WWF

PAKISTAN

ANNUAL REPORT



Editorial Board:
Rab Nawaz, Senior Director, WWF-Pakistan
Rabia Tahir, Head of Communications, WWF-Pakistan

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Editor: Sheheryar Khan, Coordinator Communications, WWF-Pakistan

Designer: Muhammad Ahsan Tariq, Senior Graphic Designer, WWF-Pakistan

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ABOUT US

Established in Switzerland in

1961

the World Wide Fund for Nature (WWF) is the leading conservation organization in the world, with a global network active in over 100 countries.

1970

WWF-Pakistan was instituted to address local environmental issues in the country.



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.

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, by:

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

65
ACTIVE PROJECTS

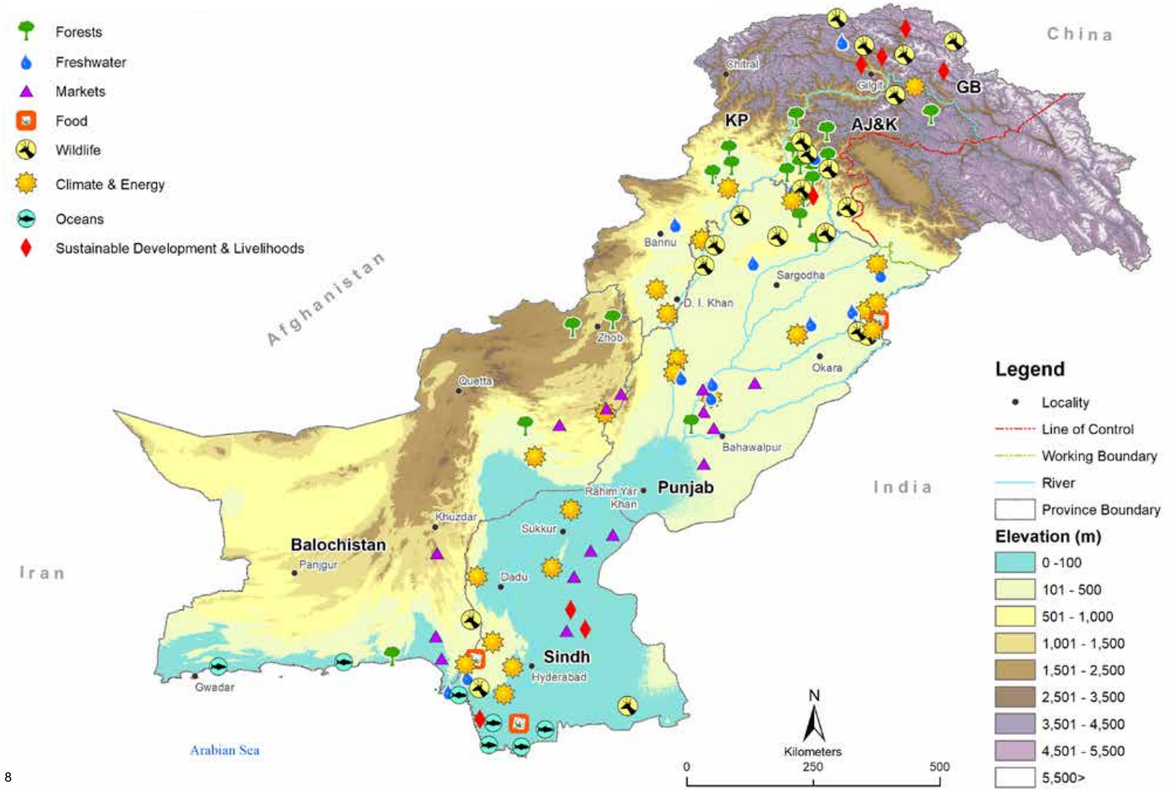
1.48 MILLION
SUPPOPRTERS ON SOCIAL MEDIA

42
OFFICES AND CENTRES

38
CORPORATE DONORS

141
ORGANIZATIONS IN THE GREEN OFFICE NETWORK

WWF-PAKISTAN PROJECTS 2022-2023







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 looms larger than ever before. Pakistan stands at a critical juncture, facing the stark reality of climate threats that know no borders. Our nation's vulnerability 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 lost on us.

