GRAPHIC DESIGN

Selected graphic design projects.

Neil Avern, Loop Creative.

01. The Nature Conservancy

02. Socially focused design

03. Tai Kwun Contemporary

01. THE NATURE CONSERVANCY

The Nature Conservancy is a global environmental organization headquartered in the US. Since 2017 Loop Creative has designed various print and digital assets for their regional office in Hong Kong. These range from high print volume welcome packs, premium gifts and leaflets, to digital factsheets and annual impact reports.









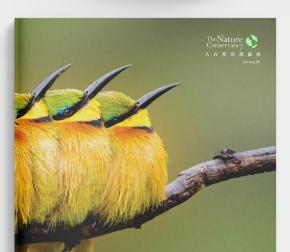












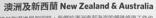
保護土地、 水及資源 Protecting Land, Water & Resources

TNC不單保護了世界各地超過5,200萬公頃的土地及長200萬公頃的土地及長28,000公里的河流,我們更與各地社區、原住民群體及政府協作,確保其土地、府放效。若再加上我們跟合作,條所開發和分享科研的新原帶來的影響力,我們的保育足跡便更廣大了。

威謝您的慷慨支持,為土地 及水資源帶來保育佳績, 在此讓我們跟您分享幾項 成果

At TNC, we say we've saved more than 52M HA of land and 8K KMs of rivers around the world... But if you tally up the impact of our partnerships with communities, indigenous groups, and governments to ensure conservation management of lands, fresh water sources and marine sites—and add to that the scientific research and technology we've developed and shared with partnersthe true footprint of our work adds up to something much greater.

Here, we highlight a few of the land and water conservation achievements made possible last year by our generous supporters.



TNC在香港重建總確並取得進展的同時,我們於澳洲南部海岸的總維修復工作也 選進一大步,並成功令新西蘭豪拉基河的青口碓床重現。

Alongside our progress rebuilding oyster reefs in Hong Kong, TNC also made enormous strides toward reviving oyster reefs along the coast of southern Australia and bringing mussel beds back to New Zealand's Hauraki Gulf





中國 China

TNC工作人員進行及監督植樹,為中國的「媽雄森林」行動提供植樹造 林技術以及認監察方法。該行動至今已種植了一億棵樹木,更獲得聯合 國至高的環保榮譽。部分得以修復的樹林是消金絲猴 (TNC 多年來致力 保護的測焓物體 的家園。

TNC staff planted trees and contributed reforestation science, tree planting oversight and carbon accounting methodology to Ant Forest—a restoration effort that has planted 100 million trees to-date and earned the UNF highest environmental honor. Some of these forests are home to endangered Yunnan Goldem Monkeys—a species TNC has worked for years to save.

印度 India

TNC的科學家發現,隨著我們擴大復原印度各主要水道(從飲奈至納爾默達河及 戈德河盆地),森巴卡砍湖的水質已有開始有改善的跡象。

TNC scientists note that water quality in Lake Sembakkam is showing early signs of improving, as part of our wider efforts to rejuvenate waterways across India—from Chennai to the River Narmada and the Ghod river basin.





印尼、新加坡、墨西哥、美國及伯利茲 Indonesia, Singapore, Mexico, U.S. & Belize

TNC積極速繁並鼓勵美國、印尼及新加坡的海鮮食品公司,承諾只買入較大的朝魚,以恢復 印尼的漁業。我們也用產西哥公園漁業社區攜手,使當地魚類產量回升百分之三十,並與 但利廷政府開展新計劃,以傳護其百分之十二的永源。

TNC engaged seafood companies in the U.S., Indonesia and Singapore to commit to only buying larger, mature snapper to help Indonesian fisheries recover. We also worked with 25 Mexican fishing communities to enable local fish to rebound 30% and with Belize's government to launch a new plan protecting 12% of its waters.

