ABOUT US

Established in Switzerland in 1961, the World Wide Fund for Nature (WWF) is the global partnership of nature conservation organizations in 110 countries, with a global network of over 50,000 conservationists.

1970

WWF-Pakistan was included in Asian terrestrial conservation issues in the country.

WE WORK WITH

GOVERNMENT, PRIVATE SECTOR AND CIVIL SOCIETY

To tackle a range of these issues, undertake conservation actions in unique ecological areas and enable transformative changes in the use of natural resources and economic development.

WWF-Pakistan works to address these challenges through its mission to stop the degradation of the planet’s natural environment and to build a future where people and nature can thrive.

Pakistan faces numerous economic, environmental and social challenges that are exacerbated by a rapidly increasing population. Urban challenges include pollution and overcrowding, whereas rural communities face vulnerability to extreme weather events and issues stemming from their dependence on natural resources for their daily needs and livelihoods. At the same time, poverty and a lack of education and awareness adversely impact the environmental situation in the country, giving rise to concerns related to food, water and energy security, in addition to conservation issues.

1. Conserving the world’s biological diversity
2. Ensuring that the use of renewable natural resources is sustainable
3. Promoting the reduction of pollution and wasteful consumption

CONSERVATION AREAS

WILDLIFE

FOOD AND MARKETS

CLIMATE AND ENERGY

OCEANS

FRESHWATER

FORESTS

SUSTAINABLE INFRASTRUCTURE

40,000

STUDENTS REACHED

42

OFFICES AND CENTRES

1,480 MILLION

SUPPORTERS ON SOCIAL MEDIA

65

ACTIVE PROJECTS

38

CORPORATE DONORS

141

ORGANIZATIONS IN THE GREEN OFFICE NETWORK
WWF-PAKISTAN PROJECTS 2022-2023

Legend
- Locality
- Line of Control
- Working Boundary
- River
- Province Boundary

Elevation (m)
- 0 - 100
- 100 - 500
- 501 - 1,000
- 1,001 - 1,500
- 1,501 - 2,000
- 2,001 - 3,000
- 3,001 - 4,000
- 4,001 - 5,000
- 5,001+

FROM MOUNTAINS TO MANGROVES
OUR VISION IS TO BUILD A FUTURE IN WHICH PEOPLE LIVE IN HARMONY WITH NATURE.
MESSAGE FROM THE PRESIDENT

NADEEM KHALID

In a world marked by evolving challenges, the urgency of addressing climate change becomes ever clearer. Pakistan, in turn, safeguards ecosystems and the lives and communities it supports. Our success in this endeavor is evident from the recurring extreme weather events, shifting rainfall patterns, and escalating temperatures. The floods of 2022 and their massive impact, which left almost 30 million people affected and countless livelihoods destroyed, must not be let out of sight.

At WWF-Pakistan, we have renewed our commitment to combat these challenges head-on. Our endeavors extend beyond wildlife and habitat conservation, encompassing the broader scope of climate change and adaptation. Our focus on safeguarding Pakistan’s wildlife and habitat conservation, including the broader scope of climate adaptation and shaping a more resilient future, must not be lost on us.

Pakistan is pioneering a path towards a sustainable future that safeguards both nature and humanity. This journey demands collective action, informed decisions, and steadfast commitment. With each step we take, WWF-Pakistan is driven by the belief that positive change, bringing species back from the brink of extinction, uplift communities, and strive towards a sustainable future.

As we navigate this dynamic landscape, our goal is clear: to champion a Pakistan that thrives amidst climate challenges. This journey demands collective action, informed decisions, and steadfast commitment. With each step we take, WWF-Pakistan is driven by the belief that positive change, bringing species back from the brink of extinction, uplift communities, and strive towards a sustainable future.

In this post-floods scenario, the Recharge Pakistan project has shown the potential to transform the region’s floodplains. In a world marked by evolving challenges, our commitment to conservation is not without its challenges. The floods of 2022, which wreaked havoc across Pakistan, serve as a reminder of the importance of collective action in preserving our natural heritage. As we commemorate this journey through our achievements, we aim to bring together science, commitment, passion and creativity to conserve nature. These stories have renewed our hope and focus as we move forward together.

MESSAGE FROM THE DIRECTOR GENERAL

HAMMAD NAQI KHAN

As we navigate through the challenges presented by a rapidly changing world, we must increasingly realize that our relationship with nature is at a crossroads. With our nation’s natural resources in dire straits, it has not only weathered the floods of 2022 but also been at the forefront of international conversations that define our existence.

Our journey, which began with our mission, to inspire and bring science to drive positive change, bring species back from the brink of extinction, uplift communities, and strive towards a sustainable future, has shaped the conservation landscape in Pakistan.

This past year, we commemorated the journey through our milestone 50th anniversary, reinforcing our commitment to the cause of conservation. Our focus on climate resilience and adaptation underscores our mission’s true depth. When we face as a nation.

Climate Crises Charter emerged. This Charter, born out of the lessons learned from the 2022 floods, aspires to harness the collective wisdom and practices of diverse stakeholders to inform policy solutions that mitigate the impacts of future climate-induced disasters.

In this post-floods scenario, the Recharge Pakistan project has shown the potential to transform the region’s floodplains. In a world marked by evolving challenges, our commitment to conservation is not without its challenges. The floods of 2022, which wreaked havoc across Pakistan, serve as a reminder of the importance of collective action in preserving our natural heritage. As we commemorate this journey through our achievements, we aim to bring together science, commitment, passion and creativity to conserve nature. These stories have renewed our hope and focus as we move forward together.

Together Possible!
GOVERNANCE

Syed Babar Ali  
President Emeritus, WWF-Pakistan

Brig (Retd) Mukhtar Ahmed  
Vice President Emeritus, WWF-Pakistan  
President, Houbara Foundation International - Pakistan

Mashqam Khalid  
President, WWF-Pakistan  
CEO, Herbion Group of Companies

Hassan Iftikhar Khan  
Vice President, WWF-Pakistan  
United Trademark & Patent Services  
International Intellectual Property  
Protection Services/Attorneys

Syed Rizwan Mehboob  
Chair Scientific Committee

Sara Toher Khan  
CEO, FMP1

Zahid H Maker  
CEO, Royal Group of Companies

Sabrina Dawood  
CEO, The Dawood Foundation

Roshan Khursheed Bharucha  
Former Provincial Minister  
Government of Balochistan, Sports, Culture, Tourism & Youth Affairs

Major (Retd) Raza Muhammad  
CEO, Stanley Foods & Director Operations Stanley Pharmaceuticals

Shahryar A Bukhsh  
CEO, HKB Retail SMC Private Limited

Dr Fazia Parveen  
Assistant Professor, Institute for Educational Development,  
The Aga Khan University

M Hasin Qarshi  
Head of Business Qarshi Industries Private Limited

Hammad Noor Khan  
Director General, WWF-Pakistan  
(Ex-Officio member of the Board)
PROTECTING FRESHWATER RESOURCES

Promoting smart environmental management practices

50 textile and leather SMEs facilitated to adopt smart environmental practices and business models, reducing annual emissions by 38,266 tonnes of CO2, and saving 129,113 MWh of energy and 1.5 million m3 of water.

- 215 stakeholders trained on smart environmental management practices and zero discharge of hazardous chemicals.
- 11 SMEs facilitated in implementing the Alliance for Water Stewardship Standard for better water management and create water governance as well as improvement of water management at the community level.