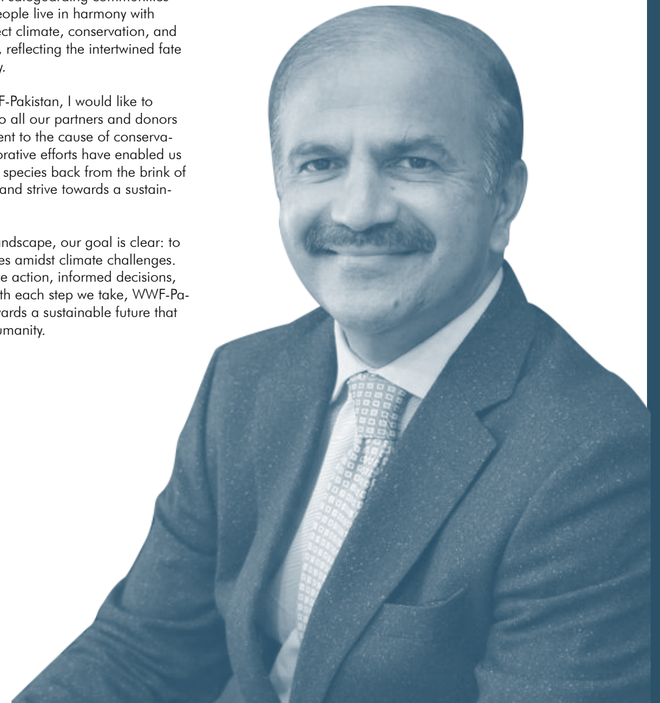
At WWF-Pakistan, we have renewed our commitment to combat these challenges head-on. Our endeavors extend beyond wildlife and habitat conservation, encompassing the broader scope of climate resilience and adaptation. Our focus on ensuring the well-being of communities most vulnerable to the impacts of climate change, including farming and mountain communities, underscores our mission's true depth. When we protect communities, we protect habitats and wildlife.

In collaboration with governments, businesses, academia and partners, we are making strides in co-creating solutions that not only safeguard our shared natural resources but also empower those who are facing climate shocks and risks and related economic and social impacts. We are protecting habitats and natural resources such as freshwater, forests, and oceans, in turn safeguarding ecosystems and the lives and livelihoods that depend on them.

By addressing these multifaceted aspects, we are pushing the envelope for climate adaptation and shaping a more resilient Pakistan. Our journey isn't solely about conserving species and ecosystems; it's also about safeguarding communities and creating a future where people live in harmony with nature. The threads that connect climate, conservation, and communities are tightly woven, reflecting the intertwined fate of our environment and society.

On behalf of everyone at WWF-Pakistan, I would like to extend our heartfelt gratitude to all our partners and donors for their unwavering commitment to the cause of conservation. Their support and collaborative efforts have enabled us to drive positive change, bring 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 pioneering a path towards a sustainable future that safeguards both nature and humanity.



MESSAGE FROM THE DIRECTOR GENERAL

HAMMAD NAQI KHAN

As we navigate through the challenges presented by a rapidly changing world, it becomes increasingly evident that our relationship with nature is at a crossroads. With the completion of 50 remarkable years, WWF-Pakistan has not only weathered the tides of time but has also grown stronger, more resolute, and committed to the cause that defines our existence. Our journey, which began over five decades ago, is marked by milestones that have shaped the conservation landscape in Pakistan.

This past year, we commemorated this journey through celebratory events in Karachi and Islamabad, uniting with our collaborators, partners, and key organizations, including international development entities and government departments. These events not only marked our achievements but also emphasized the significance of collective action in preserving our natural heritage. In all my years at WWF-Pakistan, and in being present at these celebrations, one thing stood out more than ever; our motto, "Together Possible".

However, the path to conservation is not without its challenges. The floods of 2022, which wreaked havoc across Pakistan, stand as a poignant reminder of the urgent need to address climate change and its far-reaching impacts. The loss of lives, damage to infrastructure, and the far reaching impact on the country's economy, serve as a somber testament to the vulnerabilities we face as a nation.

In the wake of these challenges, WWF-Pakistan was proactive in fostering dialogues with civil society organizations and government counterparts. It was during these conversations that the consensus on the Pakistan 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 becomes all the more important as we aim to employ cutting-edge nature-based solutions, ensuring the sustainable management of floodplains across the country. As we reflect on the devastation of the 2022 floods, we are more resolute in our mission to prevent history from repeating itself and to create a future where floods no longer bring the same level of destruction.

And of course, we still remain true to our DNA, our conservation work on species and wildlife! As a science-based organisation, I am proud to say that our conservation efforts have taken a step forward in protecting some of Pakistan's iconic species. Our trials in acoustic-devices (also known as 'pingers') have proven to be successful in reducing Indus dolphin entanglements in fishing nets and we have also successfully fitted radio-telemetry devices on Indian pangolins for the first time in Pakistan. We are using artificial intelligence camera traps and predator warning systems in the range territory of snow leopards to help local communities protect their livestock, thereby reducing human-wildlife conflict. We even rediscovered the cheer pheasant and the gharial which were thought to be extinct in Pakistan!