加拿大 Canada

經過十年來與社區及Łutsēl Ké Dene原住民的共同協作,TNC喜見Thaidene Nēné 國家公園保護區終於誕生。

TNC was thrilled to see the creation of the enormous new Thaidene Něné National Parí Reserve finally come to fruition, capping 10 years of collaboration with local partners including the tutsel K*6 Dene First Nation





世界各地 Around the World

TNC開展了一項目標遠大的計劃:由名為Blue Bonds for Conservation的新保育項目支持,並致力在2030年前,使全球的海洋保育區域加百分之十五。要加入此保育項目,該國必須承諾保護其至少百分之三十的海洋領域。

TNC launched an ambitious plan to increase marine conservation zones around the world by 15% by 2030 and a new financing program called Blue Bonds for Conservation to pay for it. To be eligible for the program, a country must commit to protecting at least 30% of its

tnc.org.hk1



68+年 68+ years







400 位科學家 400 scientists





TNC 在亞太區的工作 TNC in Asia Pacific

理家及地區 主要物種及棲息地 TNC工作重點

選洲 岩袋鼠、黝鶴、七彩文鳥、北方袋鼬、 修復貝類礁,原住民土地和林火管理 貝類礁、河道

中國 雲南海金絲猴、大熊貓、穿山甲、 滅碳,保護及修復河流,森林和貝類礁 森林、河流、濕地和海岸

感謝您和其他一百萬名支持者,一同持守著令地球和牛活重拾健康與平衡的信念和承諾,使TNC得以繼續在香港以至亞太地區屬行對大自然的使命。

TNC saves nature in Hong Kong and across the Asia Party and party and party and party and party and party.



三十年來,像您一樣慷慨的大自然愛好者和TNC 野生動植物和自然棲息地帶來了巨大的改變。我 For 30 years, generous nature lovers like you have b make a big difference for people, wildlife and natura Thank you.

Sources: Natural Earth; Flanders Marine Institute (2020). Carte
2 The Nature Conservancy | 大自然保護協會

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(

國家和地區為人類和野生動植物帶來改變 72 countries & territories where TNC's science-first conservation strategies make a difference for people and wildlife **72**

100萬名支持者,與您持有相同理念, 同為更健康、平衡及豐富的大自然努力 1M supporters who share your vision—and your commitment—to a healthy, balanced and nature-filled world



TNC透過以科學為本的保育策略,在72個

超過69 年以來善用一分一毫來投入 保育大自然,在亞太區擁有逾30年相關經驗 69 years of making the most of every \$ to protect nature and preserve life, including 30+ years in Asia Pacific



TNC的使命是保護萬物賴以為生的土地及水資源。 The mission of The Nature Conservancy is to protect the lands and waters on which all life depends.

聯合不同持份者,以協作方式,領導全球 攜手就共同目標保育大自然 Global leader in collaborative conservation that unites all parties around common goals to protect nature



400名科學家推動最新保育研究及科技, 致力解決全球最大的環境挑戰 400 scientists driving the latest conservation research and technology to solve the world's greatest environmental challenges



5,200多萬公頃的自然棲息地及8,000公里的 河流得到保護,足跡廻全球 52M+ hectares of natural habitats protectec and 8K+ kilometers of rivers preserved around the world, so far



100 多個種石及海洋修復點,當中包括復育 珊瑚種項目、以及在香港的重建蠔種保育點 100+ marine restoration sites, including coral reef reseeding projects as well as shellfish reef rebuilding sites here in HK



重點大規模的保育成效,為大自然和人類取得 最大的環境效益

Focus on large-scale conservation impact to achieve the biggest environmental wins for nature and people



帶領全球減碳行動,透過以自然為本的 解決方案,每年減少237億期的二氧化碳 Spearheading global efforts to reduce emissions by 23B tons of CO₂ per year through nature-based solutions



以千港元為單位 In thousands of HKD

(7,260)