50 textile and leather SMEs facilitated to adopt smart environmental practices and business models, reducing annual emissions by 38,266 tonnes of CO2, and saving 129,113 MWh of energy and 1.5 million m3 of water.

Managing water resources and advancing stewardship at select sites in KP and Punjab

<table>
<thead>
<tr>
<th>Intervention</th>
<th>Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>232 rainwater harvesting systems</td>
<td>Conservation potential of 50,541 m3/year</td>
</tr>
<tr>
<td>12 water storage tanks</td>
<td></td>
</tr>
<tr>
<td>3 stormwater collection ponds</td>
<td></td>
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<tr>
<td>1 check dam</td>
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</tr>
<tr>
<td>28 solution water reuse systems</td>
<td>Water reuse potential of 61,214 m3/year</td>
</tr>
<tr>
<td>24 groundwater recharge wells and 3 greywater reuse sites</td>
<td>Replenishment capacity of 64,553 m3/year</td>
</tr>
<tr>
<td>6 floating treatment wetlands</td>
<td>Wastewater treatment capacity of 45,123 m3/year</td>
</tr>
</tbody>
</table>

Improved access of 5,000 people to safe drinking water by adding two water filtration units to James Town.

Climate action guideline developed for the leather and textile sector to implement climate-friendly practices.

Green Credit Guidelines developed to facilitate green financing for leather and textile SMEs.

Implementing the water sensitive cities vision

250 rainwater harvesting systems installed in two disadvantaged communities facing water insecurity (James Town, Islamabad and Farash Town, Rawalpindi), along with seven recharge interventions, four rain gardens and two greywater reuse systems; promoting groundwater recharge and enabling 1,750 people to access non-potable water for domestic purposes.

- Improved access of 5,000 people to safe drinking water by adding two water filtration units to James Town.
Installed five water filtration plants in Lahore, which are collectively providing 10,000 litres of drinking water per hour.

Government of Punjab issued an advisory to the Punjab Housing and Town Planning Agency to incorporate WWF-Pakistan’s water conservation and replenishment strategy into their housing societies.

City-wide Partnership Forums launched in Peshawar and Lasbela to address pertinent water challenges.

Laser land leveling of 1,035 acres completed in Multan, Lodhran, Manga Mandi, Chung and Jia Bagha to save irrigation water.

Implemented the following nature-based solutions at different sites across KP and GB regions to improve water security and enhance the resilience of vulnerable communities:

- 6,425 rft natural drainage pathway restored to benefit over 2,700 individuals.
- 779 rft gabion/flood diversion wall created, reducing the vulnerability of over 400 hectares of land and over 2,700 people.
- 19,600 ft of unstable slopes stabilized through bioengineering to benefit 2,440 individuals.
- 9,913 rft of flood-damaged irrigation channels restored, benefitting over 39,000 people and irrigating 40 hectares of agricultural land.
- Water filtration units established in 50 schools to meet the demand for clean water.
- 23,904 ft of improvised piped network installed to cater to the needs of 10,007 individuals.
PROTECTING THREATENED WILDLIFE AND HABITATS

Conserving wildlife

- Three white-rumped vulture chicks fledged at the Changa Manga Captive Breeding Centre, bringing the total number of vultures to 32.
- Vulture population monitoring survey conducted in Nagar Parkar Vulture Safe Zone.
- Expanded demarcated boundaries to strengthen four Pangolin Protection Zones and conducted 10 field surveys to collect information on pangolins in the area.
- Registered 232 fishers in the Bhulan Dost/Saheli programme in Sindh and Punjab and equipped them with tools to record and report data on dolphin sightings, threats, etc., thereby empowering them to monitor and protect the Indus river dolphin and its habitat.
- Surveyed 340 fishers in Sindh and Punjab to assess their traditional ecological knowledge in order to better understand threats to the Indus river dolphin.
- Conducted bird surveys in Hunza and Nagar, surveys for the Punjab Urial and Partridges in the salt range and a wildlife survey in the Sulaiman range.
- Conducted winter and spring seasonal surveys in the buffer zones of the Qurumber National Park, in collaboration with the GB Forest, Wildlife and Environment Department.

Addressing human-wildlife conflict

- 25 awareness sessions held for communities, students and other stakeholders to assess the drivers of human-pangolin conflict.
- Five Early Warning System cameras installed in GB to reduce human-animal conflict.

Combatting illegal wildlife trade

- 2 vultures, 22 freshwater turtles, 15 pangolins and 20 Alexandrine parakeets were rescued and released in the wild.
- Established a ‘watch and ward’ system in Deva Wildlife National Park to control the illegal poaching of Alexandrine Parakeets and worked with the Punjab and AJK Wildlife Departments to confiscate captured Alexandrine Parakeets and release them in the wild.

Raising awareness

- Held 13 sessions with the AJK Wildlife Department, journalists and local communities to raise awareness about Alexandrine Parakeets and the need for conservation; and conducted on-ground campaigns for communities to promote the conservation of the Cheer Pheasant.

© Sascha Fonseca / WWF-UK

Held 13 sessions with the AJK Wildlife Department, journalists and local communities to raise awareness about Alexandrine Parakeets and the need for conservation; and conducted on-ground campaigns for communities to promote the conservation of the Cheer Pheasant.
Building capacities

- Conducted the first national gender gap assessment in the wildlife ranger workforce in Pakistan, which revealed that women constitute less than one per cent of this workforce. Identified distinct, gender-specific barriers in the field.

- Conducted research to assess the nature and scale of damage to rangers in flood-affected areas and equipped them with essential equipment lost in the floods. Extended relief support to 22 vulnerable ranger families in adversely affected areas.

- 8 trainings held for the staff of the Punjab and AJK Wildlife Departments on the use of SMART (Spatial Monitoring and Reporting Tool) technology, which will enable rangers to monitor wildlife populations and their movements, and track and report incidents of poaching, encroachment, and other illegal activities, thus allowing for timely intervention and enforcement.

- Expanded the use of SMART technology from snow leopards to the Indus river dolphin and Indian pangolin; providing relevant staff with training and required equipment.

- Worked closely with the federal and provincial government departments and agencies on different issues, including animals in captivity, release of exotic species in the wild, bear-baiting, illegal poaching, and zoo standards.

- Prepared general guidelines for the management and good husbandry of endangered animals in zoos in Pakistan.

- Developed a mechanism using park entry fee from tourists to generate income for the management of Qurumber National Park.

- Partnered with the National Marine Mammal Foundation USA to advance the well-being of rescued Indus river dolphins, where expert veterinarians trained staff of the Sindh Wildlife Department to perform health assessments on rescued dolphins and translocate them.

- 10 smartphones provided to the staff of Chitral Gol National Park for SMART-based data collection and reporting to protect the snow leopard and its prey base.

Working with rangers

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RESTORING AND PROTECTING VULNERABLE FORESTS

Monitoring plantation
Completed the second round of the third-party field-based monitoring for the Ten Billion Tree Tsunami Afforestation Project (TBTTAP), as part of the consortium including IUCN and FAO.

Supporting government agencies
- Supported the Wildlife Departments of all four provinces, AJK and GB to develop a monitoring mechanism for the wildlife component of TBTTAP.
- Developed subnational forest monitoring, measurement reporting and verification systems and greenhouse gas inventories for all provinces, AJK and GB.
- Provided technical support to the Forest Departments of all provinces to develop Silvo-Ecological Zones and a list of suitable species for plantation.