These stories have renewed our hope and focus as we bring together science, commitment, passion and creativity to conserve nature. They underline our dedication to pushing the boundaries of conservation, advocating for sustainable practices, and forging partnerships that strengthen our resolve. As we continue our journey, we are fueled by the belief that collective effort and conscious action can transform challenges into opportunities and secure a future where harmony between humans and nature is the cornerstone of our existence.
Together Possible!



GOVERNANCE

Syed Babar Ali
President Emeritus, WWF-Pakistan

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

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

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

Syed Rizwan Mehboob
Chair Scientific Committee

Sara Taher Khan
CEO, FM91

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) Riaz Muhammad
CEO, Stanley Foods & Director Operations Stanley
Pharmaceuticals

Shehryar A Buksh
CEO, HKB Retail SMC Private Limited

Dr Fozia Perveen
Assistant Professor, Institute for Educational Development,
The Aga Khan University

M.Hasan Qarshi
Head of Business Qarshi Industries Private Limited

Hammad Naqi Khan
Director General, WWF-Pakistan
(Ex-Officio member of the Board)



CONSERVATION AREAS



WILDLIFE



FOOD AND MARKETS



CLIMATE AND ENERGY



FRESHWATER



OCEANS



SUSTAINABLE INFRASTRUCTURE



FORESTS


FRESHWATER

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 36,266 tonnes of CO_2, 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 onsite water governance as well as improvement of water management at the community level.





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

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



Managing water resources and advancing stewardship

at select sites in KP and Punjab

Intervention	Impact
232 rainwater harvesting systems	Conservation potential of 50,541 m3/year
12 water storage tanks	
3 rainwater collection ponds	
1 check dam	
28 ablution water reuse systems	Water reuse potential of 61,214 m3/year
24 groundwater recharge wells and 3 groundwater recharge pits	Replenishment capacity of 64,553 m3/year
6 floating treatment wetlands	Wastewater treatment capacity of 45,412 m3/year

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 1,700 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.







Improving water security

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 ft2 of unstable slopes stabilized through bioengineering to benefit 2,640 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.


WILDLIFE

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.
- Initiated dialogue on a National Conservation Action Plan for Cheer Pheasants in Pakistan.
- 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 Suleiman 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.



Raising awareness

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

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-snow leopard conflict.



© Sascha Fonseca / WWF-UK



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 Vatala 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.

Building capacities

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.

34 field staff and 17 Divisional Forest Officers from provincial wildlife departments familiarized with SMART 7 technology.

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.

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.

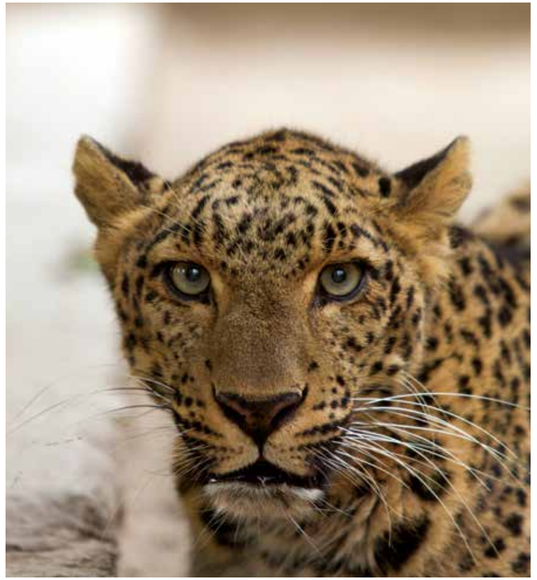




Partnered with the National Marine Mammal Foundation USA to advance the well-being of rescued Indus river dolphins, where expert veterinarians trained staff of the Sindh Wildlife Department to perform health assessments on rescued dolphins and translocate them.

Working with rangers

- 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.





Responding to exigent issues

- 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.


FORESTS

RESTORING AND PROTECTING VULNERABLE FORESTS



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 MtCO 2 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.



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.



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.

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.




OCEANS

SECURING OUR OCEANS

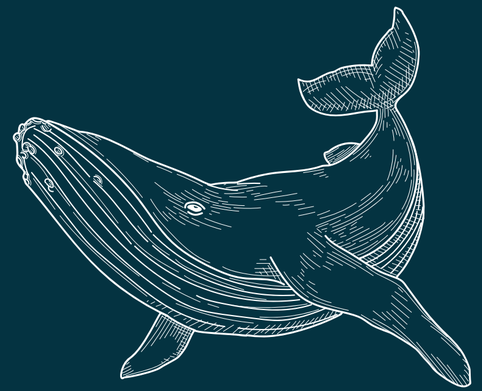
Addressing knowledge gaps in the conservation and management measures for the Indian Ocean Tuna Commission species of concern



- **236 individuals** (64 per cent male and 36 per cent female) from neritic (longtail tuna and kawakawa), tropical tuna (skipjack tuna and yellowfin tuna), and tuna-like species (Spanish mackerel) were sampled for estimation of age and growth analysis to inform policies and resolutions and better management of fisheries in the Northern Indian Ocean.
- **37 Devil rays** (57 per cent male and 43 per cent female) dissected to extract soft and hard tissue samples to support identification and an improved understanding of their age and growth, including reproductive biology, in the Indian Ocean.

