



WWF-PAKISTAN ANNUAL REPORT

2025



Editorial Board:

Rab Nawaz, Senior Director, WWF-Pakistan

Rabia Tahir, Director Communications, WWF-Pakistan

© WWF-Pakistan 2025

All rights reserved. No part of this publication may be duplicated in any way without the prior written permission of the publisher.

President – Nadeem Khalid

President Emeritus – Syed Babar Ali

Vice President Emeritus – Brig (Retd) Mukhtar Ahmed

Director General / CEO – Hammad Naqi Khan

Designed by:

Muhammad Ahsan Tariq, Creative Coordinator, WWF-Pakistan

All photos © WWF-Pakistan unless credited otherwise

The designation of geographical entities and the presentation of the material do not imply the expression of any opinion whatsoever on part of WWF concerning the legal status of any country, territory, or area, or of its authorities, or concerning the delimitation of its frontiers or boundaries.

**WWF-PAKISTAN
ANNUAL REPORT**

2025



Contents





ABOUT US	06
OUR PRESENCE	08
OUR VISION	10
MESSAGE FROM THE PRESIDENT	12
MESSAGE FROM THE DIRECTOR GENERAL	13
GOVERNANCE	14
HIGHLIGHTS	16
WATER SECURITY AND CLIMATE RESILIENCE	18
REFRAMING FLOOD RESILIENCE	22
STRENGTHENING FLOOD RESILIENCE THROUGH NATURE-BASED SOLUTIONS	24
RESTORING FORESTS, STRENGTHENING RESILIENCE	26
DRIVING TRANSFORMATION FROM FARMS TO MARKETS	28
BIODIVERSITY CONSERVATION	32
TACKLING PLASTIC, POWER AND POLICY FOR A SUSTAINABLE FUTURE	38
TACKLING PAKISTAN'S AIR CRISIS	40
MAPPING CHANGE, GUIDING ACTION	41
ENGAGING PEOPLE, INSPIRING ACTION	42
PROMOTING ENVIRONMENTAL AWARENESS AMONG CHILDREN AND YOUTH	46
WORKING WITH THE PRIVATE SECTOR FOR A NATURE-POSITIVE FUTURE	50
DONORS	52
WWF-PAKISTAN'S PROJECTS	54
FINANCIAL OVERVIEW	62

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 climate change and 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 in which humans live in harmony with nature, 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**









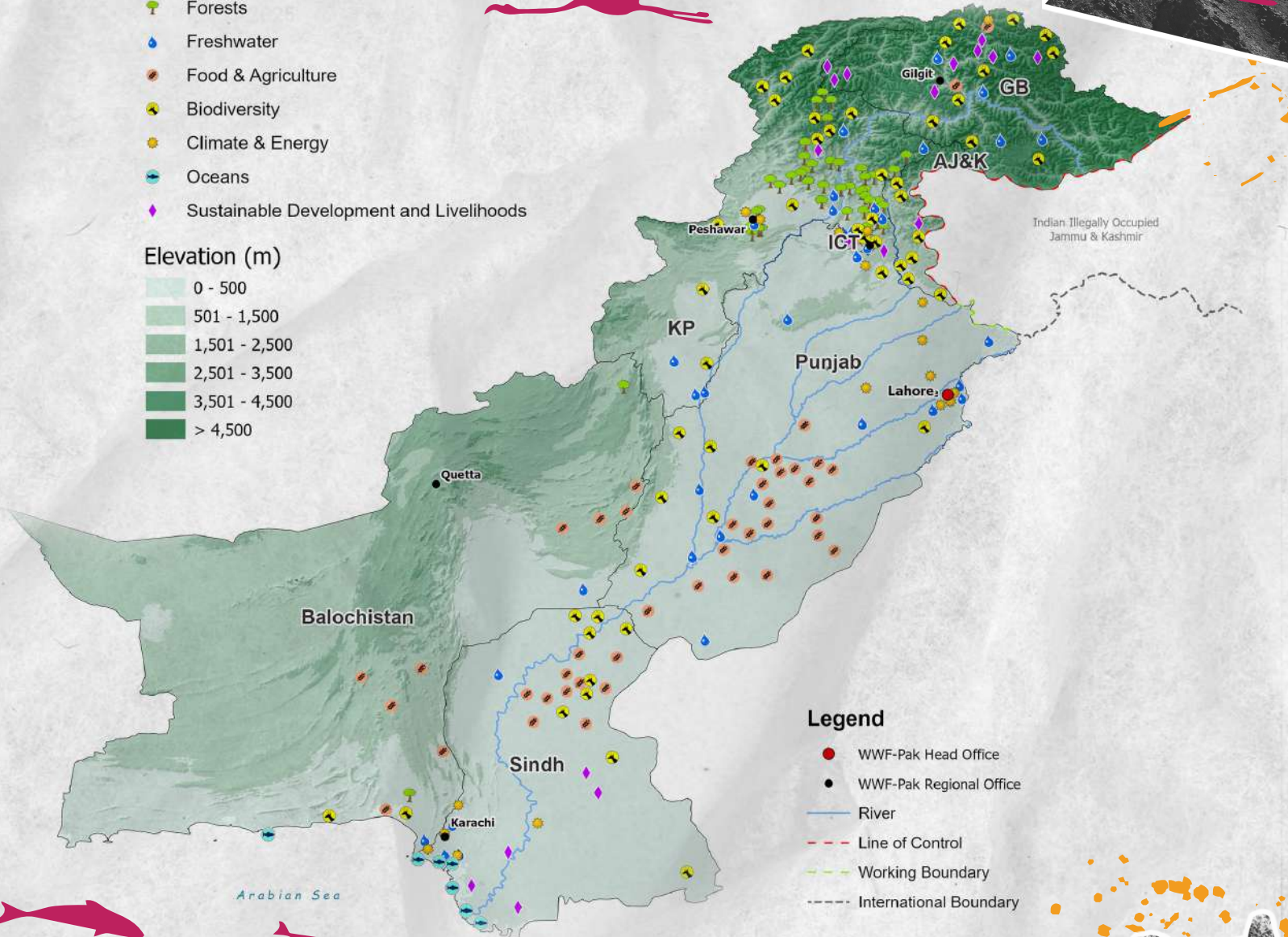
OUR PRESENCE

WWF-Pakistan Projects 2025







-  Forests
-  Freshwater
-  Food & Agriculture
-  Biodiversity
-  Climate & Energy
-  Oceans
-  Sustainable Development and Livelihoods

Elevation (m)

-  0 - 500
-  501 - 1,500
-  1,501 - 2,500
-  2,501 - 3,500
-  3,501 - 4,500
-  > 4,500



Legend

-  WWF-Pak Head Office
-  WWF-Pak Regional Office
-  River
-  Line of Control
-  Working Boundary
-  International Boundary



From Mountains to Mangroves



**Our vision is to build
people live in harm**



**ld a future in which
mony with nature**

Message from the President

The past year has reminded us once again that Pakistan stands at the frontline of the global climate crisis. Catastrophic floods, prolonged droughts, and record-breaking heatwaves have tested the resilience of our communities and ecosystems alike. These events are not isolated disasters; but recurring signals of a planet under stress and a reminder that the cost of inaction continues to rise.