Innovating to protect forests
- Early warning system for forest fires installed in Oghi and Mansehra, which will protect the forest from damage from wildfires, as well as the lives and livelihoods of nearby communities.

Restoring forest landscapes
- 0.31 million indigenous plants planted on 313 hectares, assisted natural regeneration initiated on 250 hectares of grassland/wasteland, and 243 hectares of existing degraded forest patches brought under improved management. These plantations are expected to sequester 21,150 Mt CO2 eq and recharge 840 million litres of water annually.
- Over 3,000 hectares of forest land in KP and GB protected through community watch and ward efforts.

Conserving mangroves and supporting coastal communities
- Alternative fodder crops grown on 30 hectares in the Indus Delta, resulting in a five per cent reduction in livestock grazing pressure on the mangroves.
- 300 solar lights installed in 400 households in the Indus Delta to reduce reliance on mangroves as fuelwood and enable access to affordable lighting. This has also allowed women to partake in alternate income generating activities. To support this, 16 local women-based savings groups have been established, providing basic financial training to 400 women, 38 per cent of which have reported saving up to PKR 45,000 to support their families and small-scale businesses.
- 200 bio-sand filtration units distributed to provide coastal communities access to clean drinking water.

- Over 3,000 hectares of forest land in KP and GB protected through community watch and ward efforts.
Addressing knowledge gaps in the conservation and management measures for the Indian Ocean Tuna Commission species of concern

Reducing bycatch

- 150 gillnet fishers interviewed from the Thatta, Sujawal and Gwadar districts to assess their knowledge on bycatch and their attitudes towards cetacean conservation in gillnet coastal fisheries.

- A network of 20 coastal fishers, including longline and gillnet operators, collected and reported data on in-water and coastline stranding of bycatch megafauna species, including marine turtles, sharks and rays, and small and large cetacean species. These fishers reported five finless porpoises, seven Indian Ocean Humpback Dolphins, and one Bryde’s Whale from the coastal areas.

- 15 trained observers from offshore tuna gillnet fisheries reported data on large cetacean sightings, including four Arabian Humpback Whales, two Blue Whales, one sperm Whale, three Bryde’s Whales, as well as nine sightings of unidentified whale species.

Promoting sustainable fishing practices

- Five gillnet vessels converted into longline vessels at the Ibrahim Hyderi and Rehri Goth fishing villages of Karachi to reduce overfishing, bycatch and post-harvest losses.

- 20 master trainers trained on post-harvest losses, safe release of bycatch species and reducing overfishing.

- 100 fishers trained on sustainable fishing practices, including the safe release of endangered and unique marine species, such as dolphins, turtles, whale sharks and other marine life.

- A one-day sporting event, attended by 800+ fishers, organized between fishers from Ibrahim Hyderi and Rehri Goth to create awareness about sustainable fishing practices.

Training and capacity building

- Conducted a three-day training for 40 observers on sustainable fishing practices and the ‘Fisheries Data Collection’ android application.

- 27 officials from the Sindh Coastal Fisheries Department and Marine Fisheries Department trained on using the android application, enabling them to use digital tools to inform evidence-based improved fisheries management.

- 14 women from Ibrahim Hyderi and Rehri trained in different skills, including stitching, aesthetics, and teaching, enabling them to run small enterprises and generate income.

- 300+ women fishers sensitized on plastic pollution and minimizing discharge of waste in coastal waters.

- 100 fishers from Rehri Goth, including 40 women, trained on conflict resolution and organizational management to improve the structure and strengthen the operations of fisher groups.
TRANSFORMING FOOD AND MARKETS

Implementing the Better Cotton Standard

- 212,475 farmers across six districts of Punjab and three districts of Sindh facilitated to implement the Better Cotton Standard System to produce 163,462 MT of lint over 385,362 hectares.
- Compliance rate to the standard was 94 per cent.
- 33 per cent reduction in pesticides observed after pheromone traps and yellow sticky traps installed over 3,256 hectares.
- 36,478 trees planted to enhance farm biodiversity.
- 55,000+ farm workers trained in safe practices and 119 differently-abled persons provided wheelchairs to enable safer working conditions and support the community.

Promoting climate smart agricultural practices

- 60,000 farming families in Southern Punjab and Sindh trained to adopt climate-smart agricultural practices over 110,000 hectares.
- 23 per cent reduction in greenhouse gas emissions per hectare
- 24 per cent improvement in crop-water productivity
- 791,908 m³ farm water conserved through the adoption of laser land leveling and improved sowing techniques
- 13,384 MT of CO₂eq in five years.
- 6,650 rural women trained on alternate income generation initiatives, including kitchen gardening, tunnel farming, apiculture, homestead poultry, dressmaking, etc., resulting in a 17 per cent increase in family income.
- 6,624 MT lint procured by textile suppliers through an online trading platform.
- 500 cotton farmers over 12,500 acres of cotton land to develop and test innovative protocols at the farm and ginning levels, minimize contamination, and promote quality cotton trade including a traceability method.

- 40 per cent reduction in use of irrigation water
- 28 per cent reduction in use of pesticides
- 53 per cent reduction in use of fertilizer
- 2.5-3 per cent reduction in trash content
- 25 per cent improvement in yield
Facilitating organic cotton cultivation

- 6,792 MT of certified organic cotton produced.
- 1,603 MT of in-conversion and 15,538 MT of in-transition lint produced.
- 900 farmers trained in natural resource management.
- 3,000 yellow sticky cards, 6,230 cans of bio-pesticide and 27,920 litres of bio-pesticides (extracts of wild plant species) extracted through five herbs extraction machines distributed to farmers at different project sites to promote biological means of crop protection.
- 1,500 bags of bio-fertilizer distributed among project farmers, whereas 67 compost pits prepared by project farmers at different sites to foster biological means of improving soil and crop health.
- Seven earthen water storage structures modified to concrete water tanks along with outlet valves and 100 feet water channels to increase irrigation efficiency and reduce water loss at the farm level.
- 17,305 bags of non-GMO cotton seeds distributed to farmers and seed multiplication plots established on 679 hectares of land with a potential to produce around 100,000 kgs of non-GMO cotton seeds for the upcoming crop.
- 5,800 indigenous plants planted by project farmers to improve biodiversity.
- 440+ women trained in different skills to encourage women-led small businesses.

Adopting sustainable practices and reducing food loss and waste

- 2,000 farmers trained to adopt climate-smart sugarcane production practices across 3,000 hectares.
- 12,640 farmers adopted organic standards over 46,000 hectares of land to produce 16,137 MT certified organic wheat.
- 5,000+ people sensitized on food loss and waste.
- 10+ hospitality businesses voluntarily engaged to work on food waste reduction and consumer awareness.

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CLIMATE AND ENERGY
WORKING WITH GOVERNMENTS AND BUSINESSES TO TACKLE CLIMATE CHANGE

Recycling solid waste
- Monitored the recycling of 40,735 tonnes of Polyethylene Terephthalate (PET) into PET flakes for the polyester and carpet industry.
- Monitored and evaluated the recycling of 4,614 tonnes of Used Beverage Cartons (UBCs) into pulp for the paper and packing industry.
- Conducted a study focusing on updating production rates, consumption patterns and recycling of solid waste across six major cities of Pakistan. Waste sampling data and surveys revealed that 1,405 tonnes of PET, 398 tonnes of aluminium and 894 tonnes of glass waste is generated per day.

