment of experts and local community members for documentary interviews	July 2020	Completed. Paul Hodgson the Director for Oceanway Corporation Ltd., Uncle Yau the local fisherman based in Aberdeen, WWF-HK staff Dr. Laurence McCook and Doris Woo were invited for interviews.
	Outdoor filming	July – August 2020	Completed by March 2021. A total of 13 trips were made between late July 2020 and March 2021 for drone, at-sea and underwater filming off southern, western and northern Lantau, the Soko Islands, Hei Ling Chau, Hoi Ha Wan and Aberdeen. There were some delays in filming due to low dolphin encounter rates and local COVID outbreak since Jul 2020.
	Cetacean expert and local community interviews	August 2020	All completed by March 2021.
	Sound wave visualisation experiment	August 2020	Completed in November 2020.
	Post-production editing	August – September 2020	Completed by late May 2021 due to delays in filming progress.
	Regular documentary screening	October 2020 – November 2021	<p>Completed despite delays in filming and editing progress. <i>Sea of Noise</i> was officially premiered in Hong Kong virtually on 8 June 2021, and a total of 43 regular screenings, including the online premiere event and 18 school screenings, were organised (Table 1 refers for full list of screening events).</p> <p>Short China version of <i>Sea of Noise</i> was also made available online since June 2021 on multiple social media platforms (refer to Table 4 for more information).</p>

	"Sync Together with Dolphins" 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	Development of online public petition/pledge	July – September 2020	Completed by July 2020.
	Launching of online public petition/pledge	October 2020 – December 2021	Completed. The online petition page has been launching since July 2020.
Communication	Awareness-raising and promotion plan	September 2020 to December 2021	<p>Completed despite delays in filming and editing progress. Preliminary media engagement and promotion of <i>Sea of Noise</i> and <i>Give Us Room to Roam</i> petition were conducted as at-sea media tour on 31 October 2020. Online and offline promotion in Hong Kong and mainland China, including the sharing of Hong Kong and China versions of <i>Sea of Noise</i> trailers was launched since May 2021 before documentary premiere in June.</p> <p>Promotion of research findings of underwater sound study in mainland China was conducted via online sharing of China version <i>Sea of Noise</i> and associated trailer (sent along with this report) since May 2021.</p>

Key Project Results and Descriptions

i. Recruitment of A Supporting Staff

One supporting staff was internally deployed within WWF-HK since July 2020 for a period of 12 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* Documentary Production, Regular Screening and Online Streaming

The 18-minute *Sea of Noise* documentary (聲之海) (with [Cantonese](#) and [English](#) voiceover) and 6-minute China version *Sea of Noise* (海底之聲) (sent along with this report) were produced by late May 2021 in collaboration with locally renowned wildlife photographer and filmmaker [Daphne Wong](#), respectively for screening in Hong Kong and promotion throughout the broader mainland China. Through cymatics visualisation, stakeholder interviews, animations, at-sea/underwater/drone footage and presentation of WWF-HK's underwater sound study findings, the 18-minute documentary explains how manmade subsea noise threatens Chinese white dolphins and the existing measures alleviating the identified threats.

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, celebrity, academics and/or conservationists. *Sea of Noise* was premiered virtually on 8 June 2021 in Hong Kong via HK01 Space, with local KOL Manson Cheung and documentary director Daphne Wong invited as guest speakers. To date, a total of 43 regular screening sessions were organised, engaging over 4,900 audience face-to-face and online in Hong Kong (Table 1 refers, event photos are included in Appendix 1), including 23 official representatives, policy makers, local fishermen and academics. Feedback survey was conducted among audience including students for evaluation of effectiveness of raising public awareness on dolphin conservation by documentary screening, and the 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 June 2020 to December 2021

Screening Date	Screening Location	Screening Format	No. of Sessions	No. of Audience Joined
5 June 2021	WWF Hoi Ha Wan Centre	Face-to-face	1 (soft-launch before premiere)	80
6 June 2021	WWF Hoi Ha Wan Centre	Face-to-face	1 (soft-launch before premiere)	85
8 June 2021	Premiere via HK01 Space	Online	1	770 (including at least 1 government official and 2 local fishermen)
10 June 2021	At-sea media tour	Face-to-face	1	17
12 June 2021	Siu Sai Wan Community Hall	Face-to-face	1	82 (including 2 District Councillors)
13 June 2021	Peng Chau Sports Centre	Face-to-face	1	12
15 June 2021	German Swiss International School, Hong Kong	Online	1	100
18 June 2021	Harrow International School Hong Kong	Online	1	120
21 June 2021	Victoria Shanghai Academy	Online	1	140
25 June 2021	Hong Kong Red Swastika Society Tuen Mun Primary School	Online	1	300
26 June 2021	WWF Island House Centre	Face-to-face	1	78
27 June 2021	WWF Island House Centre	Face-to-face	1	72
2 July 2021	Diocessan 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 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			43	4,915

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 with reaching over 517,086 (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).

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, 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 starting from 8 June 2021, and online streaming of China version *Sea of Noise* from 9 June 2021. The promotion videos were displayed offline at MTR stations, residential & commercial buildings and shopping malls, and virtually on Google¹, Facebook, Youtube¹, Instagram, Bilibili, Weibo and Wechat. Documentary posters and stills were also used for promotion of *Sea of Noise* screening events. The Project team also invited local KOLs Manson Cheung Chun-kiu (張進翹) and Bonde Sham Lok-yi (岑樂怡)¹ to respectively attend *Sea of Noise* 8 June online premiere and *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](#)¹, [Seika Studio](#) and [Lorak Institute \(腦力研究所\)](#) for production of visuals and comics to further disseminate cetacean conservation messages and promote dolphin petition and documentary screening. These all together have reached over 10 million views (tables 4 & 5 refer), and 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 June 2020 to December 2021

