

**Subcommittee on
Protection of Endangered Species of Animals and Plants
(Exemption for Appendix I Species) Order and
Protection of Endangered Species of Animals and Plants
(Exemption for Appendices II and III Species) Order**

**Supplementary Information on the Administration's Publicity
Efforts on the Protection of Endangered Species**

The Administration has been organizing various educational and publicity activities to strengthen the public's understanding about protection of endangered species and the requirements under the existing Animals and Plants (Protection of Endangered Species) Ordinance (Cap.187). These activities include broadcasting Announcements of Public Interest (API) through television and radio; organizing exhibitions, school talks and competitions on drawing, sand sculpture photography, and radio play etc. The Agriculture, Fisheries and Conservation Department (AFCD) has published more than ten types of posters and leaflets for distribution to trade associations and shops and at various locations, including exhibition and competition venues and airline check-in counters. Photographs of some commonly traded species are available on AFCD's homepage as well as the website of the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES). The public can access AFCD homepage or the CITES official website to get more information on endangered species. In case of queries, they can contact AFCD for advice.

2. As for the publicity on the new requirements under the Protection of Endangered Species of Animals and Plants Ordinance (the new Ordinance), AFCD has held some 50 consultations with the trade and other interested parties since 2003 and sent three information letters to 18 000 traders and other relevant persons. We will launch more publicity and education programmes to promote public awareness on the protection of endangered species before the commencement of the new Ordinance. These include APIs, advertisements at public transport systems, information letters to traders, exhibitions, newspaper and magazine articles and updating of AFCD's home page. AFCD will also put up notices and posters at the airport and other boundary control points,

and discuss with airline companies to identify ways to disseminate information on the control of endangered species to their passengers, such as through distribution of promotional leaflets.