In Pakistan, the impacts of the climate crisis are intensified by deeper systemic challenges — unsustainable land-use planning, deforestation, and the widespread degradation of our natural ecosystems. These underlying issues compound the effects of extreme weather events, eroding our environmental resilience, threatening livelihoods, and placing immense strain on communities and infrastructure. To safeguard Pakistan's future, we must reimagine our relationship with nature, placing environmental sustainability and climate resilience at the core of our national development priorities.

WWF-Pakistan has been at the forefront of this transformation—proposing science-based solutions, providing an evidence base to strengthen environmental governance, and fostering partnerships that turn knowledge into action.

Over the last year, we have continued to champion nature-based solutions as an effective pathway to build climate resilience, reduce disaster risks, and strengthen livelihoods. Whether it is restoring wetlands, protecting forests or promoting sustainable agricultural landscapes, our work demonstrates that investing in nature is not only a moral imperative but also an economic necessity.

We have further advanced our policy and advocacy efforts under WWF-Pakistan's Climate Crisis Charter, developed in the aftermath of the 2022 floods and remaining highly relevant amid the 2025 monsoon events. The Charter calls for strengthening governance and institutional frameworks to enhance climate resilience — including improved land use planning, green infrastructure, effective disaster preparedness, and dedicated mechanisms for climate finance and environmental accountability.

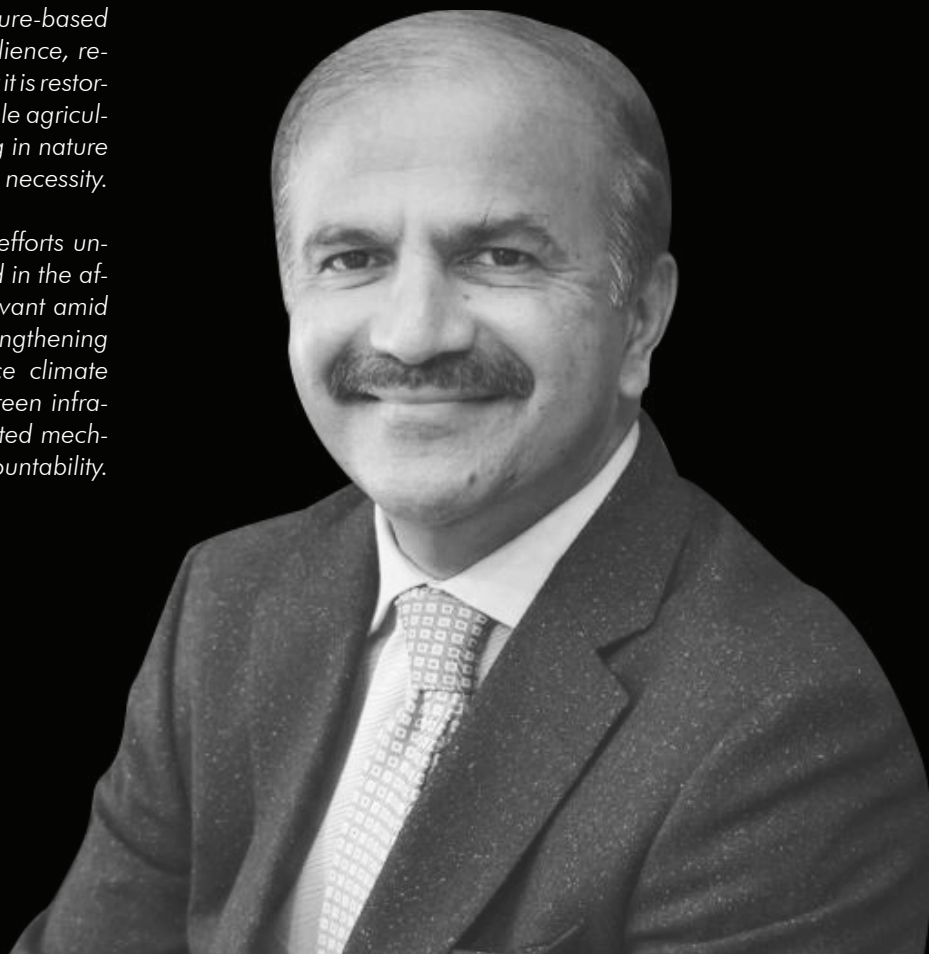
Our on-ground initiatives have been equally pivotal, translating scientific knowledge into practical solutions. From advancing integrated water governance in the Indus basin and strengthening community-based wildlife protection in Pakistan's northern areas to climate-smart agriculture; we continue to bridge science and action across sectors and scales.

As I look ahead, my vision — and that of WWF-Pakistan — remains clear: a future where people and nature thrive together. The challenges before us are immense, but so is the collective strength of our partnerships with government, communities, civil society, and the private sector.

Together, we can drive the change needed to secure a climate-resilient Pakistan for generations to come. Together Possible!

NADEEM KHALID

President, WWF-Pakistan



Message from the Director General

Over the past year, I have witnessed WWF-Pakistan adapt and strengthen its response to the intensifying climate crisis. Our work reflects a comprehensive and interconnected approach — one that balances mitigation and adaptation- and recognizes that addressing this challenge requires action at every level of society.

At the core of our progress lies innovation. The integration of technology and data-driven approaches has enhanced the way we monitor, plan and communicate our conservation efforts. Leveraging artificial intelligence and GIS mapping, we track changes in mangrove cover, air quality, and forest health-insights that not only inform policy and public understanding but also support governments in addressing nature loss. These tools reinforce our ability to provide scientific evidence and promote transparent, efficient and sustainable decision-making.

Building on these innovations, WWF-Pakistan is working closely with the government to integrate SMART technologies and modern wildlife survey and monitoring techniques, and nature-based solutions into policy and planning processes. Through these collaborations, we are helping to shape more informed, accountable, and environmentally responsible governance across national and provincial levels.

We are reinforcing our engagement with the private sector, helping businesses reduce their environmental footprint and transition towards sustainable growth models. Our partnerships span multiple sectors and industries. In the textile space, initiatives like the Better Cotton Initiative, Organic Cotton, and now Regenerative Agriculture have positioned Pakistan as a frontrunner in sustainable fibre production — with the country recently receiving its first Regenagri certification under a WWF project.