Location/Platform	Promotion Duration	Event/Conservation Messages Promoted	No. of Reach/View	No. of Like	No. of Comments	No. of Share
Offline Promotion						
40 MTR stations	May – June 2021	<ul style="list-style-type: none"> 8 June <i>Sea of Noise</i> Premiere Dolphin petition 	3,676,000	N/A	N/A	N/A
600 Office buildings	May – June 2021	<ul style="list-style-type: none"> 8 June <i>Sea of Noise</i> Premiere Dolphin petition 	5,880,000	N/A	N/A	N/A
24 Residential buildings	June 2021	<ul style="list-style-type: none"> 8 June <i>Sea of Noise</i> Premiere Dolphin petition 	262,797	N/A	N/A	N/A
4 Shopping malls	June – September 2021	<ul style="list-style-type: none"> <i>Sea of Noise</i> screening Dolphin petition 	N/A	N/A	N/A	N/A
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

¹ Online and KOL promotion, and collaboration with local artist Surreal were partially or fully supported by funds for the MEEF2020001A Project. Please refer to MEEF2020001A Project audited report for more information.

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			10,784,947	6,698	82	269

Table 4 | Online streaming and promotion of China version *Sea of Noise* during Project period from June 2020 to December 2021

Video type	Platform	Stream Date	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
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4 pieces of E-news² 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 a total of 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

² The write-up and launch of 2 pieces of WWF E-news was supported by funds for the MEEF2020001A Project. Please refer to MEEF2020001A 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, including 18 school screenings, were organised in Hong Kong</p> <p>Outcome</p> <ul style="list-style-type: none"> • Screening events engaged over 5,800 members of public, 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

Strengthen relationship with relevant government departments, academics, industries, and local communities to gain their support for regional cetacean conservation	- No. of relevant representative s attending documentary screening event	None	<p><u>Output</u> A total of 55 screening events, including 18 school screenings, were organised in Hong Kong</p> <p><u>Outcome</u> 2 government officials, 3 fishermen, 5 district councillors, 12 academics/scientists and 1 consulate representative joined/co-organised in-person screening in Hong Kong; 2 government officials and 6 academics/scientists from mainland China viewed the short China version of <i>Sea of Noise</i> and associated trailer online</p> <p><u>Impact</u> 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>	- 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	Output: 7 Outcome: 7 Impact: 5	Buy-in from shipping industry and a wider range of fishing communities is needed for bottom-up conservation approach
Drive actions among relevant stakeholders and generate stronger momentum for persuading the authorities to take the lead in conserving the dolphins	- Number of people signing the dolphin petition/pledge	None	<p><u>Output</u> 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><u>Outcome</u></p> <ul style="list-style-type: none"> About 10,533 public petitions were collected throughout the project period from July 2020 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><u>Expected Impact</u></p>	- A total of 25,000 petitions/pledges [^] collected online and offline from Jul 2020 to Dec 2021	Output: 7 Outcome: 7 Impact: 7	Planned goal has been achieved

			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:



Behind-the-scene Photo of *Sea of Noise* Docuemtnary Production (September 2020)



Behind-the-scene Photo of *Sea of Noise* Docuemtnary Production (October 2020)



Sea of Noise Online Premiere – Filming at WWF Central Centre (June 2021)



Sea of Noise Screening at Siu Sai Wan Community Hall (June 2021)



Sea of Noise Screening at Eaton House (July 2021)



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



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



Sea of Noise School Screening (September 2021)



Appendix 1 MEEF 2020001 Event and Activity Photos (From July 2020 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 Cinemas (November 2021)



Sea of Noise Screening at iSQUARE Emperor Cinemas (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)



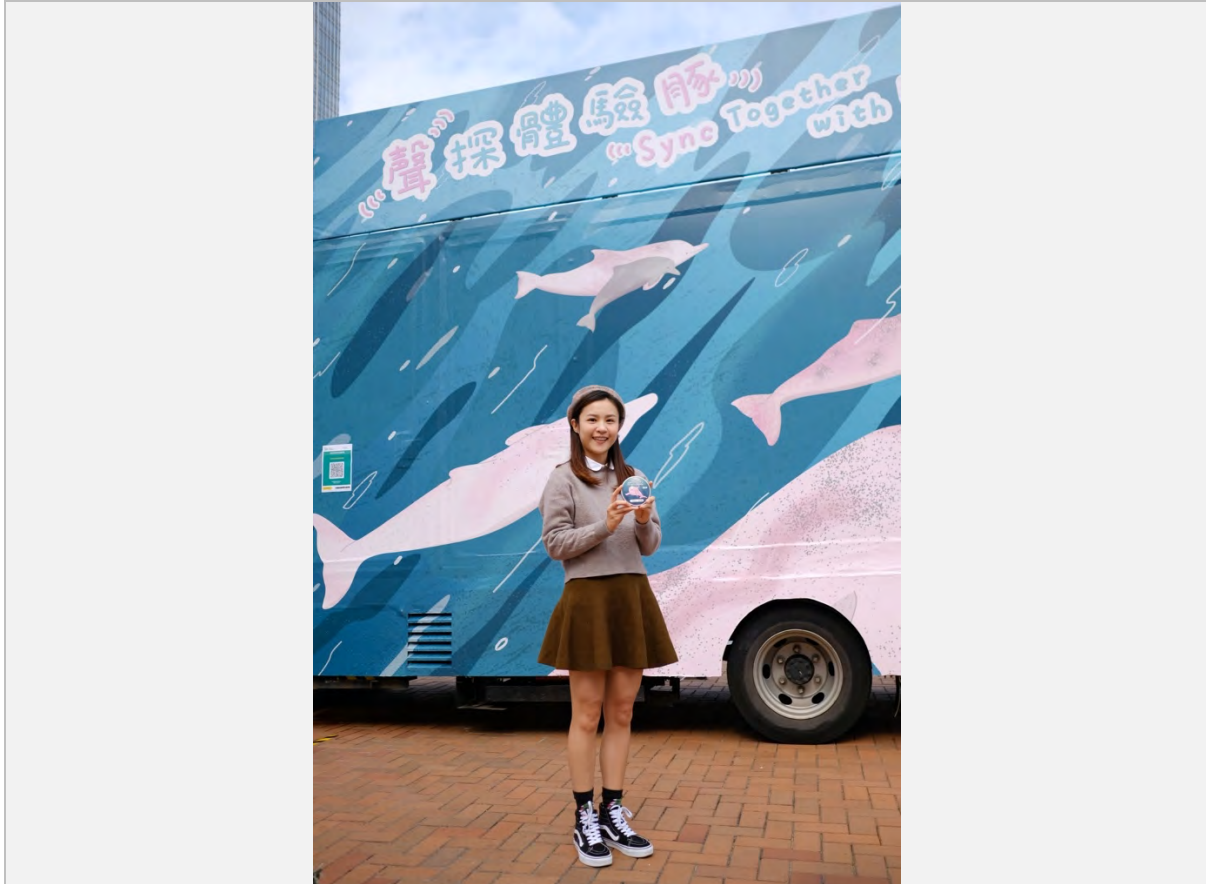
Sync Together with Dolphins Outdoor Event – Experiential Game (December 2021)