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.

FOOD AND MARKETS

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

- 600,000+ plants planted in the cotton landscape, which will sequester 13,584 MT of CO_2eq in five years.
- 6,600 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.
- Worked with 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

- 46,302 hectares of land in Sindh, Balochistan and Punjab brought under organic cotton cultivation and 12,640 farmers trained on the standard practices of 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 herb 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 69 compost pits prepared by project farmers at different sites to foster biological means of improving soil and crop health.
- Seven earthern 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.





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+ organizations and key stakeholders, and more than 2,100 individuals from government departments, academia, private businesses and non-profit organizations, engaged for assessments on education, training, capacity building, and public awareness on climate change in Pakistan.
- Built the capacity of 42 individuals from various organizations 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.






SUSTAINABLE
INFRASTRUCTURE

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 Hindukush-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 Hindukush-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

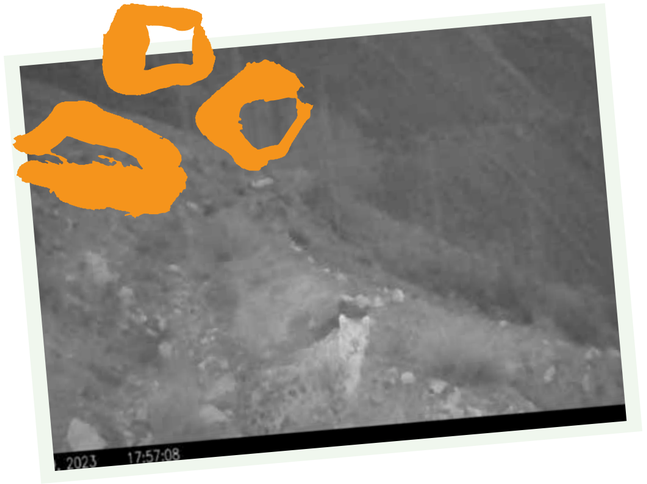
- Completed preparatory work for the Sustainable Infrastructure Knowledge Hub, which will serve as an integrated internal and external web page hosting all material, information, updates and resources on sustainable infrastructure.
- Led the process on developing the Network's position on linear infrastructure.



INNOVATION IN CONSERVATION

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.





Early warning system to prevent human wildlife conflict

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.



Forest fire detection-early warning system

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.





Revolutionising sustainable agricultural

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.



Forest health calculator

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.



Android-based mobile application for small-scale fisheries

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:

6 Projects were approved by the Scientific Committee for funding

6 Projects are in progress

1 Project under the SGP was successfully completed



PARTNERING WITH THE PANDA





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.

Outdoor education

Over 1,500 students from various schools including SCILS, Happy Home School, The International School, Jaffar Public School, and Ilmesters took part in excursion trips where they engaged in various activities like seedball making, bird watching, hiking, tree plantation, clean-up drives, and many more.

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.

Environmentally conscious schooling

Awareness sessions on climate change and individual responsibility were conducted for 700 students of Lahore Grammar School. Thirty of these students raised PKR 76,540 as donation for WWF-Pakistan's wildlife practice. A 'Green Gallery" competition was also organized in partnership with The City School.

Water clubs

As a part of Australia-Pakistan Water Security Initiative (APWASI), a total of 37 sessions, with an engagement of over 326 students, were 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 gray 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.



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.

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.

Our plantation partners included: MIDAS Safety, Fatima Fertilizer Sadiqabad, Friesland-Campina Engro Pakistan Limited, SPAR Pakistan, US Consul, Getz Pharma, Careem, Avery Dennison, Standard Chartered Bank, Soneri Bank, Hutchison Port Pakistan, Tripack Limited, Cheezious, United Bank Limited, P&G, Engro Corp & Fertilizers, Citi Bank, Habib Metro Bank, Interwood Mobel, Hayat Tech, Packages Foundation, and CocaCola.

We would like to express our gratitude to our venue partners: Lakki Marwat University, UET – KSK Campus, Sayedan Wala Farms, Pakistan Boy Scouts Association, and University of Peshawar.