Meanwhile, in the leather sector, we facilitated the development of Pakistan's first digitally traceable leather hides — a significant step towards supply-chain transparency and responsible sourcing. These achievements mark progress in transforming how we produce, trade, and consume, driving both environmental stewardship and sustainability. Engaging the private sector is vital, as it holds immense influence over resource use and supply chains. By embedding nature-positive standards, we are reducing environmental impact, opening access to sustainable markets, strengthening rural livelihoods, and building resilient value chains aligned with national priorities and corporate responsibility.

Equally important is our work with communities — from the mountains in the north to the mangroves in the south. We ensure that our solutions are effective and grounded in local realities. In the Indus delta, we are partnering with mangrove-dependent villages to restore forests and strengthen livelihoods through community co-management. In the northern mountain regions, we support forest restoration and nature-based enterprises that help protect slopes, enhance biodiversity and provide alternate income streams for local families.

As we look ahead, the environmental challenges before us are undeniably complex — but they are not insurmountable. Guided by science, driven by innovation, and strengthened by partnerships with businesses, civil society and communities alike, I remain confident that we can turn these challenges into opportunities for a more sustainable and resilient future for all.

HAMMAD NAQI KHAN

Director General, WWF-Pakistan



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
Attorney at Law, United Trademark &
Patent Services International Intellectual
Property Protection Services/Attorneys

Syed Rizwan Mehboob

Chair Scientific Committee, WWF-Pakistan
(till January 2025)

Sara Taher Khan

CEO, FM91

Zahid H Maker

CEO, Royal Group of Companies

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
(till April 2025)

Shehryar A Buksh

CEO, HKB Retail SMC Private Limited

Dr Fozia Parveen

Assistant Professor, Institute for Educational
Development, The Aga Khan University
Chair Scientific Committee (February 2025 onwards)

M.Hasan Qarshi

Head of Business, Qarshi Industries Private Limited

Syeda Henna Babar Ali

Chairperson DICPK, Advisor Consumer Division,
Packages Ltd.
(from May-October 2025)

Saima Mian

Director, Fast Cables Limited
(from May 2025)

Ghulam Qadir Shah

Inspector General Forests (IGF)
Ministry of Climate Change and Environmental
Coordination (MoCC&EC), Government of Pakistan
(till July 2025)

Hammad Naqi Khan

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



Highlights

Afforested indigenous species
across 161 hectares



Assisted Natural Regeneration
(ANR) across 96 hectares,
enhancing carbon sequestration



Over 800 interventions are conserving,
treating or replenishing 318,000 m3 of
freshwater per year



Engaged 8,500 students in
SPELLATHON



Restored 4,500 hectares of
mangrove forests in
the Indus delta



500 nest boxes installed in
Islamabad, creating safe
breeding spaces



**GREEN
OFFICE**

Green Office expanded
to 140 companies

Collaborated with 18 private sector
partners to plant 225,253 saplings across
ecologically important areas





Launched Eco diner and Ecosmart campus certifications

313 Bhulan Dost/Sahelis working towards the conservation of the Indus river dolphin



1.53 million social media followers

81,000 farming families across Punjab and Sindh achieved 23.5% reduction in GHG emissions per hectare

237,462 hectares covered under the Better Cotton Initiative resulting in 127,854 MT of certified Better Cotton lint

Close to 12,000 farmers managing 40,068 hectares produced Organic Cotton certified at different levels

Under the Food and Agriculture programme, 11,000 rural women were trained in different skills and in running home-based businesses

Expanded coverage of AI-based camera traps by installing 6 more cameras in KP and AJK



14 pangolins rescued and released into their natural habitat



Eco-internship Programme engaged 1,806 students and youth



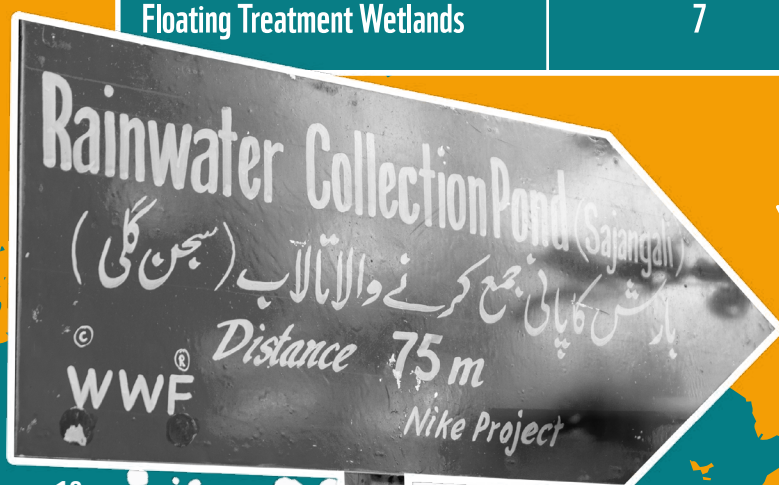
Water Security and Climate Resilience

Strengthening Freshwater Management and Stewardship

In response to Pakistan's intensifying water stress and climate vulnerability, WWF-Pakistan is scaling water replenishment and stewardship interventions across rural and urban areas, achieving notable impacts in groundwater recharge, water conservation and urban water management.

Over 800 interventions across Punjab, Khyber Pakhtunkhwa (KP), Sindh, and Islamabad are conserving, treating or replenishing 318,000 m³ of freshwater per year, improving water security for vulnerable communities, industries, and ecosystems.

INTERVENTION	UNITS	IMPACTS
Rainwater Harvesting Systems	677	Conservation Potential of 78,241 m ³ /year
Rainwater Collection Ponds	3	
Water Efficient Taps	19	
Ablution Water Reuse Systems	24	Reuse Potential of 70,148 m ³ /year
Groundwater Recharge Wells	47	Replenishment Capacity of 118,380 m ³ /year
Recharge Pits	13	
Floating Treatment Wetlands	7	Wastewater Treatment Capacity of 51,296 m ³ /year



Additionally, laser land leveling of 18.2 hectares in Lahore and Multan conserved 2,250 m³ of irrigation water and 806 m of watercourse lining saved 30,000 m³ of irrigation water.



As part of the Water Resource Accountability in Pakistan (WRAP) project, we have also undertaken community-based water interventions at select sites in KP and Gilgit-Baltistan (GB).