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)



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

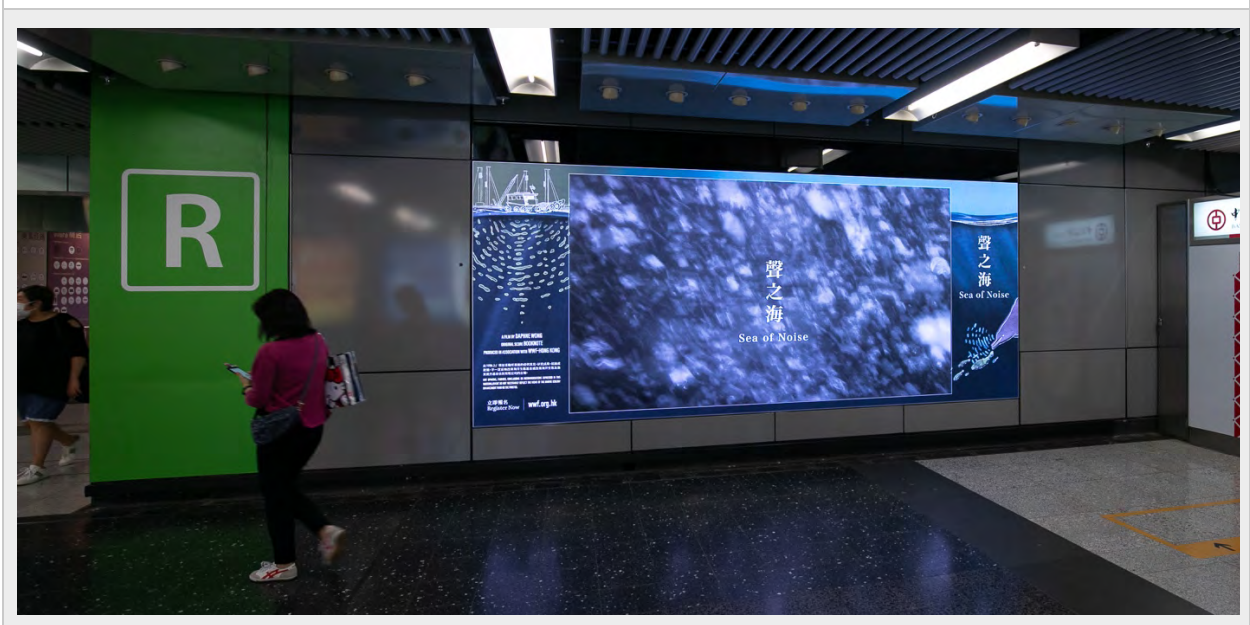


Offline promotion in Hong Kong

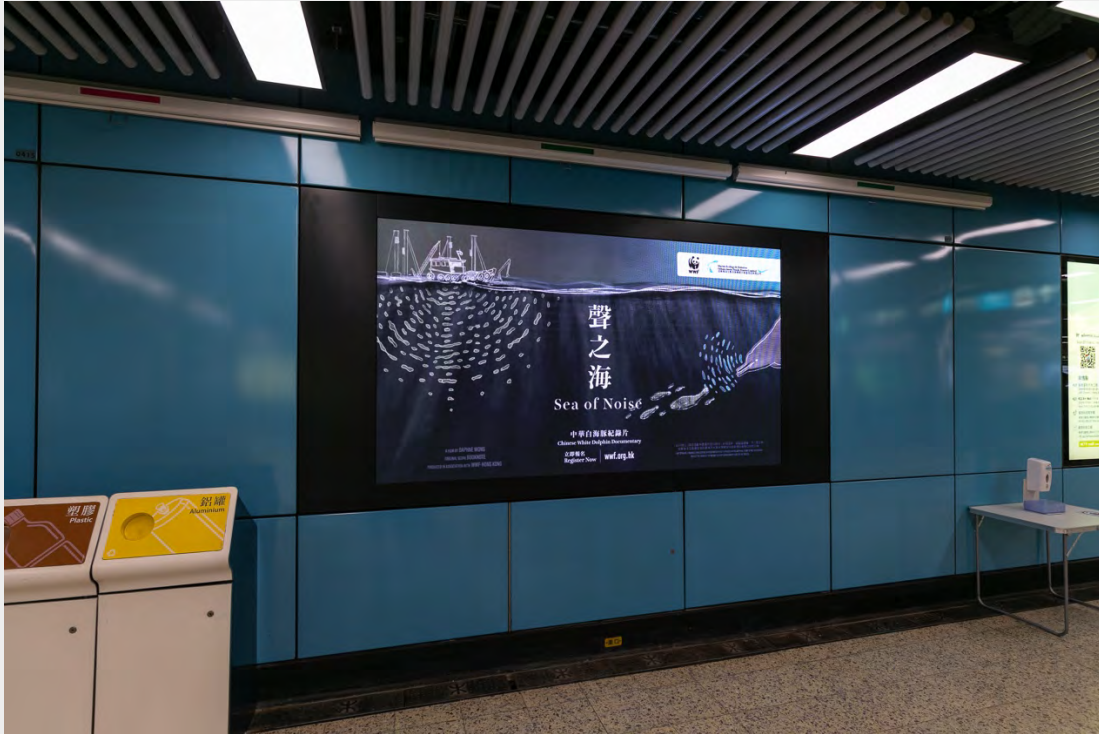
Ads at MTR station #1



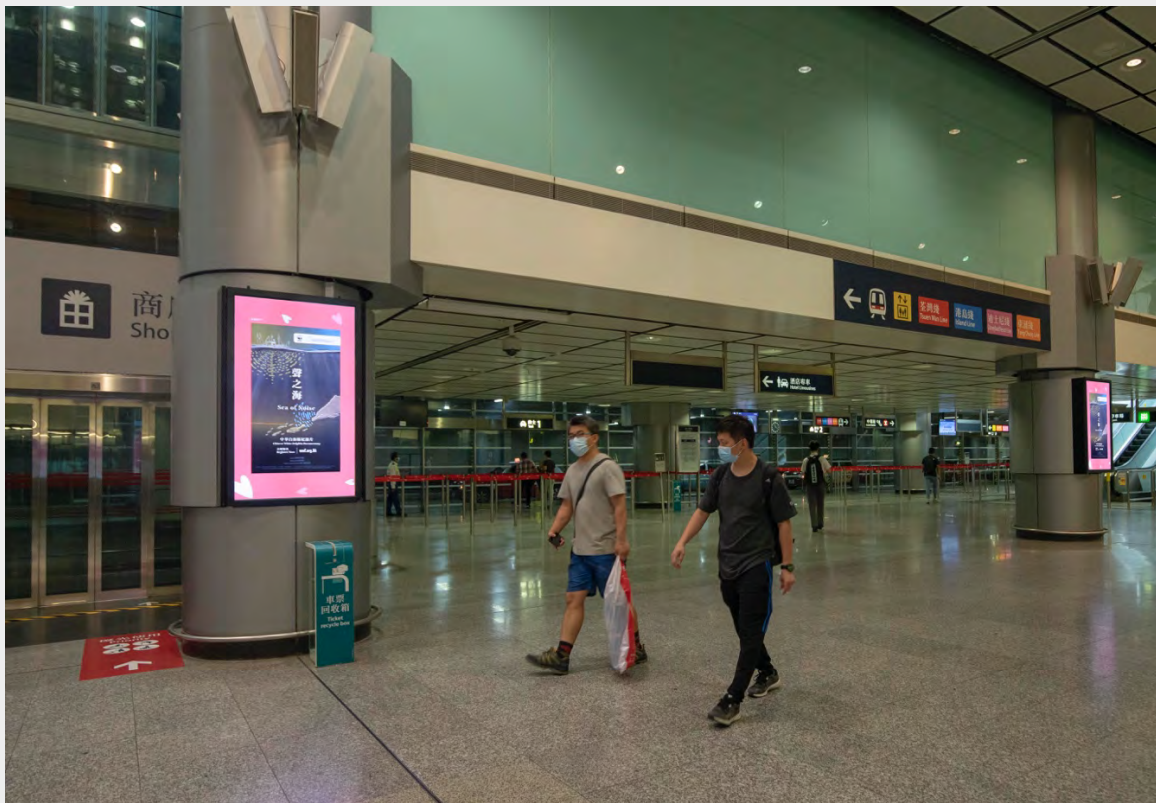