61,344,712 60,449,583

			III tilousullus ol II
SUPPORT & REVENUE	資助及收益	2020	2019
Dues & Private Contributions	會費及私人捐款	6,104,907	4,667,308
Government Contributions	政府資助	985,389	1,001,685
Total Dues & Contributions	總會費及捐助	7,090,296	5,668,993
Investment Income	投資收益	609,926	736,924
Other Income	其他收益	726,264	1,089,941
Land Sales & Gifts	土地銷售及捐贈	1,160,918	779,810
TOTAL SUPPORT & REVENUE	資助及收益總額	9.587.404	8.275.668

EXPENSES & PURCHASES OF CONSERVATION LAND & FASEMENTS

TOTAL LIABILITIES & NET ASSETS

開支及購買保育土地和地役權

TOTAL EXPENSES & PURCHASES OF CONSERVATION	總開支及購買保育土地和		
Total Support Services	支援服務總開支	2,484,894	2,385,378
Fundraising & Membership	資金籌募及會員項目	1,076,614	1,117,592
General & Administrative	一般事務及行政	1,408,280	1,267,786
Total Conservation Program Expenses & Purchases of Conservation Land & Easements	保育項目及購買保育土地和 地役權的總金額	5,398,007	5,897,550
Purchases of Conservation Land & Easements	購買保育土地和地役權	1,217,563	1,819,574
Conservation Activities & Actions	保育活動及行動	4,180,444	4,077,976

ASSET, LIABILITY & NET ASSET SUMMARY 資產、債項及總資產概要 Conservation Lands 保育十地

Conservation Lands	保育土地	16,764,544	16,685,214
Conservation Easements	保育地役權	18,603,207	17,941,192
Investments Held for Conservation Projects	作保育用途之投資項目	7,341,917	6,071,364
Endowment Investments	捐贈投資	10,400,747	10,263,538
Planned Giving Investments	計劃性捐贈投資	2,460,963	2,528,242
Property & Equipment (Net of Depreciation)	物業及設備 (淨折舊金額)	1,187,349	1,113,077
Other Assets (2)	其他資產 (2)	4,585,985	5,846,956
TOTAL ASSETS	總資產	61,344,712	60,449,583
Accounts Payable & Accrued Liabilities	應付賬款及應計負債	1,133,498	1,720,200
Accounts Payable & Accrued Liabilities Notes Payable	應付賬款及應計負債 應付票據	1,133,498 2,635,458	1,720,200 3,124,217
		.,,	

Global figures for the fiscal years ending on June 30, 2020 and 2019, in thousands of HKD based on the annual average exchange rate with USD.

(1) Not intended to represent changes in net assets (2) Primarily includes cash, pledges of future gifts, collateral received under securities lending agreement, notes receivable, a deposits on land and other assets (3) Primarily includes deferred revenue, payable under securities lending agreement, planned giving liability, and other liabilities.

總負債及淨資產總值

Note: The figures that appear here are derived from the 2020 and 2019 consolidated financial statements that have been audited and have received an unqualified opinion. The complete, audited 2020 and 2019 financial statements for The Nature Conservancy can be seen at nature.org/annualreport.

Financials reported here are for The Nature Conservancy globally, including The Nature Conservancy Hong Kong Foundation Limited.

Financials reported here are for The Nature Conservancy globally, including The Nature Conservancy Hong Kong Foundation Limited.

For a dedicated financial summary of The Nature Conservancy Foundation Hong Kong Limited, please contact our office using the the contact details on the back of this report

