

The Cathay Pacific network connects over 140 destinations around the world, and we have an impact on the environment in these locations. Hence, we recognise the importance of conserving habitat and species diversity where we can, as well as raising public awareness through educational activities.

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1 Conservation

Over the years, we have supported numerous initiatives and youth programs that raised awareness on the conservation of biodiversity.

Period	Initiative/Programme	Partners	Description
2004-2009	Tree Planting Programme	Friends of the Earth Hong Kong SAR Government's Agriculture, Fisheries and Conservation Department	Provided funding that allowed for 10,000 tree seedlings to be planted around Hong Kong, with participation by staff volunteers and friends.
2004 – ongoing	Change for Conservation	The Nature Conservancy	Since 2004, this inflight charity campaign with Dragonair has raised nearly HK\$8.6 million from passengers. It supported conservation initiatives in Mainland China, including the protection of vital watershed areas, support for the opening of the first national park in Shangri-La County in northwest Yunnan, the development of sustainable fuel alternatives for local residents in Yunnan, and the monitoring of the Yunnan Golden Monkey Conservation Association.
2005	Asian Waterbird Conservation Fund	WWF Hong Kong	The fund was established with a donation of HK\$500,000 from Cathay Pacific. It is administered by WWF Hong Kong to provide financial support for projects that promote the conservation of migratory waterbirds, including threatened species, and the sustainable use of their wetland habitats in the East Asia–Australasian Flyway.
2011	Pig-nosed turtle repatriation	Kadoorie Botanical Gardens and Farm	Cathay Pacific assisted in the reintroduction of 609 endangered pig-nosed turtles (<i>Carettochelys insculpta</i>) to Indonesia by donating cargo space and air tickets to the organisers of the operation. The release involved full participation of the villagers of Bupul, and was an opportunity to educate the village children.

2 Sustainably Sourced Food

Cathay Pacific recognises the need for a policy to conserve certain species that are endangered by over-fishing, by choosing to opt out of certain unsustainably produced food items and asking for information about the source of the food items to ensure traceability.

It is therefore Cathay Pacific and Dragonair's corporate policy not to serve shark's fin soup either inflight, at Cathay City, Dragonair House or at any corporate events or meals which are organised or subsidised by the company. The internal Sustainable Food Policy was adopted in 2011.

Inflight, Cathay Pacific's Catering Team has been working with suppliers to support sustainable seafood and fisheries. Since 2010, we have been serving fish from sustainable sources, such as those that are Marine Stewardship Council (MSC) certified, in Economy Class on flights from our European ports. Whilst this may not be the most economical option in the short term, as the supply chain develops and matures, we believe this is the right way forward and are therefore prepared to support it where possible.

From 2011, fish served in Economy Class on flights from Australian ports has been from a certified sustainable source. We continue to work with suppliers who have a sustainability policy and programme in place, to source suitable seafood for our flights. In 2012, this was extended to include flights from North American ports.

3 Cargo Carriage

In keeping with our Sustainable Development Policy, in late 2012, we announced a restrictive carriage policy that will lead to us only carrying sustainably sourced sharks and shark related products. We believe this is the right thing to do for a company that is committed to sustainability. It was a considered decision based on independent science and research-based data, as well as dialogue with the expert community.

In 2013, we continued to engage with the global scientific community to further review and develop guidelines in implementing our restrictive cargo policy. In particular, we engaged with the International Union for the Conservation of Nature (IUCN) Shark Specialist Group (SSG) and TRAFFIC International, an NGO network that monitors wildlife trade, to further review and develop guidelines in implementing our restrictive cargo policy. Our aim is to compile a framework which will help us identify sources of shark and shark products, so that we can effectively implement our policy. This should identify best practice that is consistent with the principles of sustainability in fisheries management. While we have taken the more challenging path than an outright ban, we believe this is consistent with the principles of sustainable development. We will provide an update on the progress and findings in the next Report.