EARTH HOUR 2023

WWF-Pakistan partnered with the Ministry of Information and Broadcasting, Bachaa Party, United Bank Limited (UBL), PTV, FM91 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:



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.



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 their entries highlighting people connecting with nature.

PTV's animated characters 'Planet Champs' supported the Earth Hour campaign and the channel ran tickers and updates throughout the day.



A week-long installation at Bachaa Party, Emporium 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.

Earth Hour promotional messages were advertised at www.tapmad.com.



WWF-Pakistan's social media platforms featured messages from Goodwill Ambassadors Ushna Shah, Anoushey Ashraf, and Sophie Anjam as they highlighted the "power of the hour"; and a comic strip for younger audiences (developed in collaboration with Bachaa Party).

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**

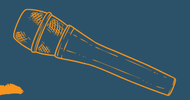
31

VIDEOS PRODUCED, INCLUDING DOCUMENTARIES AND ANIMATIONS



132 STORIES

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



35 INTERVIEWS

AND TV REPORTS AIRED, WITH 320 MINUTES OF SCREEN TIME



18 RADIO SHOWS

CONDUCTED FREE OF COST, AMOUNTING TO OVER PKR ONE MILLION IN EARNED MEDIA.

HIGHLIGHTS FROM THE YEAR



#TEAMEARTH- COP15 AND THE FIFA WORLD CUP 2022

During the FIFA World Cup 2022, DG WWF-Pakistan and the entire panel of Goodwill Ambassadors sported their 'Team Earth' jerseys 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.



WWF-PAKISTAN AT COP28

Director General WWF-Pakistan and Senior Manager Climate and Energy Programme 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 Pakistan Climate Crises 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 on 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 five decades of conservation work and successes of WWF-Pakistan.

50 YEARS OF SAVING NATURE IN PAKISTAN

In 2023, WWF-Pakistan celebrated '50 Years of Saving Nature in Pakistan,' showcasing its work as the leading environmental organisation 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.









WWF-PAKISTAN'S PROJECTS

FORESTS

Project Title	Donors	Duration
1. Billion Tree Afforestation Support Project (BTASP)	KfW Development Bank	September 2022- August 2028
2. Third Party Monitoring of Billion Tree Afforestation Support Project (BTASP)	KfW Development Bank through IUCN	May 2022 - June 2025
3. Forest Restoration Action Project	Tourism Promotion Services (Pakistan) Limited; Serena Hotels	August 2021 - August 2024
4. Early Forest Fire Detection Systems in Pakistan's Forests Using Thermal Sensing	Foreign, Commonwealth and Development Office (FCDO) through WWF-UK	February 2022 - March 2023
5. Forest Restoration and Carbon Offset Programme	Engro Foundation	November 2021 - October 2031

FRESHWATER

Project Title	Donors	Duration
1. Sustainable Water Management of Lahore-Phase 1	The Coca Cola Foundation (TCCF)	November 2022 - July 2023
2. Sustainable Water Management of Lahore-Phase 2	The Coca Cola Foundation (TCCF)	December 2022 - November 2023
3. Sustainable Access to Water, and Improved Sanitation and Hygiene Behaviour in Multan Catchment	PepsiCo International	November 2022-2023
4. Community Water Stewardship: Replenishing water resources in Lahore and Multan Districts	PepsiCo International	July 2019 - April 2024
5. Community Water Stewardship: Replenishing water resources in Haripur Districts	PepsiCo International	July 2022 - June 2023
6. Integrated Water Resource Management in the Indus Basin	NIKE through WWF-US	June 2022 - February 2023
7. International Labour and Environmental Standards Application in Pakistan's SMEs (ILES)	European Union (EU) through International Labour Organization (ILO)	December 2016-2024
8. South Asia Water Security Initiative (SAWASI) Demonstration Projects in Pakistan	Department of Foreign Affairs and Trade (DFAT); Australian Government	April 2021 - June 2025
9. Installation of Drinking Water Facilities in Different cities of Pakistan for the local communities	Coca-Cola Beverages Pakistan Limited (CCBPL)	February 2022 - January 2023
10. Community Water Stewardship: Replenishing Groundwater Resources in Karachi and Sindh	Reckitt Pakistan	December 2021 - December 2022
11. Water Resources Accountability in Pakistan (WRAP): Scaling-up Nature-based Solutions for Improving Integrated Water Resources Management and Enhanced Water Security in Pakistan	Foreign, Commonwealth and Development Office (FCDO) through WWF-UK	December 2021 - June 2026