INTERVENTION	UNITS	CAPACITY	IMPACTS
Rainwater Harvesting Systems	5	174,000 US Gallons	Groundwater recharge and livestock support, benefiting 858 community members
Roof Rainwater Harvesting Systems	40		Enhanced water availability, benefiting 2,175 people
Rehabilitation of Traditional Irrigation Channels		12,542 rft	Irrigation over 504 hectares, improved public health outcomes
Improvised Piped Network for Drinking Water		12,905 m in KP and 47,593 m in GB	Safe drinking water for 12,278 (KP) and 32,629 (GB) people, improved public health
Recharge Wells	11	0.797 million m ³	Combat declining groundwater levels in Haripur and Mansehra
Dugwells and Borewall	5		Safe drinking water for about 980 people in Kohistan and Mansehra
Water Filtration Units	9		Access to clean drinking water
Improvised Piped Network for Irrigation		299 m	Irrigation of nine hectares of agricultural land in Kohistan

Driving Cleaner Production and Sustainability

With WWF-Pakistan's support, 73 textile and leather small and medium enterprises (SMEs) transformed operations through smart environmental management practices, driving cleaner production and improved resource efficiency across industries. These efforts have collectively:



Reduced 38,109 tonnes of CO₂ eq annually



Saved 133,518 MWh of energy per year



Conserved 1.7 million m³ of water annually



Avoided 2,546 tonnes of chemicals used each year



Digital Transformation for Environmental Compliance

Two platforms and an online Learning Management System (LMS) are enabling real-time environmental reporting and the ILES sustainability dashboard is equipping SMEs with tools for compliance, efficiency, and emissions reduction.

Building Capacity for Green Industry and Climate Finance

We trained 37 participants from 18 financial institutions on green financing instruments, engaged 188 industry professionals on decarbonization strategies, equipped 37 textile and apparel stakeholders on smart environmental management, and helped industry representatives develop site-specific water stewardship action plans.

Strengthening Climate-Resilient Governance and Institutional Capacity

WWF-Pakistan is supporting government, industry, and communities to build climate and sustainability capacity. We trained 27 officials on Sustainable Development Goals (SDGs) and compliance, certified seven in ISO 14001, trained 20 professionals on green buildings and low-carbon infrastructure, launched the 'Indus River Report Card' with multi-stakeholder engagement, and facilitated four citywide dialogues reaching 200 participants on sustainable resource management.

Reducing Pollution and Promoting Circularity in the Leather Sector

Modernizing Pakistan's leather sector to advance decarbonization and green trade, WWF-Pakistan introduced a first-of-its-kind traceability toolkit to align Pakistan's leather exports with EU regulations, piloted waste-to-wealth innovations converting leather waste into water-resistant surfactants, and substituted hazardous chemicals with bio-based enzymes—reducing wastewater pollution and safeguarding worker health.



Advancing the Water Sensitive Cities Vision

We have developed 76,000 sq ft of urban green spaces in two communities in Rawalpindi and Islamabad, which are now capturing rainwater, enhancing urban livability, and supporting integrated water management.



Strengthening Urban Water Security and Public Health

Across our project areas, we delivered 35 WASH and water education sessions, reaching 1,791 people and organized five medical camps to serve over 1,000 people, improving their hygiene practices and addressing health vulnerabilities exacerbated by climate-induced water stress.



Reframing Flood Resilience

Learning from the Past, Acting for the Future

Pakistan's growing vulnerability to floods is not only a result of changing climate patterns- it is also the outcome of years of unsustainable development choices. As cities expanded, natural drainage paths were built over, with little consideration for where water would go. Encroachments on floodplains, coupled with deforestation and the degradation of natural vegetation, have stripped away the country's natural flood defenses.

At the same time, poorly planned infrastructure has ignored the impact of the development of natural water flows, habitats, and entire ecosystems. This unbalanced approach to growth has led to long-term environmental harm- amplifying the effects of extreme weather events and leaving communities increasingly exposed to disasters.



Charting a Way Forward

In the aftermath of the devastating floods of 2022, WWF-Pakistan reaffirmed its commitment to climate resilience through the launch of the Climate Crises Charter, a call for urgent, coordinated action at every level. The Charter outlines key priorities that Pakistan must collectively advance to prepare for future crises:



- Advocate internationally for loss and damage financing, ensuring that the most affected countries receive fair compensation and support for rebuilding.
- Strengthen institutional governance, with clearer coordination and communication between federal, provincial and district agencies.
- Reinforce local government systems, empowering them to manage climate induced disasters effectively.
- Map climate risks and vulnerabilities, particularly those related to infrastructure and its ability to withstand extreme weather.
- Mainstream local-level adaptation and integrate nature-based solutions within the national development paradigm.
- Prioritize disadvantaged and at-risk communities, ensuring inclusive and equitable resilience-building.
- Embed crisis response at the community level, strengthening preparedness and awareness.
- Address population management concerns, recognizing their link to urban sprawl, land degradation and environmental strain.



Scan the QR code to read the
Pakistan Climate Crises Charter.

Strengthening Flood Resilience through Nature-Based Solutions

Pakistan remains among the world's most flood-vulnerable countries, where rising floods, harsher droughts, and shifting rainfall patterns continue to threaten homes, livelihoods, and ecosystems. Despite decades of investments in traditional green infrastructure, recent disasters- from the devastating 2022 floods to the monsoon floods of 2025- have exposed its limits, as communities face repeated losses year after year.

Increasingly erratic rainfall, melting glaciers, and the loss of natural buffers have turned once-seasonal floods into a recurring national crisis, underscoring the urgent need for nature-based solutions that build lasting resilience for both people and nature.

WWF-Pakistan's flagship initiative Recharge Pakistan aims to do just that. The project will restore wetlands and forests, rehabilitate natural water channels, and promote community-led climate-smart practices to align development with ecological resilience.

By combining Ecosystem-based Adaptation (EbA) with carefully designed green infrastructure, Recharge Pakistan aims to restore the Indus Basin's natural defenses. It will restore over 124,000 hectares of degraded forests and wetlands, rehabilitate 34 km of water flow paths, and construct 127 green interventions- all designed to slow, absorb and redirect floodwaters. These efforts will help reduce disaster risk for vulnerable downstream communities while improving biodiversity, water retention, and soil health.



Collectively, the interventions are expected to reduce flooding extent across over 50,000 hectares of land.

Beyond their immediate impact, by embedding Nature-based Solutions (NbS) into national and provincial planning- and aligning community needs with hydrological and ecological functions- Recharge Pakistan will serve as a living demonstration of sustainable, scalable climate action.