Ads at MTR station #2



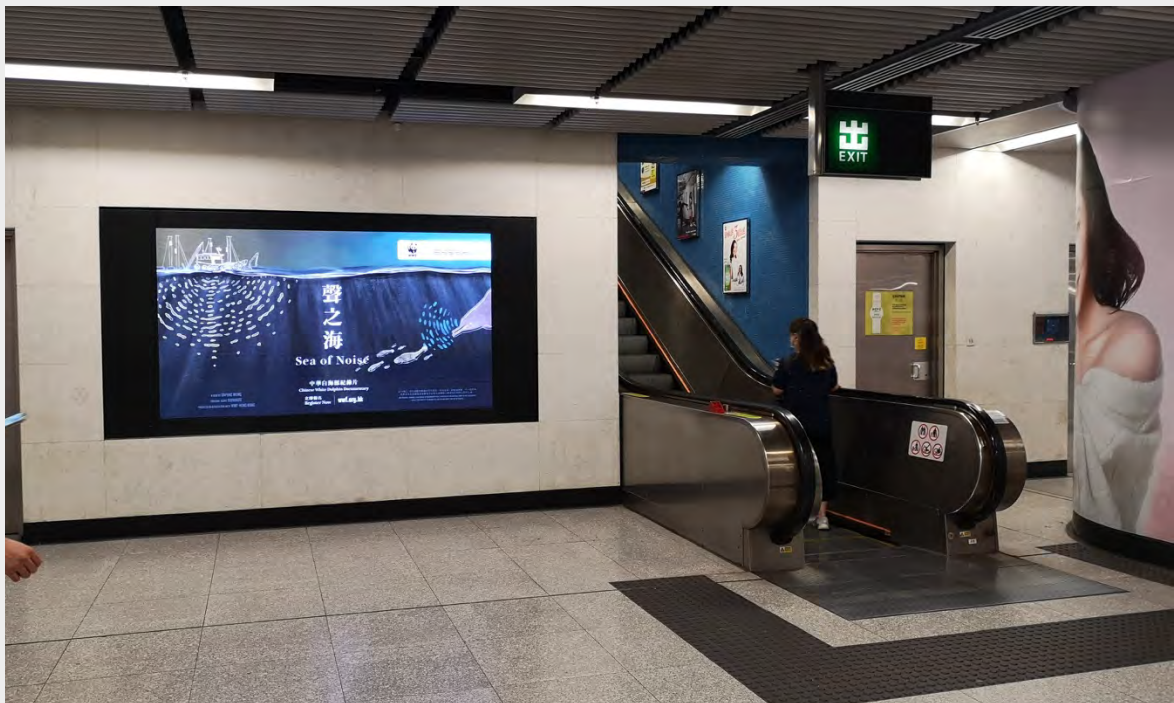
Ads at MTR station #3



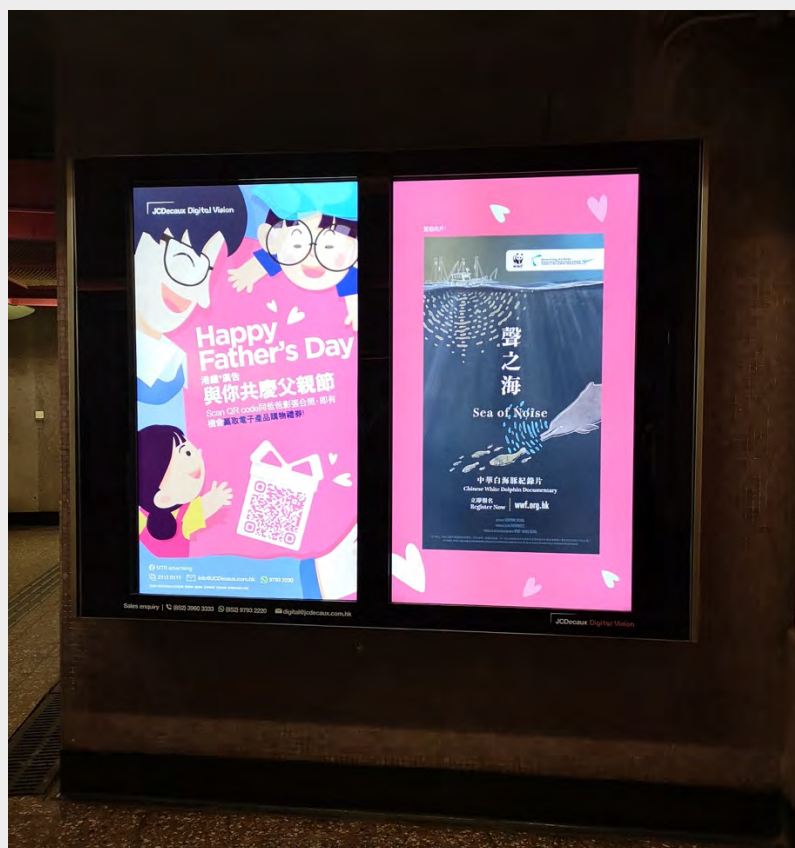
Ads at MTR station #4



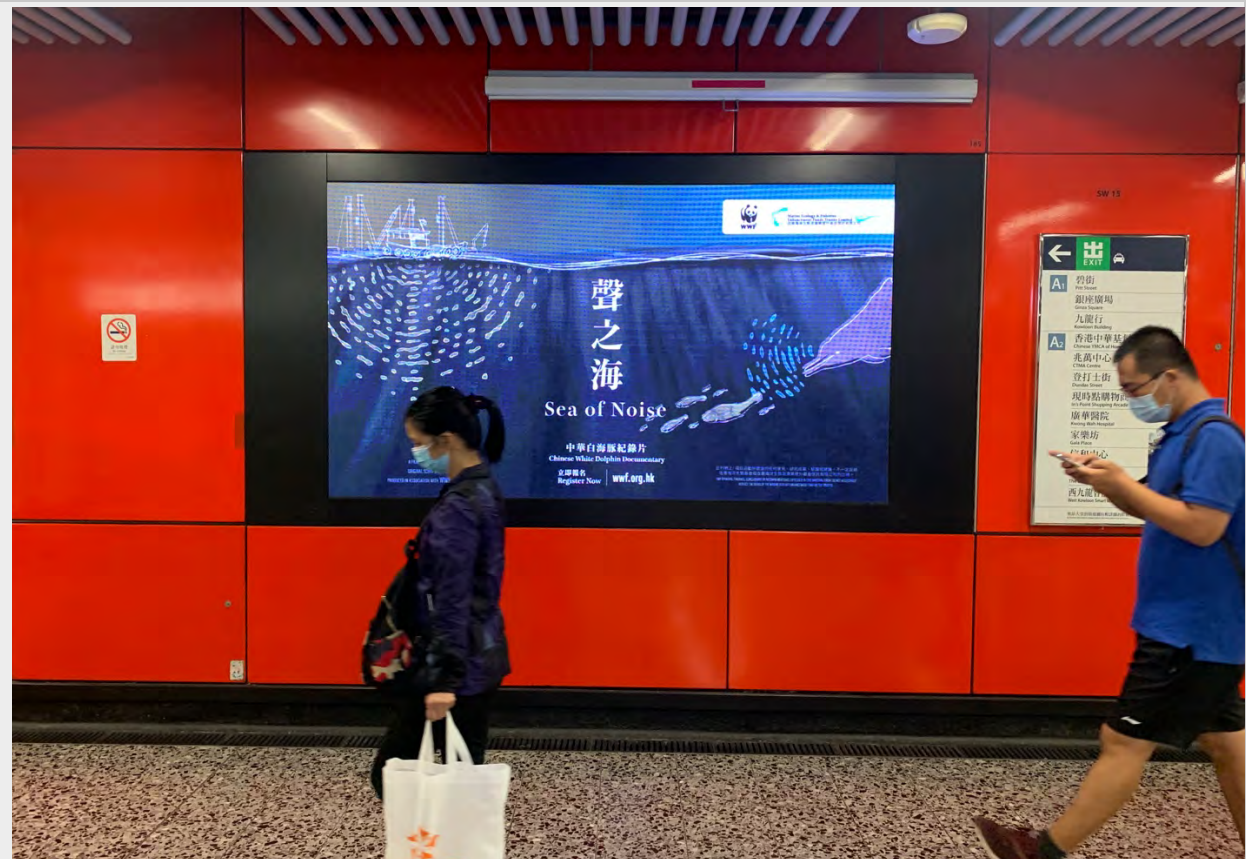
Ads at MTR station #5



Ads at MTR station #6



Ads at MTR station #7



Ads at Commercial Buildings #1



A photograph of a public space, likely a transit station, featuring a digital display showing a dolphin. The display is mounted on a wall with various signs, including a 'NOTICE' sign and a '小心地滑' (Caution Wet Floor) sign. A yellow bag with a red circle and slash sign is hanging on a railing in the foreground.