FOOD AND MARKETS

Project Title	Donors	Duration
1. Pakistan Regenerative Production Landscape Collaborative	Laudes Foundation	July 2023 - June 2028
2. Organic Cotton Cultivation Promotion with Small and Marginal Tribal Farmers in Pakistan	Laudes Foundation	February 2020 - March 2025
3. Soorty Organic Cotton Initiative	Soorty Enterprises (Private) Limited	April 2021 – December 2024
4. Better Cotton Initiative - Growth and Innovation Fund - Punjab and Sindh	Better Cotton Initiative – Growth and Innovation Fund (BCI GIF)	April 2023 – March 2024
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	IKEA through WWF-Sweden	September 2020 – August 2025
6. A Transition Towards Standardized, Compliant Cotton Value Chain to Create Enabling Environment for Quality Based Trading in Pakistan	IKEA through WWF-Sweden	September 2020 – August 2025
7. Agroforestry for Livelihood Improvement, Climate Change Mitigation, and Biodiversity Conservation in Selected Cotton Growing Areas of Pakistan	IKEA through WWF-Sweden	September 2020 – August 2025
8. Milliner Cotton Initiative (MCI) Phase-II	Artistic Milliners (Private) Limited	January 2023- December 2025
9. Organic Cotton Cultivation - Reforming the Economic and Environmental Status	Artistic Milliners (Private) Limited	April 2021 – December 2024
10. Cotton Inset Scheme	HIMA ^ Verte and Pilio	January 2022 – October 2022
11. Agroforestry for Carbon Sequestration, Biodiversity Conservation, Agro Ecosystem Enrichment to Improve Socio-economic and Environmental Resilience of Cotton Farming Communities	IDH - The Sustainable Trade Initiative	January 2022 – December 2025
12. Gul Ahmed Organic Cotton	Gul Ahmed Textile Mills Limited	April 2022 – December 2026
13. Fostering self-employment through in-kind support (apiculture; homestead Poultry rearing kits) and capacity-building	GIZ	August 2022 - December 2022
14. Sapphire Organic Cotton	Sapphire Textile Mills Limited	April 2022 - December 2025
15. Premium Organic Cotton Project	Premium Textile Mills	April 2023 - December 2027
16. Cross-Practice Innovation Fund: Innovative Solutions for Food Loss Reduction, Value Addition and Market Linkages to Improve the Livelihoods of Apricot Farmers in Gilgit-Baltistan, Pakistan	WWF International	July 2023 - June 2024
17. Promoting Sustainable Sugarcane Production among Smallholder Farmers of Pakistan	Bonsucro Impact Fund	November 2022 - May 2024
18. Multi-stakeholder Dialogues to Support Food Systems Implementation	WWF International	June 2023 - December 2023

WILDLIFE

Project Title	Donors	Duration
1. Ecological Restoration In Flood Affected Areas of Chel-Beshigram, District Swat through NbS	WWF International	November 2022 - October 2024
2. Upscaling the AI-based Camera Traps-Early Warning System for Snow Leopard Conservation in different landscapes	WWF-Belgium	June 2023 - June 2024
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	Aga Khan Rural Support Programme (AKRSP), through KfW Development Bank	December 2021 – November 2026
4. Understanding Gender Dynamics in Pakistan's Wildlife Trafficking	Defra IWT-CF	May 2023 - October 2024
5. Building Back Together – Supporting the Rangers and Protected Areas Affected by Floods in Pakistan	Sandoz Foundation via WWF International	January 2023 - December 2023
6. Conservation of Snow Leopard and its Prey Base in Khunjerab National Park and its Buffer Zones Through SMART Based Patrolling and Enhanced Community Stewardship	WWF-Italy	November 2022 – December 2023
7. Support River Dolphins Initiative	WWF-Australia	January 2022 – June 2023
8. Detection to Prevention Early Warning System to Prevent Human Wildlife Conflict	WWF-Sweden	November 2021 – December 2022
9. WWF River Dolphins Rivers Initiative- Asia FY23	NET, WWF-Sweden	July 2022 - June 2023
10. Saving Pangolins in Pakistan through enhanced conservation capacity and community stewardship	Pangolin Crisis Fund (PCF), Wildlife Conservation Network	May 2022 – May 2023
11. Assessing Cheer Pheasants (Catreus Wallichii) Population, Distribution, and Habitat in Districts Torghar and Mansehra, Khyber Pakhtunkhwa, Pakistan	World Pheasant Association	February 2022 - February 2023
12. Pakistan Vulture Restoration Project	The Hawk Conservancy Trust	July 2019 – June 2024
13. Community Disaster Rescue Centre	La Roche via WWF-International	March 2023 - September 2024