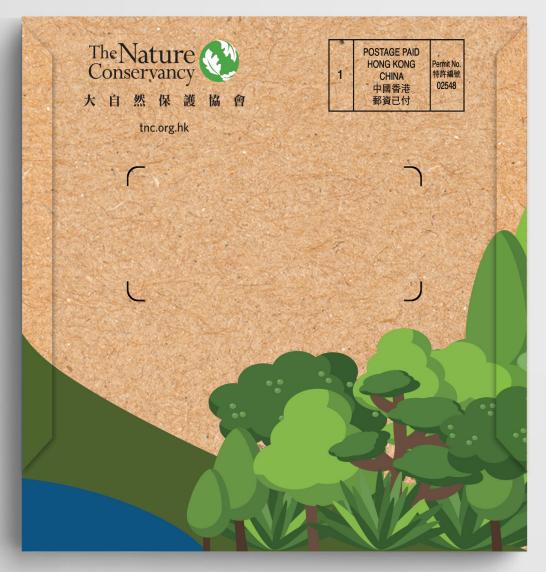
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Welcome packs and membership gifts.

Mass printed and sent to members.











Full concept, packaging and graphic design. Sourcing and product design through to print management.

我們將於2030年保護到4,650 億公頃的土地和海洋。 By 2030 we will protect 4.65 billion hectares of land and sea.



河流的總長度足以環繞地球25次 Enough rivers to wrap around Earth 25 times



土地面積是印度面積的2倍 A land area 2x the size of India



佔全球海洋面積的10% 10% of Earth's oceans



湖泊和濕地的面積可覆蓋272 個香港 Lakes and wetlands that would cover Hong Kong 272 times

02. SOCIALLY FOCUSED DESIGN

UNDP

Loop provided design services for the UNDP field office in Maputo, for the Mozambique Recovery Facility - a facility set up to assist in the recovery from recent multiple catastrophic cyclones. Loop designed a series of reports, factsheets and infographics.

INCLUSIE INVEST

Inclusie Invest builds, finances and manages real estate projects for people in the social care system. Loop designed an infographic to make the process easier to understand.

ZERO WASTE EUROPE

A report designed for ZWE's Zero Waste Cities project: creating an easy to read and visually engaging document from raw data provided by 10 European Cities.



















Macomia

16

8 Paymorčas
condudas
aré à dian

8 3

Palma

20

Outsanga

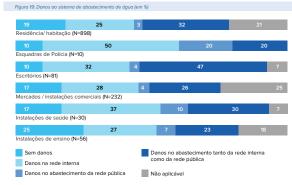
Não Sim

Não Sim

Não são
necessárias reparações
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Existem desafios em relação ao acesso à água nos distritos avaliados. Antes do conflito, 51% das famililas em Quissanga usavam poços desprotegidos para acessar água potável, em comparação com os 19% que usavam poços protegidos e 4% que tinham acesso a água encanada (Censo Populacional, 2017). As mesmas condições prevalecem nos restantes dos distritos avaliados, com 44%, 43% e 42% dos agregados familiares a utilizar poços não protegidos em Mocimboa da Praia, Macomia e Palma, respectivamente.

Os ataques dos NSAGs ploraram as coisas. Mais da metade dos edificios pesquisados actualmente não tem acesso a água potável. Asi nifraestruturas hidricas existentes também foram dan filicadas na maioria dos edificios avallados. Os edificios residenciais, bem como as inistaleções de escritórios, têm sofrido, na sua maioria, danos nas redes de abastecimento de água interna e externa, 22% e 47% dos edificios, respetivamente (Figura 19). Metade das esquadras de polícia encontraram danos em sua rede interna de água. A maioria das instalações educacionais e comerciais também softeram danos em suas redes internas de água, em 27% e 28%, respectivamente. No entanto, não há grande diferença entre a proporção que sofreu apenas danos na rede interna e a que sofreu danos internos e extemos. Assim como os estabelecimentos de mercados e educacionais, os estabelecimentos de saúde registraram, em sua maioria, danos em sua rede interna de água, com um em cada três deles enfrentando esse impacto.