Collecting and controlling the disposal of plastic waste
A scoping study conducted at three select sites along the coastal areas of Karachi revealed that plastics, including low-density polyethylene (LDPE) and polystyrene bags are the most abundant category of waste. Based on these results, a marine litter boom was installed at Karachi Fish Harbour in June 2023 to trap, collect and remove plastics from going into the ocean.

2,200 kg of waste was collected and safely disposed after a one-month cleanup activity at Sea View, Karachi.

Building capacities and raising awareness
- 300+ organisations and key stakeholders, and more than 2,100 individuals from government departments, academia, private businesses and non-profit organisations, engaged for assessments on education, training, capacity building, and public awareness on climate change in Pakistan.
- Built the capacity of 43 individuals from various organisations in Lahore and Karachi to support the environmental and social viability of financial institutions through an IFC certified Training of Trainers Programme on Environmental and Social Risk Management.

Transitioning to a low carbon economy
- Established a cooling access baseline of Pakistan and supported the development of the Draft Pakistan Cooling Action Plan which aims to deliver energy efficiency policies.
- 10 companies added to the Green Office Programme, a network of 100+ companies working to achieve a reduction in carbon emissions.
- 40 Green Office certification audits completed and 500+ individuals trained on the optimization of natural resource consumption.
PUTTING SUSTAINABILITY AT THE FOREFRONT IN LINEAR INFRASTRUCTURE DEVELOPMENT

Greening linear infrastructure
- Expanded the stakeholder network and engaged with relevant government agencies and non-profit organizations working in road infrastructure and biodiversity to advocate for sustainable and green infrastructure development.
- Published the Green Linear Infrastructure in the Hindu Kush Karakoram Himalaya Landscape Action Plan, complete with recommendations and next steps.
- Published a booklet on Biodiversity Safeguarding Protocols for Linear Infrastructure, focusing on wildlife and connectivity corridors.

Building ecological transport infrastructure
- Conducted an in-depth study on road ecology in the Hindu Kush-Karakoram Himalaya region of Gilgit-Baltistan, specifically focusing on the snow leopard and its prey species, and wildlife collisions and road kills, while recommending measures to mitigate habitat fragmentation, loss of connectivity and wildlife mortality.
- Mapped snow leopard migration and dispersal routes in the Belt and Road Initiative funded roads and highways in the Hindu Kush-Karakoram Himalaya landscape to collate data on snow leopard road kills and identify sites for constructing wildlife corridors and crossings.
- Used GIS tools to track changes in land use and land cover and assess infrastructure growth patterns and the sprawl of hospitality infrastructure to investigate how unchecked urban expansion is impacting snow leopard habitats. This research will support the case for declaring snow leopard migration and dispersal routes as construction-free zones.

Developing a knowledge hub for the WWF network
- Completed preparatory work for the Sustainable Infrastructure Knowledge Hub, which will serve as an integrated internal and external web page hosting all material, information, updates and resources on sustainable infrastructure.
- Led the process on developing the Network’s position on linear infrastructure.
WWF-Pakistan strongly believes in harnessing the power of technology to meet conservation goals. Therefore, our interventions make use of evidence-based, data-driven solutions, which leverage the collective resources of the public and private sectors as well as academia.

The Predator Early Warning System has been successfully piloted and installed in the Gilgit-Baltistan region where we are now mitigating human-wildlife conflict with species such as the snow leopard. The AI-based camera traps, developed in partnership with the Technology for People Initiative at the Lahore University of Management and Sciences (LUMS), detect and warn about the presence of predators so local communities can take precautionary measures well before any predation event.

An AI-based Forest Fire Detection Early Warning System has been developed in collaboration with LUMS through funding by the Frontier Technology Livestreaming (FTL). This pilot initiative is testing the effectiveness of a forest fire detection and response mechanism, involving local authorities and communities, to save lives and preserve nature.
New tools and technologies are facilitating the transition from traditional agricultural practices to more sustainable ones. Weather monitoring stations are sending precise information directly to farmers’ smartphones, helping them predict rains and dry days, informing decision making and conserving water at the farm level.

SMD vans are bringing digital knowledge and training material about modern farming techniques and climate-smart agriculture to the farmers’ doorstep.

Revolutionising sustainable agricultural

An android-based mobile application developed in collaboration with the National Agricultural Robotics Lab at LUMS is digitizing forest monitoring indicators and is 60 per cent more efficient in terms of use of human resource and time.

Forest health calculator

An android-based mobile phone application has been developed to streamline data collection, monitoring, and reporting processes for small-scale fisheries. The application offers two primary functionalities: Onboard Fishermen Interface and the Market Segment Interface. These features are designed to facilitate data collection and reporting by fishermen for each fishing expedition.

Small grants programme

This past year, the Small Grants Programme (SGP) continued its steadfast commitment to fostering nature conservation efforts across Pakistan. The programme remained a beacon of support for students, researchers, indigenous communities, research-based institutions, and grassroots-level organizations, empowering them to contribute significantly to environmental conservation guided by our esteemed Scientific Committee.

Engagement and Collaboration: The programme’s success stems from its ability to foster collaboration with the likes of academia, institutions, community-based organizations (CBOs), and individual researchers which have led to the submission of high-quality project proposals. These have resulted in the following:

- **Projects were approved by the Scientific Committee for funding**
- **Projects are in progress**
- **Project under the SGP was successfully completed**
Green school certification programme

In collaboration with the Lahore Biennale Foundation, the Green School Certification Programme was expanded to government schools in Lahore, Pakistan. This pilot initiative empowers students, educating them about sustainable practices at the grassroots level, focusing on developing eco-conscious attitudes and reducing plastic waste. 350 students across five public and private schools were engaged, along with the establishment of nature clubs to foster a culture of sustainability and awareness among the youth.

Youth development programme

The Youth Development Programme enrolled over 2,000 students from 53 educational institutes across Pakistan under the Eco Internship Programme. The programme trains, empowers and mobilizes youth on environmental issues through interactive workshops and community awareness programmes. Participants completed approximately 350 community service projects on topics related to the environment and nature conservation. The students also took part in a fundraising campaign for snow leopard conservation by selling 250 snow leopard t-shirts.

Spellathon

WWF-Pakistan’s flagship campaign, which raises awareness through storytelling and spelling competitions attracted over 7,000 students this year. A total of 84 schools participated in the campaign across major cities including Rawalpindi, Islamabad, Lahore, Gujrat, Sialkot, and Gujranwala.

Programming via python

WWF-Pakistan’s latest offering ‘Programming Via Python’ teaches programming tools to students from ages 10 to 15 to promote problem solving skills, logical thinking abilities, and creativity by developing their own video game or website. In 2022-23, 32 students participated and completed this programme.
Corporate employee engagement

WWF-Pakistan’s Corporate Employee Engagement programme helps in empowering employees through education on eco-friendly practices, fostering teamwork through impactful clean-ups, and dynamic team-building activities that cultivate a deeper understanding of eco-friendly behaviors and their positive impact on the environment. Over 265 employees from Loreal, Midas Clothing, SGS, and Crescent Steel and Allied Products Limited participated in various excursions, including trips to the Wetland Centre Karachi, the Bambhore Museum of Archeology, Haleji Lake and the graveyard of Makli. Furthermore, 23 employees of the US Consulate participated in a turtle watch to learn about the impacts of pollution on turtles’ life cycle and habitat.