OCEANS

Project Title	Donors	Duration
1. Filling the knowledge gap around cetacean population, entanglement and mortality associated with small scale fisheries in Pakistan	WWF-Australia	June 2022 – December 2023
2. National Plan of Action (NPOA) Workshop for Cetaceans in Pakistan	WWF-Sweden	December 2022 - June 2023
3. Filling the Gaps in our Knowledge of Tuna and Tuna-like Species Population Structure in the North Indian Ocean	Commonwealth Scientific and Industrial Research Organisation (CSIRO)	October 2021 – June 2022
4. Sustainable Mangrove Management and Community Development in the Indus Delta - Phase I	Germany's Federal Ministry for Economic Cooperation and Development (BMZ), through WWF-Germany	November 2021 – December 2024
5. Sustainable Fisheries Entrepreneurship Project (SFEP) - Phase III	Engro Foundation	March 2022 – December 2024

SUSTAINABLE DEVELOPMENT AND LIVELIHOODS

Project Title	Donors	Duration
1. Greening Linear Infrastructure in Snow Leopard Home Ranges of the Hindukush-Karakoram-Himalaya Landscape in Pakistan (2nd Amendment with additional funding)	WWF International	March 2022 – March 2023
2. Building ecological and Sustainable transport/Linear Infrastructure for Snow leopard habitats in the Hindu Kush, Karakoram, Himalayan Landscape (BEAST)	Shan Shui Conservation Centre	January 2023 - September 2023
3. Breaking the Waves: Stories of Women from the Indus Delta	British Council	January 2023 - October 2023
4. Support for WWF Local Communities Impacted by 2022 Floods	WWF-Japan	November 2022 - September 2023
5. Emergency Fund - Pakistan Floods FY23	NET, WWF-Netherlands	September 2022 - June 2023
6. Preparation of the Third National Communication (TNC) under the United Nations Framework Convention on Climate Change (UNFCCC)	United Nations Environment Programme (UNEP)	April 2022 - February 2024
7. Joint Sustainability Actions: Indus and HKPL Implementation Plan 2022	International Centre for Integrated Mountain Development (ICIMOD)	April 2022 – December 2022
8. DFCD Discover Phase - Indus Delta Ecoregion	WWF-Netherlands	August 2020 - December 2023

CLIMATE AND ENERGY

Project Title	Donors	Duration
1. A Feasibility Assessment to Estimate the Quantity of UBCs and to Identify the Potential for Developing its Efficient Supply Chain Model	Tetra Pak Pakistan Ltd	May 2023 - May 2024
2. Support to CLASP/HIMA^Verte for K-CEP Pakistan	CLASP via HIMA^Verte	March 2022 - December 2022
3. Decarbonizing the Textile Manufacturing Sector in Pakistan	Mitigation Action Facility	June 2022- February 2023
4. Construction of Mini/Micro Hydropower Project in Dir Under "Access to Clean Energy Project"	PEDO/ME&W	January 2023 - October 2026
5. Action to Mitigate Plastic Pollution - WEF NPAP	World Economic Forum	July 2022 - July 2023

DONORS

WWF NETWORK
WWF International
WWF-Germany
WWF-Sweden
WWF-US
WWF-UK
WWF-Italy
WWF-Netherlands
WWF-Australia
WWF-Japan
WWF-Belgium

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
Keidanren Committee on Nature Conservation (KCNC) – Keidanren Nature Conservation Fund (KNCF)
Green Climate Fund (GCF)
Foreign, Commonwealth and Development Office (FCDO), UK
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)

CORPORATE SECTOR
IKEA, Sweden
PepsiCo, Pakistan
Sui Northern Gas Pipeline Limited
Titans
Artistic Milliners Private Limited
Soorty Enterprises Private Limited
HIMA Verte
Pilio
Gul Ahmed Textile Mills Limited
Sapphire Textile Mills
Premium Textile Mills
La Roche
Tetra Pak Private Limited
Nike
Reckitt Pakistan
Serena 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
Bonsucro Impact Fund
Sandoz Foundation
World Pheasant Association
Shan Shui Conservation Centre
British Council
Mitigation Action Facility

CORPORATE DONORS

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. Chiesi Pharmaceuticals
3. Murree Brewery Co Ltd
4. Pharmagen Ltd
5. Tri Pack Films Limited
6. Century Paper & Board Mills Limited
7. National Foods Pvt Limited
8. Shan Foods Private Limited
9. Seasons Edible Oil Ltd
10. ASC Group Companies IIL&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. Shahtaj Sugar Mills LTD
17. Mirpur Khas Sugar Mills Ltd
18. Siddiq Leather Works (Pvt) Ltd
19. BERGER Paints
20. Ittehad 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. FrieslandCampina 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

BALANCE SHEET

As at 30 June, 2023

FUNDS	2023 (Rupees)	2022 (Rupees)
General Fund	306,242,410	218,120,920
1001 The Nature Trust [1]	15,003,983	15,003,983
Scientific Committee Fund [2]	3,673,780	4,123,335
Restricted Funds [3]	71,243,178	55,161,022
Endowment Funds [4]	31,002,655	27,163,778
Total Funds	**427,166,006**	**319,573,038**
REPRESENTED BY		
Fixed Assets [5]	243,421,103	176,508,994
Investments [6]	492,692,936	416,398,965
Current Assets	1,646,374,451	836,963,142
Total Assets	**2,382,488,490**	**1,429,871,101**
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**

Based on accounts audited by Yousaf Adil , Chartered Accountants.