O saneamento também é um desafio dentro dos distritos avaliados. Antes do conflito, a maioria dos agregados familiares usava latrinas de baixa qualidade, enquanto uma parte significativa nem sequer tinha latrinas. Palma, 42% dos agregados familiares usavam latrinas não melhoradas, enquanto 31% viváma sem latrinas (censo populacional, 2017). Em Mocimboa da Praia, metade dos agregados familiares entrevistados em 2017 usava latrinas não melhoradas para defecar. A partir de Macomia e Quissanga, a maioria dos agregados familiares, 46% e 47%, respectivamente, estava a utilizar casas de banho em mau estado em 2017.

Esta avaliação examinou o impacto do conflito nas latrinas públicas. Em média, apenas uma latrina pública (+/- 1) está funcional, sendo o máximo de 15 latrinas. Em Macomia, a sanita com autoclismo é o tipo mais comum nas operações, constituindo quase metade de todas as sanitas (48%) (Figura 20). Nos restantes distritos, são utilizados três tipos principais de casas de banho públicas; nomeadamente, a sanita com autoclismo, latrina de fossa sem laje e latrina de fossa com laje e placa. Em Mocimboa da Praia, a mais disponível destas três é a latrina de fossa com laje e placa (32%), enquanto em Palma, as duas casas de banho públicas mais funcionais são a latrina de fossa sem laje (32%) e a sanita com autoclismo (31%).

valiação de danos em infraestruturas

5. Preparação e resiliência















dos 2 em cada 3 edificios não têm o t reforçado com cintas ciclônica similares para evitar a decolar

A maioria dos edificios residenciais/habitacionais e instalações comerciais e mercados não estão em conformidade



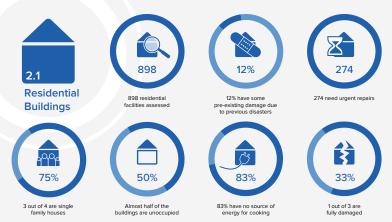
Tabela 4: Danos as componentes das instalações do escritório

	Sem danos	Danos menores (0-24%)	Dano moderado (25-49%)	Danos graves (50-74%	Completamen te destruído (> 75%) (colapso)	Total
Paredes	1.2	18.5	46.9	27.2	6.2	100.0
Cobertura	1.2	17.3	30.9	25.9	24.7	100.0
Tecto	11.1	13.6	21.0	19.8	34.6	100.0
Piso	0.0	24.7	46.9	22.2	6.2	100.0
Fundação	58.0	27.2	11.1	0.0	3.7	100.0

Embora a maioria das instalações de escritórios tenha sofrido danos parciais em todo o edificio, aquelas conectadas ao sistema elétrico sofreram danos graves. Isso é ilustrado pela Figura 8, que mostra que apenas 3% não tiveram danos no sistema elétrico e apenas 4% sofreram danos menores. Duas em cada três (65%) instalações de escritórios sofreram um nível grave de danos ou a destruição completa de seu sistema elétrico. Um total de 31% das instalações viram seus sistemas elétricos severamente danificados, enquanto a maioria (44%) teve seus sistemas elétricos destruídos.

Avaliação de danos em infraestruturas 16

2. Physical Damage to Buildings¹



Practically all the residential buildings surveyed were found to have been impacted by the conflict. While the largest share of the buildings had sustained partial damages, the share of residential buildings considered as fully damaged is relatively high. Out of the 898 buildings assessed, 65% or an equivalent of 583 buildings have been partially damaged while 34%, or 310 buildings, have been fully damaged (Figure 1). A district-wise comparison shows most of the buildings that are fully damaged are in Quissanga. More than half of the buildings assessed in this district are fully damaged, with a total of buildings fully damaged being 207, as compared to 139 that are partially damaged. In Macomia, almost all buildings assessed have sustained partial damage, while only one was fully damaged. The share of buildings that are fully damaged in Mocimboa da Praia is also relatively small; namely, 15% compared to 85% that are partially damaged.

Figure 1: Damage to residential buildings (total=898)



54%

Fully Damaged

Partially Damaged

No



Understanding the costs: A brief overview of the economic costs related to waste infrastructure across Europe

To balance this, we wanted not only an economically representative sample of data but also geographically too. Therefore a key part of our considerations was to ensure we had data from countries across all four comers of Europe, as much as possible.