Rung do Pakistan

Under the ambit of WWF-Pakistan’s Rung Do Pakistan initiative, more than 900 employees participated in plantation drives across different cities of Pakistan including Karachi, Lahore, Islamabad, Peshawar and Nathiagali. The engagement resulted in the plantation of 210,350 indigenous species of saplings.

Committing to environmentally conscious higher education

WWF has entered into partnerships with Riphah International University and Habib University to focus on youth engagement, environmental education, knowledge exchange, and research promotion.

Environmental conscious schooling

A total of 45 nature clubs have been established in GB and KP to educate both students and teachers about environmental challenges pertaining to water security and the significance of implementing nature-based solutions to address the prevalent challenges, by engaging them in informative sessions and hands-on activities.

Nature clubs

A total of 1,500 students from various schools including SCILS, Happy Home School, The International School, Uttar Public School, and Ibrahim took part in excursion trips where they engaged in various activities like seedball making, bird watching, hiking, tree plantations, clean-up drives, and many more.

Water clubs

As a part of Australia-Pakistan Water Security Initiative (APWASI), a total of 37 sessions, with an engagement of 2,321 students, have been held in the seven partner schools where Water Clubs have been established. The students participated in several interactive activities such as presidential elections, guide about making cities water-wise, learning about water pollution and grey water reuse, and writing competition.

Nature clubs

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Recycling awareness

WWF-Pakistan and Nestle’s initiative to raise awareness regarding recycling engaged 710 students from grades four to seven in various activities across eight sessions in Lahore and Rawalpindi.

Water clubs

As a part of Australia-Pakistan Water Security Initiative (APWASI), a total of 37 sessions, with an engagement of 2,321 students, have been held in the seven partner schools where Water Clubs have been established. The students participated in several interactive activities such as presidential elections, guide about making cities water-wise, learning about water pollution and grey water reuse, and writing competition.

Nature clubs

A total of 45 nature clubs have been established in GB and KP to educate both students and teachers about environmental challenges pertaining to water security and the significance of implementing nature-based solutions to address the prevalent challenges, by engaging them in informative sessions and hands-on activities.

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EARTH HOUR 2023

WWF-Pakistan partnered with the Ministry of Information and Broadcasting, Bachaa Party, United Bank Limited (UBL), PTV, FMP, and Tapmad, to remind governments, businesses, and citizens about the urgency of addressing climate change and protecting natural resources. The campaign’s varied activities engaged people of all ages and background. Some of the key highlights included:

- Notable government officials including then Prime Minister Shahbaz Sharif, Minister for Climate Change Senator Sherry Rehman, and Chairman Senate Muhammad Sadiq Sanjrani shared messages supporting the campaign.

- A photography competition themed ‘People First’ was held, where photographers from across Pakistan submitted stories highlighting people connecting with nature.

- PTV’s animated characters ‘Planet Champs’ supported the Earth Hour campaign and ran tickers and updates throughout the day.

- A week-long installation at Bachaa Party, Emprorium Mall, Lahore featured activities and competitions for children which culminated in the ‘switch off’ event on 25 March. The installation was visited by WWF-Pakistan’s Goodwill Ambassadors, Secretary EPD Punjab, a number of bloggers and influencers, and members of the general public.

- WWF-Pakistan’s social media platforms featured messages from Goodwill Ambassadors Ushna Shah, Anoushey Ashraf, and Sophie Anjam, as well as promotional messages advertised at www.tapmad.com.

UBL and WWF-Pakistan employees held a clean-up drive and plantation activity at WWF’s Wetland Centre in Karachi. Over 40 staff members attended the event, where UBL committed to planting 1,500 saplings.

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COMMUNICATING FOR CONSERVATION

1.48 MILLION SUPPORTERS ON SOCIAL MEDIA

29 MILLION VIEWS AND 170 MILLION IMPRESSIONS ON YOUTUBE

TWITTER POSTS SEEN BY AN AVERAGE OF 10,000 PEOPLE PER DAY

PUBLISHED THROUGH PRESS RELEASES, ALONG WITH NINE SPECIAL PUBLICATIONS, INCLUDING FEATURE ARTICLES, INTERVIEWS, ETC., TOTALING OVER PKR 11 MILLION IN EARNED MEDIA.

132 STORIES

35 INTERVIEWS AND TV REPORTS AIRED, WITH 320 MINUTES OF SCREEN TIME

31 VIDEOS PRODUCED, INCLUDING DOCUMENTARIES AND ANIMATIONS

18 RADIO SHOWS CONDUCTED FREE OF COST, AMOUNTING TO OVER PKR ONE MILLION IN EARNED MEDIA.
HIGHLIGHTS FROM THE YEAR

WWF-Pakistan at COP28
Director General WWF-Pakistan and Senior Manager Climate and Energy Programmes represented WWF-Pakistan at Sharm-El-Sheikh during COP27, where they addressed international media about the recent floods in Pakistan, discussed loss and damage, weighed the negotiations at COP27, and presented the Pakistani Climate Crisis Charter—a comprehensive document developed in consultation with key stakeholders in the wake of the floods of 2022.

The Director General also participated in a panel talk hosted by the Islamic Development Bank on the role of Islamic finance in bankable nature solutions to accelerate climate adaptation and multi-stakeholder partnerships to end plastic pollution, co-hosted by the World Economic Forum and Environment and Climate Change Canada.

Voices of Change
This year, WWF-Pakistan welcomed two bold and influential voices to its panel of Goodwill Ambassadors. Renowned filmmaker Sarmad Sultan Khoosat and model and actress Syra Yousaf have been helping in amplifying WWF's message and inspiring action among the masses. Over the year, our Ambassadors have contributed to our work and actively participated in seven campaigns.

Saving Nature in Pakistan: Stories of Success
A new publication narrates series of stories that celebrate the decades of conservation work and successes of WWF-Pakistan.

TEAM EARTH - COP 15 AND THE FIFA WORLD CUP 2022
During the FIFA World Cup 2022, DG WWF-Pakistan and the entire panel of Goodwill Ambassadors voiced their ‘Team Earth’ essays showing their support for nature and biodiversity and urging governments meeting at COP 15, UN’s biodiversity conference, to take action to reverse nature loss.

Campaign Against Animals in Captivity
Deeply concerned about the distressing and ongoing loss of wild animals in zoos, and the captivity of wild animals, including their use as pets, WWF-Pakistan ran an elaborate campaign over the year, urging action towards reform, law enforcement, and the institutionalization of heightened standards at zoos.

WWF-Pakistan Wins the ICAC Twitter Competition
WWF-Pakistan’s entry, featuring an animated video on the day in the life of a cotton picker, was one of the winning entries of the International Cotton Advisory Committee (ICAC) Twitter competition.

Sophia’s Scary Encounter
An animated short film was released on Snow Leopard Day 2022 introducing the complex interplay of climate change and human-wildlife conflict to younger audiences.

#TeamEarth COP15 and the FIFA World Cup 2022
CAMPAIGN AGAINST ANIMALS IN CAPTIVITY
SAVING NATURE IN PAKISTAN: STORIES OF SUCCESS

WWF-PAKISTAN WINS THE ICAC TWITTER COMPETITION

VOICE OF CHANGE

#TEAM EARTH COP15 AND THE FIFA WORLD CUP 2022

64 65
In 2023, WWF-Pakistan celebrated ‘50 Years of Saving Nature in Pakistan,’ showcasing its work as the leading environmental organization in Pakistan. A special evening hosted by President Emeritus Syed Babar Ali brought together industry leaders, corporate partners, and goodwill ambassadors in Karachi. The gathering prompted reflections on past partnerships and inspired renewed commitment toward novel approaches and technological innovation for conservation and a sustainable future.

