Biodiversity matters

The conservation of habitats and species diversity is very important to Cathay Pacific. We recognise that we have an impact on the destinations in which we fly to and understand the importance of respecting the biodiversity existing in each ecosystem. We also recognise the importance of raising public awareness through educational activities and how airlines play a role. With this in mind, we continue to develop and incorporate several elements of biodiversity into our sustainable development strategy.

What our stakeholder thinks

In today’s world, companies are expected to understand how their choices impact biodiversity around the globe. It is vital to uncover ways in which ecosystems can be protected. Thus, companies need to discuss and incorporate biodiversity as part of their business operations. This means that in addition to supporting habitat protection and animal welfare initiatives undertaken by third parties, we are also expected to take action to reduce the impact from our daily operations. Our positive efforts regarding sharks and shark-related products in particular have been viewed as a move in the right direction by stakeholders.
Performance update

Cathay Pacific supports the United for Wildlife Transport Taskforce Buckingham Palace Declaration to end wildlife trafficking. We are committed to **not knowingly facilitate or tolerate the carriage of wildlife products**, where trade in those products is contrary to the Convention on International Trade in Endangered Species of Wildlife Fauna and Flora (CITES), and as such is illegal under international and national laws.

- All ivory and ivory products are now embargoed on our flights.
- A full embargo on shark fins was implemented.
## Cargo policy

In addition to adhering to the Convention on International Trade and Endangered Species (CITES) requirements regarding the transportation of endangered animals and plants listed under Appendices 1 and 2 of the Convention, we have been working with industry associations, conservation organisations and academia in regularly reviewing our cargo carriage policy.

Back in 2015, we placed an embargo on the transportation of a) hunting trophies (including ivory); and b) racing greyhounds (exporting from Australia to any destination and importing to Hong Kong from any place of origins). We have also implemented strict policies against the carrying of shark fin and ivory products since 2016.

### United for Wildlife Declaration

Recognising the devastating impact from illegal and inhumane wildlife trade, Cathay Pacific signed the United for Wildlife Transport Taskforce Buckingham Palace Declaration in June 2016.

This industry-led declaration, which initially targeted the illegal trade of African elephants, rhinos, some big cats, and pangolins that originated from and transited through East Africa, was developed by the transport sector, intergovernmental organisations and conservation groups in order to ultimately put an end to illegal wildlife trade. United for Wildlife (UFW) is a joint collaboration between seven of the largest international conservation organisations, namely Conservation International, Fauna & Flora International, the International Union for Conservation of Nature (IUCN), The Nature Conservancy, Wildlife Conservation Society (WCS), WWF and the Zoological Society of London (ZSL). UFW aims to implement a global action plan whereby organisations and government partners can work in unison to finally end all wildlife related crimes.

As a signatory to the declaration, Cathay Pacific is committed to not facilitating or tolerating the carriage of wildlife products, where the trade is contrary to CITES and as such, is illegal under international and national laws.

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### Sections

1. Cargo policy
2. Sustainable food policy
3. Stakeholder collaborations
The declaration contains commitments which focus on information sharing, staff training, technological improvements and resource sharing across companies and organisations worldwide. Cathay Pacific will be working closely with IATA and the International Taskforce on the Transportation of Illegal Wildlife Product to identify the role that the industry plays in the illegal wildlife trade, and to find ways that help break the chain between its suppliers and consumers.

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\text{As a reputable commercial airline, we cannot tolerate transporting illegal wildlife product in our aircrafts. As such, we have the responsibility to increase the awareness of our staff, customers and associates on the magnitude and implications of illegal wildlife trade.}
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Paul Loo
Chief Customer and Commercial Officer from Cathay Pacific

**Shark’s fin embargo**

In keeping with our Sustainable Development Policy, in the later stages of 2012 we announced a restrictive carriage policy that led us to permit carrying only sustainably-sourced sharks and shark-related products. The decision was based upon independent science and research-based data, as well as deep dialogue within the expert community. 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 two highly-respected international shark conservation agencies: the International Union for Conservation of Nature's Shark Specialist Group (IUCN SSG) and TRAFFIC International - an NGO network that monitors wildlife trade.