Given all this, we decided to collect data from 10 municipalities and Given all this, we decided to collect data from 10 municipalities and regions in the following countries: Austria, Czech Republic, Italy, Lithuania and Spain (fig. 1). We acknowledge the limitations of this methodology, but we believe that these countries provide a useful, representative sample of the lived realities of European municipalities. With this methodology, we believe most municipalities will be able to find data that is relevant and applicable for their local context.

To prepare this report, we have worked with a number of local partners in each country to help us collect the data. We did this given the greater expertise and relationships each partner had in their respective countries, rather than one organization working across several countries and languages. Each partner was provided with the same template for data collection that was used across the 5 countries. The template was an open invitation for municipalities & waste companies to share information on the costs of several key pieces of infrastructure and their operations.



In one case, we have included data on closed landfills that create biogas, as an additional solution for waste which has not been separated for recycling.

We identified these 5 categories as core operations that form the foundations of a zero waste city, which most municipalities and their waste companies should have data on. In each case, some of the data requested was not applicable (e.g. a PAYT system not yet installed or biogas plants used to treat organic waste). It is important to note that we collected data from municipalities inside and outside of our Zero Waste Cities programme, as we wanted to showcase the applicability and relevance of the data for all municipalities, regardless of their current performance or starting point researching waster paraspectured.



Recycling centres / Drop-off points (2 of 2)

Parma Italy	Livorno Italy	Siauliai Region Lithuania	Bergueda County Spain	Manlleu Catalonia (Spain)	
	2	25	3	1	







476 Kgs





275 Kgs
Total MSW genera















488 Kgs
Total MSW generat

362 Kgs
Total MSW generati

∂₽ 72%

570 Kgs 290 Residu per co 134 Kgs €₽ <u>21%</u>

Composting Plant Recyc

ក្តិក្រុក្ខ <u>16,0</u>

③ €79

Highlights from the Data

Total Waste Budget

	Population	Total Budget	Separate collection of MSW	Residual waste per capita	Total MSW per capita	National average Total MSW per capita	1 1 1 1 1 1 1	Capacity	CAPEX Costs	1 1 1
Vienna	1.93m	290m	36%	262	476	834				
Příbor	8,344	3.67m	62%	129	275	570		7,500	71,516	
Hradec Králové	90,596	4m	49%	184	362	570	1	15,000	73,559	
Jesenik	10,665	693,683	72%	134	488	570		5,500	726,870	П
Jičín	16,000	796,895	21%	190	356	570		2,000	408,664	
Parma	196,764	39.37m	81%	106	569	487	1	167,000	62m	
Livorno	159,000	32m	62%	201	530	487		_	_	
Siauliai region	267,717	10.86m	44%	211	375	480	1	25,230	4.68m	
Bergueda County	40,046	3.83m	67%	143	436	472		20,000	7.2m	
Manlleu	21,164	2.46m	83%	62	378	472		16,000	16.8m*	

Conclusions

It is far from being a comprehensive over give you absolute clarity on the costs or plant, recycling centre etc. Instead, this the reader a good insight into what it of area of Europe before, so that read informed as to what it will likely cost for based in a similar region.