1. 1001 The Nature Trust is an endowment fund.

2. Scientific Committee Fund is a small grants fund for researchers, scientists and community based organizations. Money raised from national fundraising is used to fund different small projects with a maximum funding of PKR 300,000 annually per project.

3. Restricted funds are received from various donors such as Government and Aid Agencies, WWF Network, Corporates and Trusts & Foundations to execute specific projects.

4. Endowment funds are maintained to carry out conservation activities.

5. Fixed Assets are stated at cost less accumulated depreciation. Depreciation is charged on the historical cost of an asset over its estimated useful life.

6. Investments refer to the money set apart and kept unutilized, invested in financial institutions. Investments are stated at cost. Income from investments is recognized when the right to income on such investments accrues.

INCOME AND EXPENDITURE

For the year ended 30 June, 2023

INCOME	2023 (Rupees)	2022(Rupees)
Project support from Various Agencies [1]	2,028,864,386	1,338,922,196
National Fundraising and Others [2]	62,051,315	42,687,352
Return on Investments	92,498,649	40,327,138
Total Income	2,183,414,350	1,421,936,686
EXPENDITURE		
Global Programme Framework [3]		
Species	58,823,449	24,850,284
Freshwater	474,157,976	200,136,486
Commodities	697,765,290	499,720,056
Energy / Carbon	376,601	421,630
Places	29,712,070	54,098,809
Others	437,799,173	360,917,287
Non Global Programme Framework [4]		
Conservation, Information, Education and Public Policy	206,761,160	114,208,201
Fundraising	28,075,603	16,701,085
Administration	87,793,393	52,724,165
Depreciation	60,680,362	34,146,591
TOTAL EXPENDITURE	**2,081,945,077**	**1,357,924,594**
SURPLUS FOR THE YEAR	**101,469,273**	**64,012,092**

Based on accounts audited by Yousaf Adil , Chartered Accountants.

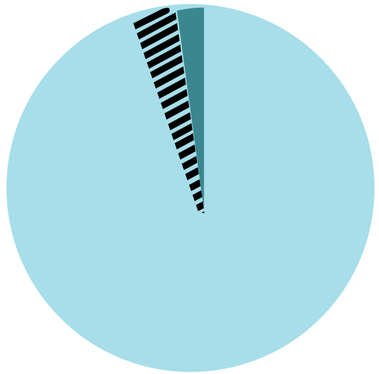
1. Project Support from Various Agencies includes funds accrued from donors such as Government and Aid Agencies, WWF Network, Corporates and Trusts & Foundations during the financial year.

2. National Fundraising & Others includes the donations generated through various campaigns such as Spellathon, Earth Hour, Earth Day, Individual Membership Programme, Eco-Internship, Green School Programme and Corporate Engagement etc. It also includes the funds received for management of services.

3. WWF Network has organized global conservation efforts into Global Programme Framework which focus the conservation programme around two meta goals;
   - Biodiversity conservation covering priority places and species;
   - Reduce ecological footprint, impact of people on the natural environment.

4. Non Global Programme Framework reflects the expenditures incurred on projects initiated to address the national conservation priorities.

INCOME FOR FINANCIAL YEAR 2023



2.8%
NATIONAL FUNDRAISING AND OTHERS

4.2%
RETURN ON INVESTMENTS

92.9%
PROJECT SUPPORT FROM VARIOUS AGENCIES

EXPENDITURE FOR FINANCIAL YEAR

2023 GLOBAL PROGRAMME FRAMEWORK

81.5% of Total Expenses

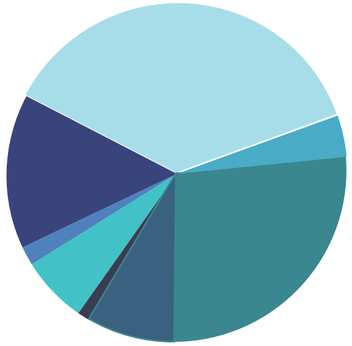
33.5%
Commodities

1.4%
Places

26.6%
Others

22.8%
Freshwater

2.8%
Species



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





Working to sustain the natural world for the benefit of people and wildlife.

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