Laying the Foundations for Lasting Impact

- In 2024-25, the project laid the groundwork for durable and safe implementation, including finalizing detailed designs, environmental and social safeguards, and formal agreements with provincial partners.
- We built staff capacity on gender, established women-led gender-inclusive community organizations, and developed livelihood and environmental management plans.
- We completed socioeconomic baseline surveys across 107 villages to set pre-intervention benchmarks.

Building Natural Defenses in Northern Pakistan

Complementing national efforts to strengthen climate and flood resilience, WWF-Pakistan under its Water Resource Accountability in Pakistan (WRAP) project is implementing targeted ecosystem restoration initiatives at sites across KP and GB. These nature-based interventions are designed to restore degraded landscapes, control erosion, and safeguard communities vulnerable to recurring floods.



Restored natural drainage pathways, rehabilitating 1,192 m of channels to reduce flood risk for over 48,000 people and protect five hectares of forest land.



Constructed gabion structures; 1,473 m³ in KP and 3,775 m³ in GB; to control erosion and landslides, protecting 20 hectares and benefiting nearly 3,000 people.



Built 265 m of check dams across seven sites, mitigating soil erosion and improving water retention over 28 hectares of farmland, benefiting 1,580 people.



Stabilized 1,216 sq m of vulnerable slopes through bioengineering, protecting over three hectares of land and enhancing community safety and resilience.



Restoring Forests, Strengthening Resilience

Forest Restoration and Carbon Sequestration in Jhelum, Punjab

- Mobilized faith leaders and communities to plant 300 trees and disperse 11,000 seed balls at Darbar Chabbar Syeddan, Jhelum and promoted local participation in forest restoration by dispersing 10,000 seed balls at two sites in Bair Faqiran, Jhelum.
- Revived degraded lands through Assisted Natural Regeneration (ANR) across 96 hectares, including 40 hectares of new plantation and 56 hectares of restoration, enhancing carbon sequestration.
- Carried out restocking activities and conducted ANR maintenance across six hectares in Jhelum plantation sites.
- Protected and nurtured plantations with weekly visits focused on grazing control, awareness and plantation protection.
- Mitigated water stress via hand-watering during low rainfall periods (pre-monsoon and pre-spring dry seasons) at the Bair Faqiran and Wagh plantation sites.

Scaling Up Forest and Land Restoration in Pakistan's North

- Afforested indigenous species across 161 hectares, planting 75,766 fruit and non-fruit trees to strengthen sustainable land management.
- Revived degraded forests by rehabilitating 90 hectares through reseeding with native species, restoring ecological balance.
- Rejuvenated 41 hectares of degraded pastures in Kohistan and Mansehra in KP, and 30 hectares in Minapin valley, GB, using indigenous seeds.
- Introduced agroforestry via olive grafting on four hectares of land in KP, promoting climate-resilient futures.

Restoring Coastal Ecosystems in the Indus Delta



WWF-Pakistan restored 4,500 hectares of mangrove forests in the Indus Delta, including 3,000 hectares rehabilitated and 1,500 hectares newly planted. These efforts strengthened coastal resilience, stabilized shorelines, and expanded critical habitats that serve as natural barriers against erosion and tidal surges.



Throughout the course of the project, Soan grass cultivation was introduced on 35 hectares as an alternative fodder source to ease grazing pressure- achieving an 18% reduction in mangrove dependency. To diversify local livelihoods, women were trained in kitchen gardening, handicrafts and sewing techniques; while 30 new aquaculture and crab-fattening ponds were established and 24 existing ponds rehabilitated, promoting income generation through sustainable coastal resource management.

Greening Barren Landscapes in Gilgit-Baltistan

WWF-Pakistan supported communities in Goharabad (Gulmit) and Sheriot (Hassanabad) to bring barren lands under cultivation through targeted spring plantations in GB's Hunza and Nagar districts. With 2,985 trees planted, including Russian olive, willow, walnut and poplar, the initiative is enhancing forest cover, improving habitat for local flora and avifauna, and creating new livelihood opportunities.

Strengthening Forest Transparency

As part of the national consortium monitoring the Ten Billion Tree Tsunami Programme (TBTP), WWF-Pakistan conducted field assessments and data validation to ensure transparency and evidence-based reforestation. Monitoring visits in GB, Azad Jammu and Kashmir (AJK) and Balochistan this year verified plantation success and helped guide adaptive forest management.

Special studies were conducted on the impact of the Green Pakistan Programme/TBTP on biodiversity; community mobilization, including their roles and responsibilities, in implementation of Upscaling the Green Pakistan Programme (UGPP)/TBTP; and the socio-economic impact of UGPP/TBTP on local communities in northern mountainous regions of Pakistan.



Scan the QR code to read the report.

Linking Deforestation and Flood Risk in Pakistan

WWF-Pakistan's report 'Deforestation, Forest Degradation, and Flood Risk in Pakistan' underscores how unchecked forest loss amplifies flood severity. It calls for science-based forest management, community empowerment, and independent monitoring to conserve natural forests- protecting fragile watersheds and reducing disaster risk for downstream communities.



Partnering with Businesses

Over the last year, we collaborated with 18 private sector partners to plant 225,253 saplings across ecologically important areas, including Ketu Bunder, Sonmiani, Karachi, Jhelum, Lahore, Islamabad and parts of GB; demonstrating the pivotal role of businesses in advancing forest conservation and climate action.



Driving Transformation from Farms to Markets

Food and Agriculture

Cultivating Resilient Futures with Climate-Smart Agriculture

81,000 farming families across Punjab and Sindh are implementing climate-smart agricultural practices across 139,000 hectares of farmland. Together, these farmers have achieved a 23.5% reduction in greenhouse gas emissions per hectare and a 25% improvement in crop-water productivity; strengthening water stewardship and proving that agriculture can be a part of the climate solution.

Additionally, soil health conservation practices led to a 6% increase in organic matter, helping restore fertility and strengthen resilience against climate shocks.

Conserving Water, Growing Smarter



Climate smart practices use 6,064 m³ per hectare



Traditional practices use 7,580 m³ of water per hectare



Approximately 1,000,000 m³ of irrigation water conserved across the working area



Over the course of the project, we have planted and sustained 1 million trees, which are not only advancing agroforestry and diversifying livelihoods, but are set to sequester 32,000 metric tons of CO₂ by 2030.





Protecting Nature Along the Way

Through agroforestry and by using resources more efficiently, farmers are also creating habitats that support biodiversity. Our 2025 assessment documented 126 species of birds, 77 species of flora, 75 of invertebrates, 25 of mammals, and 23 species of herpetofauna in the cotton landscapes of Punjab and Sindh.



Using Technology for Smarter Farming

Seven weather stations are providing weekly advisories to over 14,500 farmers, while precision tools including NPK sensors, PH meters, tensiometers, etc., have been demonstrated over 70 hectares to monitor soil health and optimize water management.