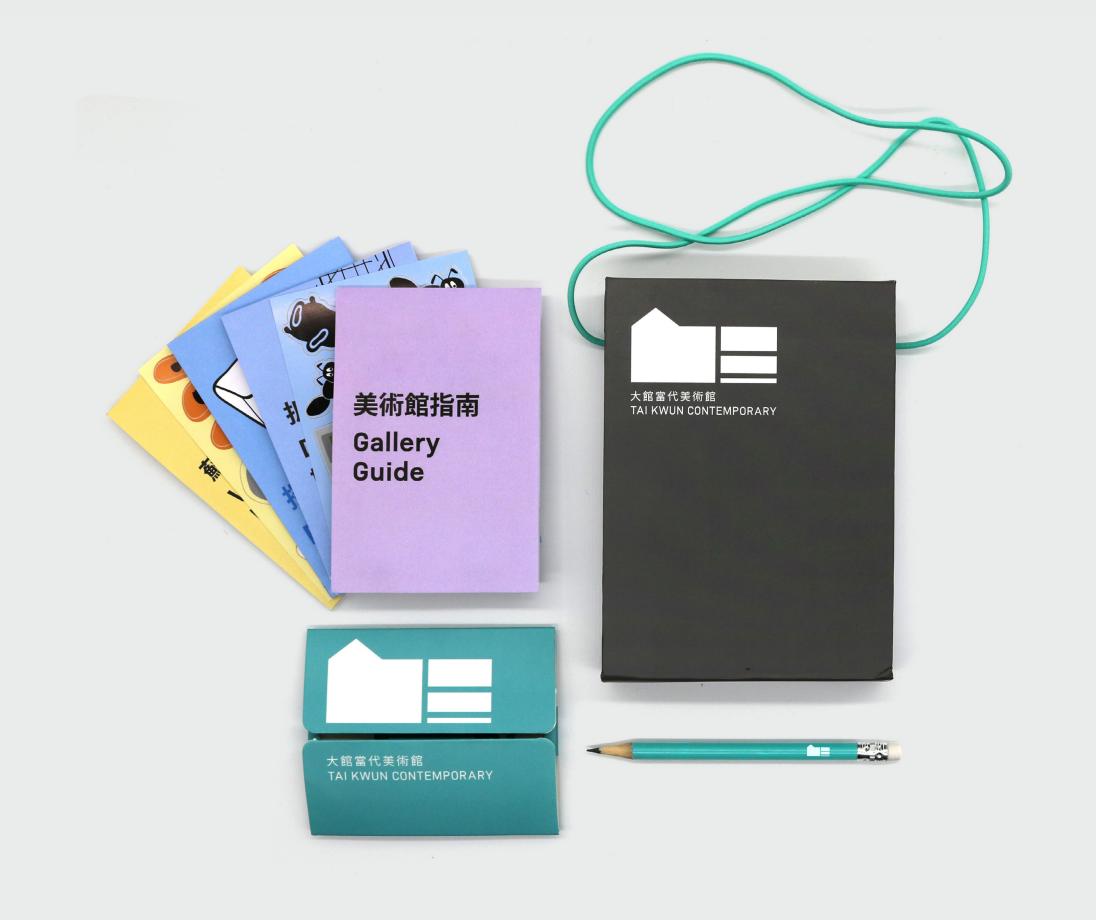
A true comparison between cities infrastructure cannot be made, despite of in this report to provide an introductory overview. This is due to several factors data - especially how cities collect their



03. TAI KWUN CONTEMPORARY

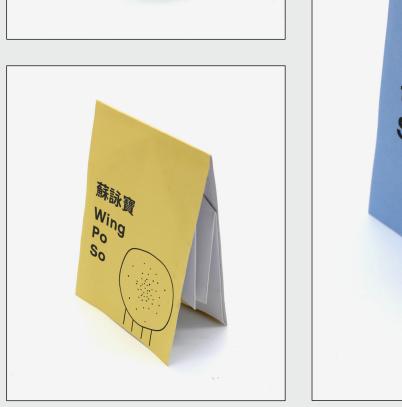
A series of art explorer pouches created for Tai Kwun Contemporary, a world class art gallery in Hong Kong. The content is designed to educate, inform and relate to curated exhibitions, fully engaging kids with the artwork. The packs also act as an informal 'family guide' to the gallery.

One of the key packs designed was for MURAKAMI VS MURAKAMI, a major exhibition of the Japanese artist Takashi Murakami.

























Neil Avern, Loop Creative

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