This was followed by a special event at the Pakistan National Council of Arts, which brought together artists, scientists, and conservationists, highlighting WWF-Pakistan’s milestones, conservation successes, and impactful partnerships.
### FORESTS

<table>
<thead>
<tr>
<th>Project Title</th>
<th>Donors</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. Third Party Monitoring of Billion Tree Afforestation Support Project (BTASP)</td>
<td>KfW Development Bank through IUCN</td>
<td>May 2022 - June 2025</td>
</tr>
<tr>
<td>3. Forest Restoration Action Project</td>
<td>Tourism Promotion Services (Pakistan) Limited, Serena Hotels</td>
<td>August 2021 - August 2024</td>
</tr>
<tr>
<td>5. Forest Restoration and Carbon Offset Programme</td>
<td>Enpro Foundation</td>
<td>November 2021 - October 2023</td>
</tr>
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</table>

### FRESHWATER

<table>
<thead>
<tr>
<th>Project Title</th>
<th>Donors</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Sustainable Water Management of Lahore-Phase 1</td>
<td>The Coca-Cola Foundation (TCCF)</td>
<td>November 2022 - July 2023</td>
</tr>
<tr>
<td>2. Sustainable Water Management of Lahore-Phase 2</td>
<td>The Coca-Cola Foundation (TCCF)</td>
<td>December 2022 - November 2023</td>
</tr>
<tr>
<td>3. Sustainable Access to Water, and Improved Sanitation and Hygiene Behaviour in Multan Catchment</td>
<td>PepsiCo International</td>
<td>November 2022-2023</td>
</tr>
<tr>
<td>4. Community Water Stewardship: Replenishing water resources in Lahore and Multan Districts</td>
<td>PepsiCo International</td>
<td>July 2019 - April 2024</td>
</tr>
<tr>
<td>5. Community Water Stewardship: Replenishing water resources in Rawalpindi Districts</td>
<td>PepsiCo International</td>
<td>July 2022 - June 2023</td>
</tr>
<tr>
<td>9. Installation of Drinking Water Facilities in Different cities of Pakistan for the local communities</td>
<td>Coca-Cola Beverages Pakistan Limited (CCBPL)</td>
<td>February 2022 – January 2023</td>
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<tr>
<td>Project Title</td>
<td>Donors</td>
<td>Duration</td>
</tr>
<tr>
<td>-----------------------------------------------------------------------------</td>
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</tr>
<tr>
<td>1. Pakistan Regenerative Production Landscape Collaborative</td>
<td>Laudes Foundation</td>
<td>July 2023 - June 2028</td>
</tr>
<tr>
<td>2. Organic Cotton Cultivation Promotion with Small and Marginal Tribal Farmers in Pakistan</td>
<td>Laudes Foundation</td>
<td>February 2020 - March 2025</td>
</tr>
<tr>
<td>5. Carbon-Smart Production System for GHG Emission Reduction, Water Stewardship and Sustainable Land Use Management to Improve Socio-Economic and Environmental Resilience of Cotton Farming Communities of Pakistan</td>
<td>IKEA through WWF-Sweden</td>
<td>September 2020 - August 2025</td>
</tr>
<tr>
<td>6. A Transition Towards Standardized, Compliant Cotton Value Chain to Create Enabling Environment for Quality Based Trading in Pakistan</td>
<td>IKEA through WWF-Sweden</td>
<td>September 2020 - August 2025</td>
</tr>
<tr>
<td>7. Agroforestry for Livelihood Improvement, Climate Change Mitigation, and Biodiversity Conservation in Selected Cotton Growing Areas of Pakistan</td>
<td>IKEA through WWF-Sweden</td>
<td>September 2020 - August 2025</td>
</tr>
<tr>
<td>9. Organic Cotton Cultivation - Reforming the Economic and Environmental Status</td>
<td>Artistic Milliners (Private) Limited</td>
<td>April 2021 - December 2024</td>
</tr>
<tr>
<td>11. Agroforestry for Carbon Sequestration, Biodiversity Conservation, Agro-Ecosystem Enrichment to Improve Socio-economic and Environmental Resilience of Cotton Farming Communities</td>
<td>IDH - The Sustainable Trade Initiative</td>
<td>January 2022 – December 2025</td>
</tr>
<tr>
<td>13. Fastening self-employment through in-kind support (apiculture, homestead Poultry rearing kits) and capacity-building</td>
<td>GIZ</td>
<td>August 2022 – December 2022</td>
</tr>
<tr>
<td>15. Premium Organic Cotton Project</td>
<td>Premium Textile Mills</td>
<td>April 2023 - December 2027</td>
</tr>
<tr>
<td>17. Promoting Sustainable Sugarcane Production among Smallholder Farmers of Pakistan</td>
<td>Bonsucro Impact Fund</td>
<td>November 2022 - May 2024</td>
</tr>
<tr>
<td>18. Multi-stakeholder Dialogues to Support Food Systems Implementation</td>
<td>WWF International</td>
<td>June 2023 - December 2023</td>
</tr>
<tr>
<td>Project Title</td>
<td>Donors</td>
<td>Duration</td>
</tr>
<tr>
<td>------------------------------------------------------------------------------</td>
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</tr>
<tr>
<td>1. Ecological Restoration In Flood Affected Areas of Chit-Beshigram, District Swat through NbS</td>
<td>WWF International</td>
<td>November 2022 - October 2024</td>
</tr>
<tr>
<td>2. Upscaling the AI-based Camera Traps-Early Warning System for Snow Leopard Conservation in different landscapes</td>
<td>WWF-Belgium</td>
<td>June 2023 - June 2024</td>
</tr>
<tr>
<td>3. Socioeconomic Assessment and Monitoring of a 5-year Community Based Biodiversity Project in 4 Union Councils of Hunza and Nagar Districts of Gilgit Baltistan in Pakistan</td>
<td>Aga Khan Rural Support Programme (AKRSP), through KfW Development Bank</td>
<td>December 2021 – November 2026</td>
</tr>
<tr>
<td>4. Understanding Gender Dynamics in Pakistan’s Wildlife Trafficking</td>
<td>Dehla IWT-CF</td>
<td>May 2023 - October 2024</td>
</tr>
<tr>
<td>5. Building Back Together – Supporting the Rangers and Protected Areas Affected by Floods in Pakistan</td>
<td>Sandra Foundation via WWF International</td>
<td>January 2023 - December 2023</td>
</tr>
<tr>
<td>7. Support River Dolphins Initiative</td>
<td>WWF-Australia</td>
<td>January 2022 – June 2023</td>
</tr>
<tr>
<td>8. Detection to Prevention Early Warning System to Prevent Human Wildlife Conflict</td>
<td>WWF-Sweden</td>
<td>November 2021 - December 2022</td>
</tr>
<tr>
<td>9. WWF River Dolphins Rivers Initiative- Asia FY23</td>
<td>NET, WWF-Sweden</td>
<td>July 2022 - June 2023</td>
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</tbody>
</table>

