

adding value to nature



On the 4th of May, 2010, The Hummingfish Foundation became Hong Kong's newest environmental organization, with a mission to protect the earth's dwindling natural environments.

Through sustainable community-based nature tourism (diving, birding, trekking, etc) and the support of naturally sustainable industries or "green entrepreneurs" Hummingfish helps add economic value to UNSPOILED nature.





Hummingfish is based on the premiss that Local stakeholders who damage nature, don't do so because they dislike nature, but rather as a means to provide as much for their families as possible. By supporting community-based nature tourism and green entrepreneurs, Hummingfish can help create financial opportunities while at the same time protecting the very resources that "put food on the table."

## **Tourism**

It was once said, "If you give a man a fish you feed him for a day. If you teach a man to fish you feed him for a lifetime."

Hummingfish believes that with the introduction of community-based dive tourism we can actually feed a fisherman (and his family) by teaching him how NOT to fish, or at least fish sustainably! We know that fishermen who sell access to their marine ecosystem via dive-tourism, are part of an \$8 billion dollar a year industry. Revenues generated by diving, snorkeling and coral reef viewing are estimated to be up to twenty times higher than income generated from fishing in coastal areas.

If a fishing community in Haiti is making more money from dive-tourism than fishing, then it makes sense for them to add value to their marine environment by protecting it.





### **Green Entrepreneurs**

Perhaps the fastest and most effective ways to add value to nature, is to support the efforts of naturally sustainable green entrepreneurs.

Just in the United States alone, sales of organic products earned about \$26.7 billion dollars in 2010. The sale of organic products increases about 7.8 percent per year.

Green entrepreneurs rely on an organic, naturally sustainable brand to attract potential customers. A green entrepreneur's balanced relationship with nature is what makes their product a thing of value.

### **Connecting the dots**

On one hand, you have community-based, nature friendly industry. On the other hand, you have a multi-billion dollar a year demand for green products.

How do you connect the two? How do you bridge the gap between natural industries and nature loving consumers?

The short answer is through product development and compelling branding & marketing.

Being a non-profit organization, The Hummingfish Foundation can invest the time and expertise needed to help nurture local industries. By developing their green products and building a brand for those products, we help create a situation where rural people can make a good living by engaging in industries that are naturally sustainable.





### **Ai-Funan**

Hummingfish helps families provide for themselves and at the same time, add value to unspoiled natural environments.

As an example of this model, Hummingfish is helping a group of women Timor-Leste who make an all natural handmade line of soaps. With our Ai-Funan all natural handmade soaps branding, marketing and export, Hummingfish has helped to take a \$500usd per month business and turn it into an international luxury brand.

One hundred percent of the money from the sale of Ai-Funan goes back to support the women of Timor, which is proving to have an enormous and long-lasting impact.

### **China Homestays.com**

Seeing the amount of money that is being made with mass tourism, many rural people in China are tempted to sell their farm animals, pave over their land and tear down their traditional homes and build what they think the mass tourists want to see, losing their cultural and traditional ways of life forever in the process.

Staying in the homes of rural and ethnic Chinese people can be a life-changing experience for a traveler and with a new web tool created by Hummingfish called [Chinahomestays.com](http://Chinahomestays.com), is helping to put travelers and rural Chinese people together by allowing potential visitors to easily find a home-stay anywhere in China. Hummingfish also supports the host families with information and training, to help them better enhance the visitors' experience.



## **Hummingfish projects 2012** (Hong Kong charitable organization #1452323)

AI-FUNAN WOMAN'S SOAP MAKING COOP SUPPORT PROJECT (Timor-Leste)  
Poverty alleviation for women in Baucau, Timor-Leste through re-brand and export of all natural handmade soaps.

LACLUBAR ORGANIC COFFEE FARMER SUPPORT PROJECT (Timor-Leste)  
Supporting organic coffee farmers of Laclubar, Timor-Leste with coffee processing infrastructure and branding & marketing development.

POVERTY ALLEVIATION IN TIMOR WITH SALT INDUSTRY DEVELOPMENT (Timor-Leste)  
Supporting the people of Laga with a natural sea salt branding & marketing development project.

MACIN FATUK WELLNESS RETREAT CBET PROJECT (Timor-Leste)  
Development, branding & marketing of Community-Based wellness retreat at Macin Fatuk Lake.

LAND OF DISCOVERY II PROJECT (Timor-Leste)  
Production of 9 books on Timor-Leste's top tourism, heritage & cultural assets.

BEHAU VILLAGE DIVER'S ECOLOGDE CBET PROJECT (Timor-Leste)  
Development, branding & marketing of Community-Based Diver's ecolodge in Timor-Leste.

CHINA HOMESTAYS.COM (China)  
Custom built web tool for the development of home-stay tourism in rural China.

ORGANIC FARMER SUPPORT PROJECT (China)  
Hummingfish is committed to support the trend towards organic farming in China in two ways; supporting the supply side (the farmers) and working to increase the demand side (the consumers).

ELEPHANT TOWERS CBET FEASIBILITY PROJECT (Thailand)  
Hummingfish is looking into a project to help rural farmers in Thailand create a tourism product called ELEPHANT TOWERS!

THUNG YAI "BEE THE CHANGE" ELEPHANT HONEY PROJECT (Thailand)  
Apiculture Fences to Reduce Human-Elephant Conflict and Provide Sustainable Alternative Livelihoods in Rural Thai Villages.

THUNG YAI BOOK & PHOTOGRAPHIC ARCHIVE PROJECT (Thailand)  
Production of high-end coffee table book and central photographic archive of Thungyai's natural assets

GENERAL HAITI PROJECTS DEVELOPMENT (Haiti)  
General CBET development & development of new tourism markets in Haiti

For more information on Hummingfish and its projects, visit [www.hummingfish.org](http://www.hummingfish.org)