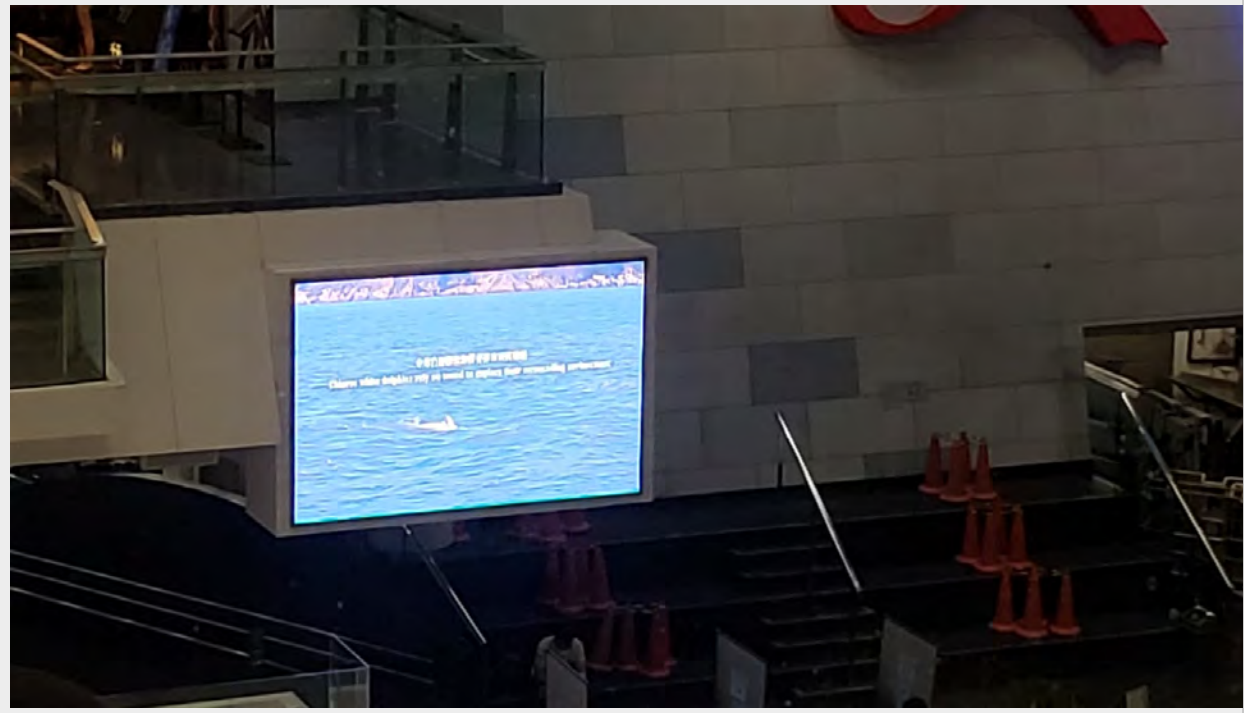
Ads at Residential Buidlings #2



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會信託有限公司

**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會或改善海洋生態及漁業提升基金會信託有限公司的立場。

© Naomi Brannan / SEAMAR  **SEAMAR**

WWF.HK
聯署支持成立海豚保育管理區

Sign Up

  47

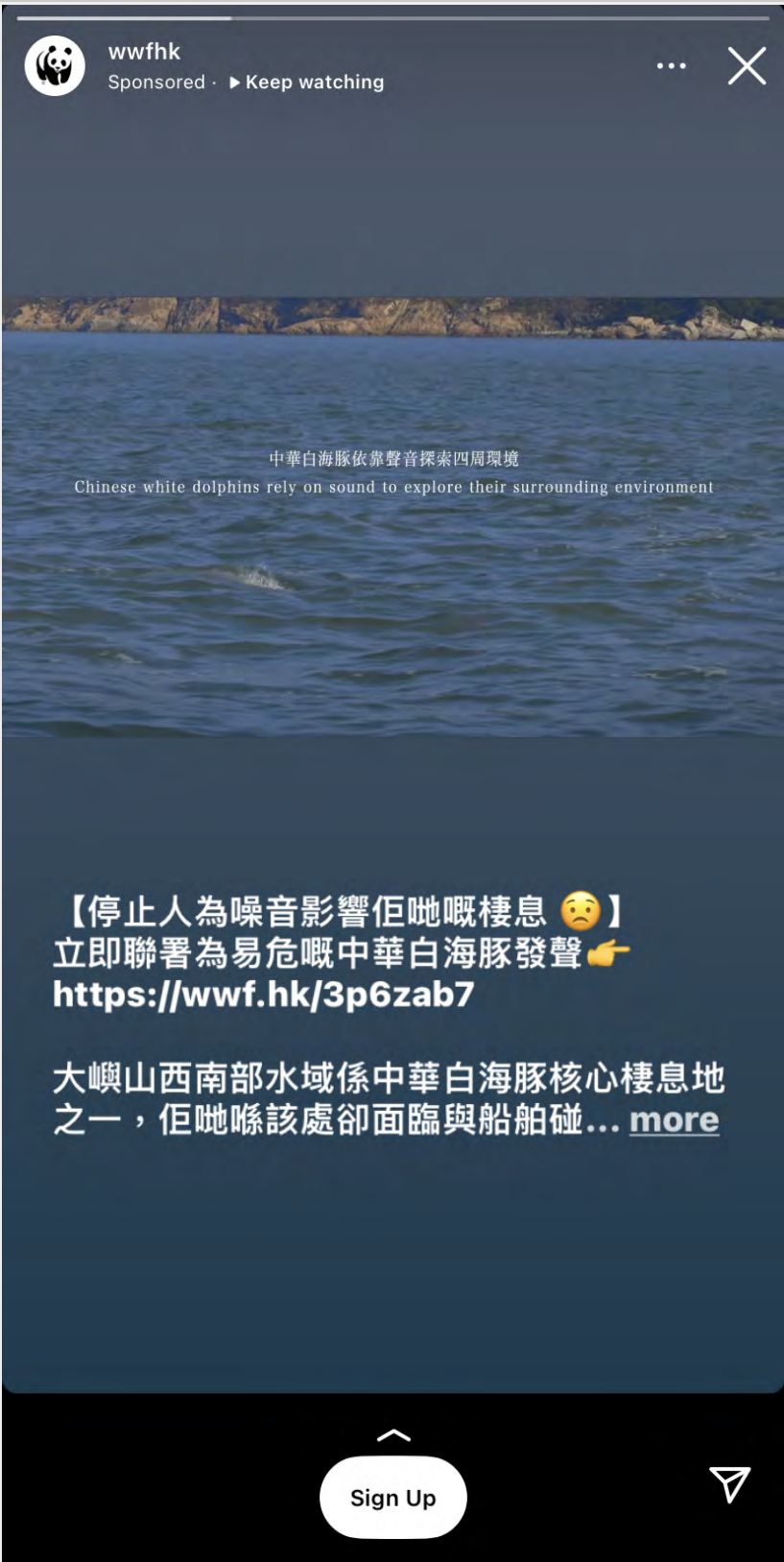
1 Comment 2 shares

 Like

 Comment

 Share

Instagram Ads #1



wwfhk
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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](#)

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Instagram Ads #2

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Marine Ecology & Fisheries
Enhancement Fund-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