**WILDLIFE**

**Project Title** | **Donors** | **Duration** |
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<tr>
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<tbody>
<tr>
<td>1.</td>
<td>WWF International</td>
<td>November 2022 - October 2024</td>
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<td>2.</td>
<td>WWF-Belgium</td>
<td>June 2023 - June 2024</td>
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<td>Sandra Foundation via WWF International</td>
<td>January 2023 - December 2023</td>
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<tr>
<td>6.</td>
<td>WWF-Italy</td>
<td>November 2022 - December 2023</td>
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<td>7.</td>
<td>WWF-Australia</td>
<td>January 2022 – June 2023</td>
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<td>8.</td>
<td>WWF-Sweden</td>
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<tbody>
<tr>
<td>1. Saving Pangolins in Pakistan through enhanced conservation capacity and community stewardship</td>
<td>Pangolin Crisis Fund (PCF), Wildlife Conservation Network</td>
<td>May 2022 – May 2023</td>
</tr>
<tr>
<td>11. Assessing Cheer Pheasants (Catreus Wallichii) Population, Distribution, and Habitat in Districts Turgar and Mansehra, Khyber Pakhtunkhwa, Pakistan</td>
<td>World Pheasant Association</td>
<td>February 2022 - February 2023</td>
</tr>
<tr>
<td>12. Pakistan Vulture Restoration Project</td>
<td>The Hawk Conservancy Trust</td>
<td>July 2019 – June 2024</td>
</tr>
<tr>
<td>13. Community Disaster Rescue Centre</td>
<td>La Roche via WWF-International</td>
<td>March 2023 - September 2024</td>
</tr>
</tbody>
</table>

**OCEANS**

**Project Title** | **Donors** | **Duration** |
<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>1. Filling the knowledge gap around cetacean population, entanglement and mortality associated with small scale fisheries in Pakistan</td>
<td>WWF-Australia</td>
<td>June 2022 – December 2023</td>
</tr>
<tr>
<td>4. Sustainable Mangrove Management and Community Development in the Indus Delta - Phase I</td>
<td>Germany’s Federal Ministry for Economic Cooperation and Development (BMZ), through WWF-Germany</td>
<td>November 2021 - December 2024</td>
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<tr>
<td>5. Sustainable Fisheries Entrepreneurship Project (SFEP) - Phase III</td>
<td>Envo Foundation</td>
<td>March 2022 - December 2024</td>
</tr>
<tr>
<td>Project Title</td>
<td>Donors</td>
<td>Duration</td>
</tr>
<tr>
<td>-------------------------------------------------------------------------------------------------</td>
<td>------------------------------------------------------------------------</td>
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</tr>
<tr>
<td>1. Greening Linear Infrastructure in Snow Leopard Home Ranges of the Hindukush-Karakoram-Himalaya Landscape in Pakistan (2nd Amendment with additional funding)</td>
<td>WWF International</td>
<td>March 2022 - March 2023</td>
</tr>
<tr>
<td>2. Building ecological and Sustainable transport/Linear Infrastructure for Snow leopard habitats in the Hindu Kush, Karakoram, Himalayan Landscape (BEAST)</td>
<td>Shan Shui Conservation Centre</td>
<td>January 2023 - September 2023</td>
</tr>
<tr>
<td>4. Support for WWF-Local Communities Impacted by 2022 Floods</td>
<td>WWF-Japan</td>
<td>November 2022 - September 2023</td>
</tr>
<tr>
<td>5. Emergency Fund - Pakistan Floods FY23</td>
<td>NET, WWF-Netherlands</td>
<td>September 2022 - June 2023</td>
</tr>
<tr>
<td>6. Preparation of the Third National Communication (TNK) under the United Nations Framework Convention on Climate Change (UNFCCC)</td>
<td>United Nations Environment Programme (UNEP)</td>
<td>April 2022 - February 2024</td>
</tr>
<tr>
<td>8. DFCD Discover Phase - Indus Delta Ecoregion</td>
<td>WWF-Netherlands</td>
<td>August 2020 - December 2023</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Project Title</th>
<th>Donors</th>
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</tr>
</thead>
<tbody>
<tr>
<td>1. A Feasibility Assessment to Estimate the Quantity of UBCs and to Identify the Potential for Developing its Efficient Supply Chain Model</td>
<td>Tetra Pak Pakistan Ltd</td>
<td>May 2023 - May 2024</td>
</tr>
<tr>
<td>2. Support to CLASP/HIMA^Verte for K-CEP Pakistan</td>
<td>CLASP via HIMA ^Verte</td>
<td>March 2022 - December 2022</td>
</tr>
<tr>
<td>3. Decarbonizing the Textile Manufacturing Sector in Pakistan</td>
<td>Mitigation Action Facility</td>
<td>June 2022- February 2023</td>
</tr>
</tbody>
</table>
Through its Corporate Membership Programme, WWF-Pakistan engages corporations in both dialogue and active support to preserve and improve the environment of our country. For the financial year 2022-2023, 68 per cent of corporate partners were those who had renewed their memberships, while the remaining 32 per cent were new members.

**SILVER MEMBERS**

WWF-Pakistan’s Silver Members donate up to PKR 49,000.

1. Siddiq Leather Works (Pvt) Ltd
2. Chisii Pharmaceuticals Ltd
3. Munee Brewery Co Ltd
4. Pharmagen Ltd
5. Tri Pack Films Limited
6. Century Paper & Board Mills Limited
7. National Foods Pvt Limited
8. Seasons Edible Oil Ltd
9. Seasons Edible Oil Ltd
10. ASG Group Companies IL&ISL
11. Ibrahim Fibres Limited
12. KSB Pumps Co Ltd
13. Pak Kuwait Textiles Limited
14. Malik Auto & Agricultural Industries Pvt Ltd
15. Tariq Glass
16. Shujat Sugar Mills LTD
17. Mirpur Khas Sugar Mills Ltd
18. Siddiq Leather Works (Pvt) Ltd
19. BERGER Paints
20. Imshai Chemical Limited
21. Fauji Fertilizer Company Limited
22. Samira Fabrics (Pvt) Ltd
23. Curexa Health (Pvt) Ltd
24. Kot Adu Power Co

**GOLD MEMBERS**

WWF-Pakistan’s Gold Members donate between PKR 50,000 and PKR 199,000.

1. Atlas Honda Limited
2. EFU Life Assurance Ltd
3. Pakistan Cables Limited
4. AGP Limited
5. Bank of Punjab
6. Adamjee Insurance Company Limited
7. Hilton Pharma Pvt Ltd
8. JDW Sugar Mills Ltd
9. MIDAS Safety
10. Fatima Fertilizer Sadiqabad
11. Sapphire Textile Mills Limited
12. FriedlandCamppia Engro Pakistan Limited

**PLATINUM MEMBERS**

WWF-Pakistan’s Platinum Members donate PKR 500,000 and above.