Promoting Water-Smart Farming in Khyber Pakhtunkhwa: In KP, we have collaborated with over 350 farmers to introduce less water-intensive crops across 50 hectares and are also using drip irrigation systems over two hectares of citrus orchards to promote efficient water use.

Our Better Cotton Journey Continues

We are scaling the Better Cotton standard across 237,462 hectares, resulting in 127,854 MT of certified Better Cotton lint during the reporting period. Adoption has reached 100% in Sindh and 91% in Punjab, with our work engaging 116,067 farmers, 42% of which are women.

What are we achieving?

Lower Emissions

GHG emissions reduced from 3.91 K kg CO₂/ha to 3.52 K kg CO₂/ha



Water Savings

Water efficiency improved by 60% through channel cleaning and lining



Soil and Nutrition Boost

- Over 12,500 farmers given hands-on training through 113 demonstration plots
- Around 37% of farmers adopted at least one sustainable method beyond synthetic fertilizer
- 11.2% adoption of 4R nutrient management
- 5% increase in micronutrient usage



Pest Management

30% of farmers shifted to alternative pest control methods, with nearly 80% of farmers in Punjab and 50% in Sindh replacing 'highly hazardous pesticides' with alternatives.

Advancing the Organic and Regenerative Cotton Movement

We are working with over 13,200 farmers across 48,062 hectares in Punjab, Sindh and Balochistan provinces. Over the last year, 11,916 farmers managing 40,068 hectares produced organic cotton certified at different levels. Heres a breakdown:



5,252 farmers on 17,900 hectares produced 31,834 MT of 100% organic certified seed cotton (11,142 MT lint) equal to 69,638 bales.



2,640 farmers on 9,688 hectares produced 17,223 MT of EU-certified organic seed cotton (6,373 MT lint) equal to 39,831 bales.



3,024 farmers on 12,483 hectares produced 22,200 MT of IC-2 certified seed cotton (8,214 MT lint) equal to 51,338 bales.



1,791 farmers on 6,013 hectares produced 10,693 MT of Regenagri-certified seed cotton (3,850 MT lint) equal to 24,060 bales.

The transition to organic and regenerative cotton farming prevented 22,946 MT CO₂ eq emissions from entering the atmosphere and conserved 61.59 million m³ of water through sustainable farming practices. We also planted over 10,000 trees to enhance biodiversity and climate resilience.

Further, soil health improved as soil pH improved from 8.4 to 8.1, whereas the organic matter increased by 0.1% and the microbial activity increased by 75%.

There were economic benefits too as farmers saw a 20% increase in annual income through premium payments. Sustainable value chains saved USD 56.2 million in foreign exchange and post-harvest value addition generated approximately 29.5 million pairs of jeans worth USD 845 million.

Uniting Partners Under the Regenerative Production Landscape Collaborative Pakistan

As part of this initiative, WWF-Pakistan established inclusive platforms and governance structures, both at the national and provincial levels, that bring together government, businesses, academia and civil society. Supported by these structures, 10,000 farmers are practicing regenerative agriculture on 40,000 hectares.

A baseline study was also done to map regenerative agriculture potential across Pakistan and partners were trained on the Quantis Monitoring, Reporting and Verification system to strengthen data flow from farms to the national dashboard.



Empowering Women, Strengthening Communities

Across our projects, we are working with over 11,000 rural women, equipping them with skills in kitchen gardening, apiculture, embroidery and stitching- with many now running home-based businesses supported by essential equipment and achieving an average 28% boost in family income.



Safeguarding Wildlife and Ecosystems through Data, Technology and Community Engagement

Biodiversity Conservation

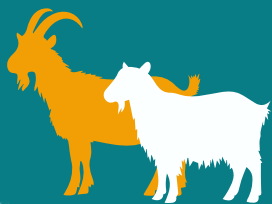
Combatting Wildlife Crime Through Awareness, Action and Innovation

- We have conducted in-person and virtual sessions on illegal wildlife trade (IWT), engaging over 1,000 participants to strengthen public understanding and collective action against wildlife trafficking.
- We conducted the first country-wide research assessing the roles and vulnerabilities of women linked to wildlife crime across representative priority landscapes in Pakistan. The study highlighted that IWT and poaching are deeply gendered issues, affecting men and women in different ways and requiring tailored approaches to address these differences.
- To mainstream gender considerations in combatting wildlife crime, we developed a Gender Action Plan outlining key policy elements, targeted initiatives and practical actions for integrating gender dimensions into wildlife crime prevention and enforcement.
- We completed a pioneering national assessment on the representation of women in the ranger workforce in Pakistan, revealing that women comprise only 2.6% of the total workforce engaged in wildlife, forests, and fisheries conservation. We also identified systemic barriers that must be addressed through policies, targeted action and promoting gender equity in recruitment, promotion, and training.
- Driving digital enforcement, we have launched the Pakistan Wildlife Incident Reporting App, which is enabling real-time citizen reporting and supporting government departments in taking necessary actions.



AI-Powered Solutions for Human-Wildlife Conflict

- WWF-Pakistan is piloting AI-based camera traps in mountainous regions to act as early warning systems, providing real-time alerts for predator detection and reducing depredation losses from snow leopards, common leopards and other wildlife.
- In 2024-25, we expanded the coverage of these traps by installing three new cameras at Ayubia National Park (KP), which along with the two existing cameras in Machiara National Park (AJK) are covering parts of the common leopard habitat. Similarly, three new cameras were installed at Passu (GB), which along with the existing ones at Khyber are monitoring the snow leopard habitat.
- In March 2025, after almost three years of continuous deployment, the AI camera trap was able to successfully identify and classify a snow leopard with 100% accuracy.
- Over the last years, these cameras reported 23 snow leopard sightings at Khyber and Passu and a black bear with two cubs at Machiara National Park, along with many other wildlife species, strengthening data-driven conservation efforts.



Innovating conflict solutions:
WWF-Pakistan is piloting a livestock insurance scheme in GB and KP to mitigate human-wildlife conflict, offering new avenues for conservation.



Scaling Up SMART Conservation in Snow Leopard Habitats

- We expanded the use of SMART-based monitoring to the Central Karakoram National Park, establishing a dedicated server in Gilgit, GB in collaboration with the Parks and Wildlife Department to enable real-time ecological data access and reporting across the region.
- Pakistan's first women-led SHEROs network was launched in snow leopard habitats, empowering local women as citizen scientists to report wildlife sightings, reduce human-wildlife conflicts, and support conservation at the community level. The SHEROs use SMART-Collect (citizen science version) for the collection and reporting of wildlife sightings and threats data.