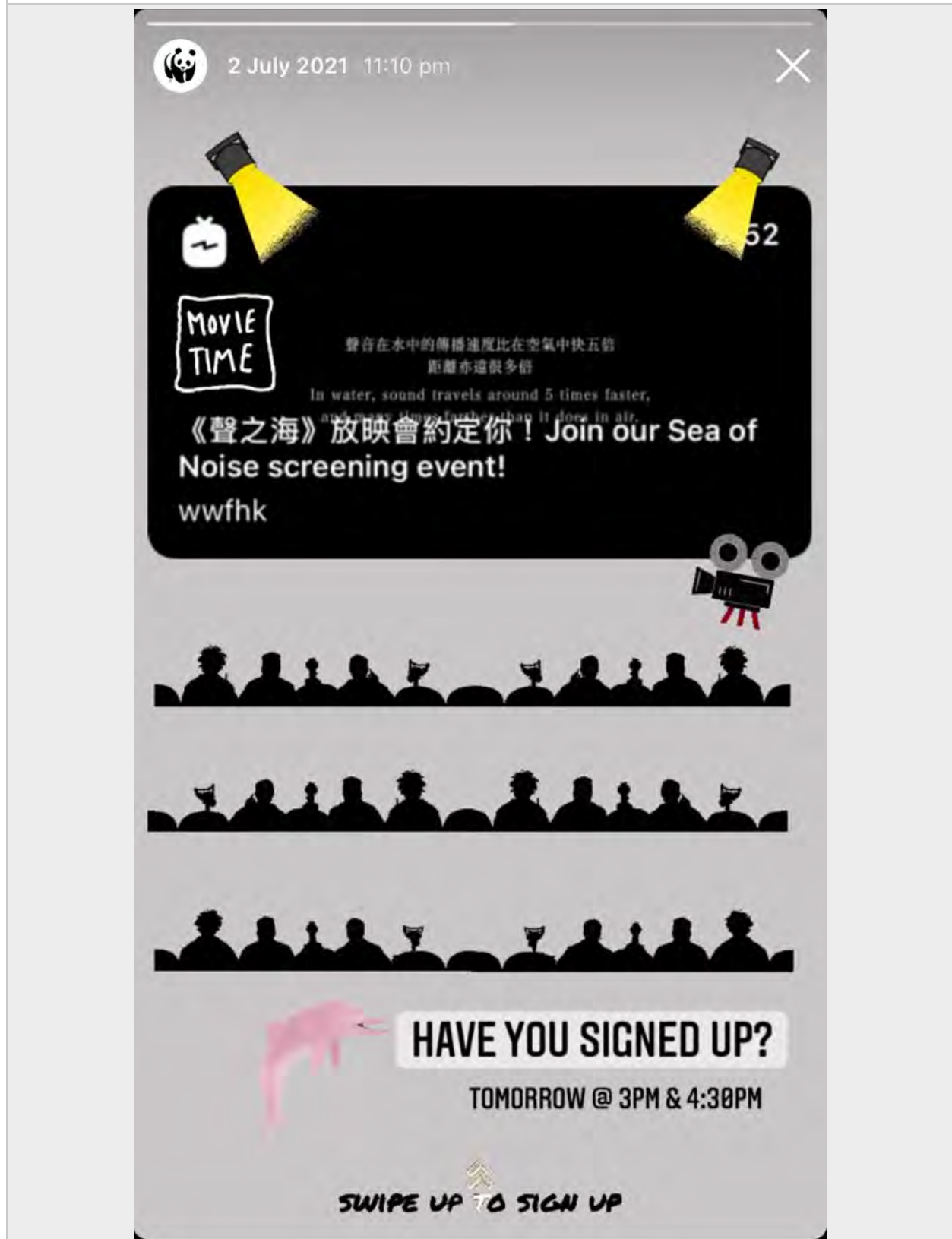
Instagram Story #2



Instagram Story #3



Instagram Story #4



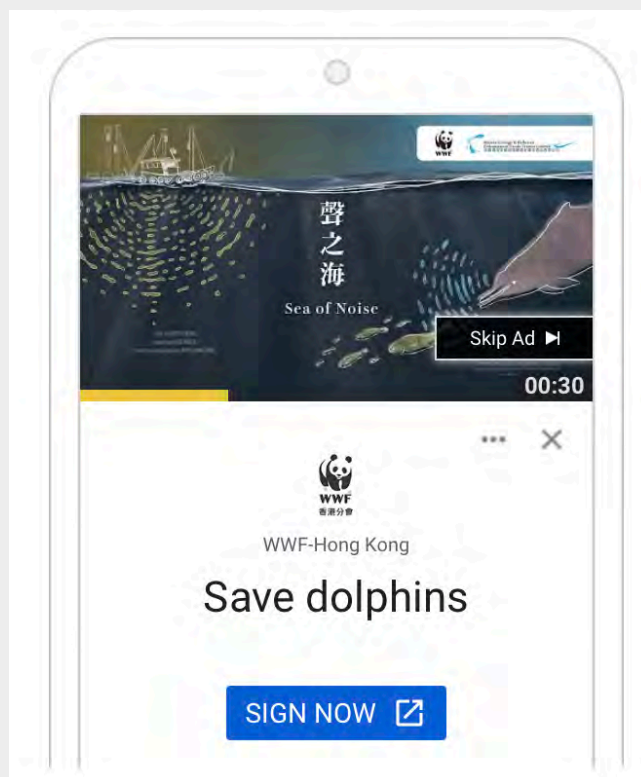
Instagram Story #5



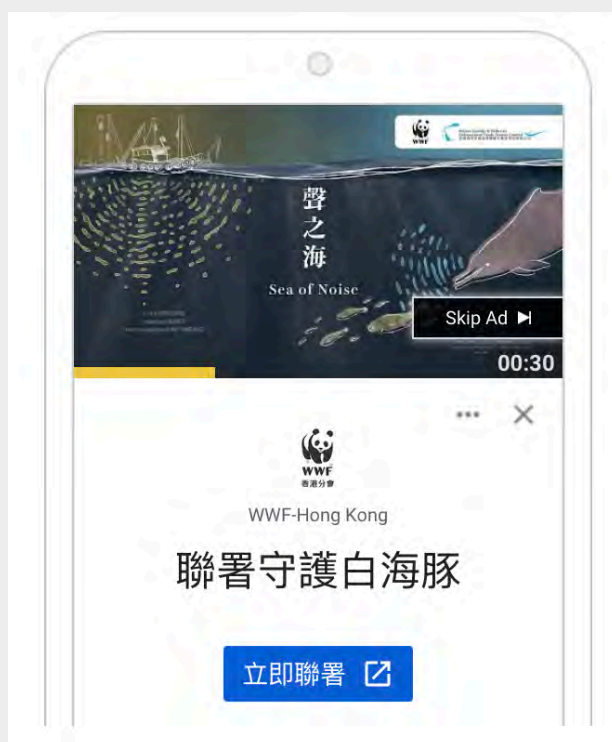
Instagram Story #6



Youtube Ads (Preview English verion) #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** A



立場報道

141
讀好







**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](#)

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709



129



61



15



[稿件投诉](#)



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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



Weibo Social Media Post #3



Wechat Social Media Post #1

422 一个地球OFF