In mid-2015, an acceptance procedure for sharks and shark-related products was issued to all Cathay Pacific and Cathay Dragon ports. Requests for the shipment of sharks or shark products were required for assessment by an external panel in accordance with the sustainability of the species before they could be considered for carriage. The instituted procedure screened out all shipment requests for any and all shark-related products. We understand the community’s desire to promote responsible and sustainable marine sourcing practices, and this remains very important to Cathay Pacific’s overall sustainable development goals. As such, effective from June 2016, shark’s fin products were not accepted for carriage. We will continue to review this practice going forward, as we do all our sustainable development policies.

**Ivory and ivory products embargo**

In November 2016, we implemented an embargo on the transportation of all ivory and ivory-related products. The embargo is inclusive of raw ivory, worked ivory, carved ivory, ivory sculptures and decorative ivory.
Sustainable food policy

Cathay Pacific recognises the need for a policy to conserve certain species that are endangered due to the problem of overfishing. We will execute this by choosing to opt out of purchasing specific unsustainable food items and ask for information with regards to where the food was originally sourced.

It is Cathay Pacific and Cathay Dragon’s corporate policy not to serve shark fin soup either inflight, at Cathay Pacific City, Cathay Dragon House or at any corporate events or meals which are organised or subsidised by the company.

Our internal Sustainable Food Policy was adopted in 2011.

Inflight initiatives

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

We have been serving fish from sustainable sources since 2011 onboard for particular cabins on a number of route. We will continue to work with our catering suppliers to develop supply chains for sustainably sourced seafood for our flights where practicable.
Stakeholder collaborations

Conservation has long been a topic of concern for Cathay Pacific. For many years, we have been sponsoring habitat-protection programmes within Asia, and working with NGOs from across the region.

For instance, through the inflight Change for Conservation on Cathay Dragon flights, we have raised nearly HK$8 million for the Nature Conservancy since 2005, in order to support conservation initiatives in mainland China, including the protection of vital watershed areas, the development of sustainable fuel alternatives for local residents in Yunnan, and the monitoring of the Yunnan Golden Monkey Conservation Association.

We have also worked with Friends of the Earth and the World Wide Fund (WWF), providing funding that resulted in the planting of 10,000 tree seedlings around Hong Kong and helped boost the conservation of migratory water birds, which included threatened species and the sustainable use of their wetland habitats in the East Asian–Australasian Flyway.

In recent years, through the partnership with the Kadoorie Farm and Botanical Gardens in Hong Kong, we have helped to reintroduce 609 endangered pig-nosed turtles to Indonesia by donating both cargo space and air tickets to the organisation. We delivered an endangered Sumatran rhino, Harapan, safely from the United States to his indigenous home in Indonesia. With fewer than 100 of these animals remaining in the wild, Harapan was transported back to the Sumatran Rhino Sanctuary for breeding and conservation purposes. Harapan was accompanied by a veteran animal keeper during the 16,000-kilometre journey. In preparation, the 816 kg rhino underwent medical checks and was trained to walk into, and voluntarily remain, in his crate. In addition, we assisted the Toronto Zoo by shipping boots and filtration equipment free of charge to rhino conservation rangers based in Indonesia.
Aligned with our efforts of marine conservation in the region, and supporting tourism resources at our destinations, we also support the work of Stop Fish Bombing, a non-profit organisation based in Hong Kong. The NGO incorporates a Silicon Valley-based technology company and a TV production company in Malaysia. By working with governments, local authorities, NGOs and the private sectors, Stop Fish Bombing focuses on developing underwater bomb detection technology and raising public awareness on stopping illegal activities (fish bombing), protecting reef habitats and developing sustainable aquaculture as an alternative livelihood for fishermen.

[Link](#) to Stop Fish Bombing video.

Since 2009, Cathay Pacific has engaged with shark conservation specialists and organisations in order to better understand the issue whilst exploring our role as a responsible business. We are proud to say that we are one of the first airlines in the world to raise awareness in regards to the unsustainability factors within the global shark trade. We will continue to contribute and direct our attention towards biodiversity conservation in order to give back to our community and invest in the future.