Protecting the Endangered Indian Pangolin

- **Strengthening capacity and collaboration:** We established a collaborative framework for Indian pangolin conservation in KP, bringing together key stakeholders- including the wildlife department, customs, airport authorities, district administration and local communities- to strengthen rescue, monitoring, and anti-trafficking coordination.
- **Surveying and safeguarding habitats:** Population, presence and habitat assessment surveys were conducted, leading to the identification of key hotspots and the creation of targeted pangolin protection zones to curb illegal hunting and protect critical habitats.
- **Rescue and awareness:** During 2024-25, we aided government response to 19 wildlife crime incidents involving pangolins across KP and Punjab. Of these, 14 pangolins were rescued and released into their natural habitats. At the same time, we conducted awareness sessions which engaged over 150 participants from educational institutes.
- **Towards a national framework:** We convened a multi-stakeholder consultation, the results of which are being used to develop the National Action Plan (2024-27) for Indian pangolin conservation in Pakistan.

Safeguarding the Indus Dolphin

- Strengthened protected area management using a Conservation Assured I River Dolphin (CARDS) assessment at the Indus Dolphin Game Reserve in Sindh that hosts the largest global population of the Indus river dolphin.
- Integrated SMART patrolling in the ongoing monitoring plan, with 176 patrols along the Indus Dolphin Reserve, documenting over 1,100 sightings of the dolphin in the river, seasonal lakes and irrigation canals. We also trained 20 wildlife staff and river guards in SMART monitoring and provided them with mobile devices.
- Successful trials of banana pingers (acoustic devices) at Guddu and Taunsa barrages confirmed that dolphins keep a 20-40 m distance from nets with active pingers and do not habituate to the pingers. This is a milestone that offers evidence to upscale pinger use across the Indus dolphin habitat as a potential solution to mitigate fishing induced mortalities.

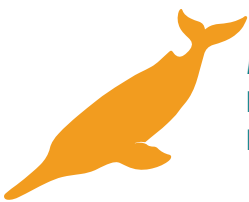


Patrolling teams recorded illegal fishing nets as the biggest threat to the Indus river dolphin. Real-time SMART data is leading to targeted enforcement in hotspot areas.

Empowering Riverine Communities for Dolphin Conservation

We are strengthening community-based conservation and monitoring of the Indus river dolphin- a species functionally endemic to Pakistan- through our Bhulan Dost/Saheli initiative. We have:

- Mobilized fisher communities in Sindh and Punjab by registering an additional 83 fishers to promote sustainable river stewardship. This brings the total number of Bhulan Dosts/Sahelis to 313.
- Trained and equipped 26 Bhulan Dost/Saheli volunteers for community-led monitoring, enabling accurate dolphin sighting, habitat-use and threats data collection.
- Trained 35 fishers in sustainable practices.
- Enhanced the capacity of 78 community members in dolphin monitoring, with 80% now confident in using field tools and reporting protocols.
- Established an additional 20 eco-clubs in Sukkur, Ghotki, Kashmore, Kot Addu and Dera Ghazi Khan, registering 445 student members and training over 422 in monitoring river waste, recording dolphin sightings, etc.
- Set up 10 nature clubs in schools and over 300 students as environmental ambassadors, fostering youth-led conservation and awareness along the Indus river. Developed a unique child-focused toolkit with interactive games and stories for students focused on the Indus river dolphin and riverine biodiversity.
- Conducted 25 outreach sessions in schools and communities via the Dolphin Ambulance, engaging over 1,041 participants on threats and conservation.



A 14-year old student from GBLIS Bago Bhutto spotted an entangled dolphin in a fishing net during a River Guard patrol and reported it via his eco-club teacher, resulting in the removal of the net within 24 hours!

Linking Conservation with Livelihoods

- Revived ecotourism in Sukkur, renovating two boats and training 15 guides, creating sustainable income streams for local communities. This effort has seen over 1,000 eco-tourists since April 2025.
- Launched a women-led aquaculture pilot, providing 4,000 fish seed and 2,000 kg feed, boosting household income and food security and reducing reliance on fishing.
- Expanded kitchen gardening to 12 households, cutting food costs and generating surplus income.



Keeping Vultures Safe: Phasing Out Harmful Veterinary Drugs

- The critically endangered White-rumped vultures have been breeding successfully at the Changa Manga Vulture Captive Breeding Centre since 2015-16, and currently a total of 33 individuals are being maintained at the facility.
- A survey of 92 veterinary pharmacies across all 10 districts of AJK showed strong enforcement of the national diclofenac ban, with no veterinary formulations found, though 16% still stocked human versions.
- While 78% of vendors were aware of the diclofenac ban, 64% were unaware of its conservation purpose, emphasizing the need for sustained awareness and capacity-building initiatives.
- Awareness sessions were conducted with over 300 participants to promote the understanding of the threats facing vultures and encourage support for vulture-safe practices.



Bustards Multi Species Action Plan: WWF–Pakistan hosted an international workshop to develop a multi-species action plan for the conservation of African and Eurasian bustards—a unified framework to protect 26 species across 102 countries from threats like habitat loss, hunting, and infrastructure expansion.

Building Homes for Urban Birds

Rising temperatures and shrinking habitats are threatening cavity-nesting birds in cities, including the capital Islamabad. WWF-Pakistan installed 500 nest boxes across the city, creating safe breeding spaces and supporting urban biodiversity through natural pest control and ecosystem balance.



Mapping Nature for Informed Conservation

WWF-Pakistan conducted a series of ecological surveys and biodiversity assessments across key sites in GB and KP, including Rama, Dharley, Handarap lakes, Palas valley, and select areas in Hunza and Nagar, to assess biodiversity, develop GIS-based boundaries, establish baseline ecological data, and lay the foundation for a monitoring programme to track wildlife and habitat changes.

In AJK, a baseline biodiversity assessment was conducted from Ganga Choti to Bani Langrial to explore opportunities for ecotourism, supporting sustainable development alongside conservation.

Additionally, carbon sink studies were carried out at high high-altitude wetlands, providing valuable data for wetland management and biodiversity profiling.

Management plans were also developed for Deosai and Naltar wetland complexes and Gasho lakes, outlining strategies for biodiversity conservation, habitat restoration, and sustainable use to ensure long-term integrity of these important wetland ecosystems.

Building Consensus for Nature-Based Solutions

National and provincial consultations were convened in Islamabad, Peshawar and Gilgit to strengthen consensus on the role of nature-based solutions in tackling biodiversity loss and climate challenges. The dialogues identified key barriers and opportunities, emphasizing policy integration, capacity building, and community-led, climate-resilient approaches for long term ecosystem recovery.