在三年后的世界海洋日（2021年6月8日），这少健的94个桥墩又一次冲上话题热搜。守护者为了保护中华白海豚做出的点滴努力，正逐渐走向公众心中。今天，怀着振奋的心情，球球和项目组向大家送上这条微纪录片，希望大家能和球球一起行动起来，守护中华白海豚这珍贵的海底之声。

附：一个地球自然基金会 中华白海豚项目推进历程

2018年7月
正式设立白海豚保护区项目，确定将中华白海豚保护工作列为工作重点之一

2019年3月
WWF中华白海豚保护推广大使发布会同期一小时活动上发布《粤港澳大湾区生态地图》

2019年7月
联合中国科学院海洋研究所发布《粤港澳大湾区生态地图》

2019年8月
举办粤港澳大湾区工作推进暨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，为海洋发声，2019年度之声”公益项目，并启动救助计划开展声学设备研究工作

2020年1月
完成自主研发的中华白海豚环境背景噪声研究下线试录

2020年4月
中华白海豚保护协会发布开展进行科普宣传

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探点

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，开始共同开展声学设备研究工作

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进行中，敬请期待后续的海度设计大赛和展览吧！
oi--u<-j-p"Q

海度设计大赛

分享 收藏 48 在看 34

“小小公民科学家”探秘钱江源国家公园

一个地球OFF 第11

项目简介

Wu 自然！

喜欢这个标题，就让白海豚好好在自己的天地生存吧

Scummy Di

喜欢这个标题，就让白海豚好好在自己的天地生存吧