1. Ibrahim Fibers Limited
2. Educational Services Pvt Ltd

**CORPORATE SECTOR**

IKEA, Sweden
PepsiCo, Pakistan
Sui Northern Gas Pipeline Limited
Titsa
Artistic Milliners Private Limited
Saoryt Enterprises Private Limited
HIMA Verke
Piko
Gul Ahmed Textile Mills Limited
Sapphire Textile Mills
Premium Textile Mills
La Roche
tetra Pak Private Limited
nike
rcklitz Pakistan
sarena Hotels
Coca Cola Beverages Pakistan Ltd

**TRUSTS, FOUNDATIONS, AND OTHERS**

Laudes Foundation
Engro Foundation
Snow Leopard Foundation
The Coca-Cola Foundation
The Hawk Conservancy Trust
Pangolin Crisis Fund, Wildlife Conservation Network
AZTI Foundation
World Resources Institute
IDH- The Sustainable Trade Initiative
Bonsuero Impact Fund
Sandoz Foundation
World Pheasant Association
Shan shui Conservation Centre
British Council
Mitigation Action Facility

**PUBLIC SECTOR**

Better Cotton Initiative (BCI) – Growth and Innovation Fund (GIF)
European Union (EU)
Germany’s Federal Ministry for Economic Cooperation and Development (BMZ)
International Centre for Integrated Mountain Development (ICIMOD)
International Labor Organization (ILO)
Oxfam GB
Department of Foreign Affairs and Trade (DFAT), Australian Government
Keidainran Committee on Nature Conservation (KNCN) – Keidainran Nature Conservation Fund (KNCF)
Green Climate Fund (GCF)
Commonwealth Scientific and Industrial Research Organization (CSIRO)
United Nations Environment Programme (UNEP)
World Economic Forum
PEDO/ME&W
Kreditanstalt fur Wiederaufbau (KfW)
Deutsche Gesellschaft fur Internationale Zusammenarbeit (GIZ)

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20. Imshai Chemical Limited
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12. FriedlandCamppia Engro Pakistan Limited

**PLATINUM MEMBERS**

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1. Ibrahim Fibers Limited
2. Educational Services Pvt Ltd
## AS AT 30 JUNE, 2023

### FUNDS

<table>
<thead>
<tr>
<th>Represented By</th>
<th>2023 (Rupees)</th>
<th>2022 (Rupees)</th>
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<tr>
<td>General Fund</td>
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<td>218,120,920</td>
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<td>1001 The Nature Trust</td>
<td>15,003,983</td>
<td>15,003,983</td>
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<tr>
<td>Scientific Committee Fund</td>
<td>3,473,780</td>
<td>4,123,335</td>
</tr>
<tr>
<td>Restricted Funds</td>
<td>218,120,920</td>
<td>15,003,983</td>
</tr>
<tr>
<td>Endowment Funds</td>
<td>72,241,178</td>
<td>55,161,022</td>
</tr>
<tr>
<td>Total Funds</td>
<td>427,166,006</td>
<td>319,573,038</td>
</tr>
</tbody>
</table>

### FUND BALANCE SHEET

<table>
<thead>
<tr>
<th>Represented By</th>
<th>2023 (Rupees)</th>
<th>2022 (Rupees)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fixed Assets</td>
<td>243,410,103</td>
<td>176,508,994</td>
</tr>
<tr>
<td>Investments</td>
<td>416,398,965</td>
<td></td>
</tr>
<tr>
<td>Current Assets</td>
<td>1,646,374,451</td>
<td>836,963,142</td>
</tr>
<tr>
<td>Total Assets</td>
<td>2,382,488,490</td>
<td>1,429,871,101</td>
</tr>
</tbody>
</table>

| Current Liabilities | 1,908,068,032 | 1,069,056,897 |
| Employee Retirement Benefits | 47,254,452 | 41,241,166 |
| Total Liabilities | 1,955,322,484 | 1,110,298,063 |
| **Total** | 427,166,006 | 319,573,038 |

### INCOME AND EXPENDITURE

#### INCOME

<table>
<thead>
<tr>
<th>Income</th>
<th>2023 (Rupees)</th>
<th>2022 (Rupees)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global Programme Framework</td>
<td>2,028,864,386</td>
<td>1,338,922,196</td>
</tr>
<tr>
<td>National Fundraising and Others</td>
<td>62,051,315</td>
<td>42,871,352</td>
</tr>
<tr>
<td>Return on Investments</td>
<td>92,499,649</td>
<td>40,327,138</td>
</tr>
<tr>
<td><strong>Total Income</strong></td>
<td>2,183,414,350</td>
<td>1,421,936,868</td>
</tr>
</tbody>
</table>

#### EXPENDITURE

<table>
<thead>
<tr>
<th>Expenditure</th>
<th>2023 (Rupees)</th>
<th>2022 (Rupees)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Species</td>
<td>58,823,449</td>
<td>24,850,284</td>
</tr>
<tr>
<td>Freshwater</td>
<td>474,157,976</td>
<td>200,136,486</td>
</tr>
<tr>
<td>Commodities</td>
<td>697,765,290</td>
<td>499,720,056</td>
</tr>
<tr>
<td>Energy / Carbon</td>
<td>276,601</td>
<td>421,630</td>
</tr>
<tr>
<td>Places</td>
<td>29,712,070</td>
<td>54,098,809</td>
</tr>
<tr>
<td>Others</td>
<td>437,799,173</td>
<td>360,917,287</td>
</tr>
<tr>
<td>Non Global Programme Framework</td>
<td>206,761,160</td>
<td>114,208,201</td>
</tr>
<tr>
<td>Conservation, Information, Education and Public Policy</td>
<td>28,075,603</td>
<td>16,701,085</td>
</tr>
<tr>
<td>Fundraising</td>
<td>87,793,393</td>
<td>52,724,165</td>
</tr>
<tr>
<td>Depreciation</td>
<td>60,680,362</td>
<td>34,146,591</td>
</tr>
<tr>
<td><strong>Total Expenditure</strong></td>
<td>2,081,944,077</td>
<td>1,357,924,394</td>
</tr>
</tbody>
</table>

### Surplus for the Year

<table>
<thead>
<tr>
<th>Year</th>
<th>2023</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Surplus for the Year</td>
<td>101,469,273</td>
<td>64,012,093</td>
</tr>
</tbody>
</table>
INCOME FOR FINANCIAL YEAR 2023

- 2.8% National Fundraising and Others
- 4.2% Return on Investments
- 92.0% Project Support from Various Agencies

EXPENDITURE FOR FINANCIAL YEAR 2023 GLOBAL PROGRAMME FRAMEWORK
81.5% of Total Expenses

- 33.5% Commodities
- 22.8% Freshwater
- 2.8% Species
- 26.6% Others

NON GLOBAL PROGRAMME FRAMEWORK
18.3% of total expenses

- 4.2% Administration and others
- 2.9% Depreciation
- 9.9% Conservation, Information and Education
- 1.3% Fundraising

GLOBAL PROGRAMME FRAMEWORK
81.5% of Total Expenses

- 33.5% Commodities
- 22.8% Freshwater
- 2.8% Species
- 26.6% Others

RETURN ON INVESTMENTS
4.2%

PROJECT SUPPORT FROM VARIOUS AGENCIES
92.0%

INCOME FOR FINANCIAL YEAR 2023

EXPENDITURE FOR FINANCIAL YEAR 2023 GLOBAL PROGRAMME FRAMEWORK
81.5% of Total Expenses

- 33.5% Commodities
- 22.8% Freshwater
- 2.8% Species
- 26.6% Others

NON GLOBAL PROGRAMME FRAMEWORK
18.3% of total expenses

- 4.2% Administration and others
- 2.9% Depreciation
- 9.9% Conservation, Information and Education
- 1.3% Fundraising

GLOBAL PROGRAMME FRAMEWORK
81.5% of Total Expenses

- 33.5% Commodities
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