Strengthening Capacity for Wildlife and Ecosystem Stewardship

WWF-Pakistan conducted targeted training and capacity building for future policymakers, government staff, river guards, and community stakeholders to enhance their skills in conservation, wildlife monitoring and sustainable ecosystem management. This included:

Training of 15 river guards and wildlife watchers in advanced SMART monitoring of the Indus river dolphin

Engaging over 125 fishermen and women to form community-based organizations for Indus river dolphin conservation

Reaching more than 170 students on wetland conservation, wildlife crime, and gender, fostering youth awareness and stewardship

Building capacity of 175 staff members of the KP Wildlife Department in wildlife survey techniques and providing specialized training for 60 Wildlife Department staff from priority sites in KP, focusing on the rescue and release of Indian pangolins, along with giving 20 rescue boxes and field gear

Safeguarding Marine Life through Data-Driven Fisheries

Digitized the data collected by 13 fishermen from gill-net fisheries (between 2012 to 2016) for the catch and bycatch records for marine turtles, marine cetaceans and sharks and rays to investigate the efficacy of mitigation trials to reduce endangered species bycatch and strengthen sustainable tuna fisheries management.

Developed an interactive dashboard for fishermen and a machine learning model to predict yellowfin tuna weight based on its length, supporting science-based decisions for the management of tuna fisheries/marine biodiversity commitments.



Integrating Biodiversity in Infrastructure



WWF-Pakistan's Sustainable Infrastructure Initiative is embedding biodiversity safeguards into linear infrastructure planning, focusing on snow leopard habitats. This year, we conducted a camera trapping study to identify potential snow leopard corridors and co-authored the 'Linear Infrastructure in Snow Leopard Landscapes' report, led by GSLEP, which was presented at the CBD COP16. Further, WWF-Pakistan also co-authored a guidance document providing actionable guidance to avoid, minimize and mitigate environmental impacts while supporting wildlife and local communities in collaboration with 12 snow leopard range countries.

Tackling Plastic, Power and Policy for a Sustainable Future

Climate and Energy

Re-thinking Plastics for a Circular Future

- In Astore, GB we helped improve sustainable waste management and promote eco-friendly behaviour by engaging 45 key stakeholders; including government departmental heads and the district administration; and over 500 students, teachers and community members, through awareness sessions and cleanup drives that collected more than 600 kg of waste.
- We monitored the collection and recycling of 20,823 tons of PET, ensuring it is diverted from landfills and converted into PET flakes for polyester.
- Through the Plastic Recovery Bank Initiative, four-bin segregation systems were established across five leading universities in Karachi, achieving 60% source segregation and routing 80% of recyclable waste to certified recycling partners.
- Over 1,800 students, faculty, and janitorial staff were mobilized through targeted awareness campaigns, while local recyclers and junk dealers were engaged to help strengthen Pakistan's transition toward a circular plastic economy.
- More than 50 women from two communities in Islamabad and Karachi were trained to weave and stitch MLP waste into marketable products, supported with handlooms and essential infrastructure to promote circular livelihoods.



Stars of the Planet Challenge

Empowering youth to tackle plastic waste through innovation, the Stars of the Planet Challenge received innovative ideas from students across 50 schools, driving local solutions for a circular plastic economy. The three winning teams received seed funding and WWF technical support to bring their ideas to life, from a solar-powered smart waste segregation system and an AI-based plastic sorting algorithm to 1,000 eco-friendly pencils, 200 biodegradable spoons, and the redirection of 350 kg of multilayered plastic to recyclers.



Powering Communities with Clean Energy

A 10KW solar system was installed at WWF-Pakistan's Centre for Farm Input Resource and Skill Training in Shujabad, Multan, reducing grid dependency and promoting renewable energy adoption for local communities. A seven-day solar training for 29 rural women covered installation, operation, and maintenance, empowering them with clean energy skills. In addition, a multi-stakeholder session engaged 54 participants from the government, academia, social enterprises and civil society to promote awareness and collaboration in renewable energy initiatives.

Shaping Pakistan's Climate Policy Landscape

WWF-Pakistan contributed to the preparation of the Third National Communication on Climate Change under the UNFCCC. We organized a two-day training for 30-40 government departments on gender mainstreaming and programme implementation, and published four thematic working group reports on climate change education, training and public awareness, capacity building for climate change mitigation and adaptation, information on gender equality and women's empowerment on climate change issues, knowledge and networking.

Advancing Climate-Resilient Food Systems

WWF-Pakistan supported the enhancement of Pakistan's Nationally Determined Contributions (NDCs), focusing on transforming agriculture and food systems for climate resilience. A two-day national multi-stakeholder dialogue was convened with over 130 participants to explore food system NDCs, followed by a federal roundtable with 30 high level decision makers, leading to a consolidated white paper submitted to the NDC focal point. A national-level workshop further engaged public and private stakeholders to share solutions and integrate sustainable diets and nutrition into climate commitments, resulting in key recommendations and policy actions for the NDC 3.0.

Repurposing Agricultural Subsidies for Sustainability

Currently, over PKR 500 billion annually is spent on agricultural subsidies, which could be strategically redirected to promote sustainability, resilience and inclusivity. We worked to identify harmful environmental subsidies and developed actionable transition pathways towards nature-based and sustainable agricultural practices.

Collected primary and secondary data from 380 farmers and stakeholders across Punjab, Sindh, KP and GB, focusing on wheat, rice and maize.

Research reveals 90% of farmers are dissatisfied with the current subsidy regime and only 21% reported reducing subsidies; highlighting poor targeting and weak capacity.

85% of stakeholders support repurposing subsidies towards climate-smart agriculture, nature-based solutions and performance linked interventions.

Based on the research, we proposed recommendations including support for sustainable and organic inputs, investment in agroecological practices, targeted capacity building and digitizing subsidy mechanisms to improve impact and efficiency.

Certifying Sustainability in Action



Green Office Initiative

Over the past 13 years, our Green Office Programme has expanded to over 140 companies, helping them reduce greenhouse gas emissions, optimize paper, water and energy use, and align with sustainable development goals. In the last year, 20 new corporate offices joined the network, and 400 individuals were trained in environmental awareness, whereas 25 certification and surveillance audits were conducted.



New Certifications

This year, WWF-Pakistan launched the Eco-diner and EcoSmart Campus certifications, offering restaurants and educational institutes a practical way to demonstrate commitment to sustainability and reduce their carbon footprints.

Tackling Pakistan's Air Crisis



WWF-Pakistan led the charge against rising air pollution in major cities through the 'Shadows of Smog' campaign, combining research, advocacy and public engagement to declare smog a year-round public health and climate emergency.



A comprehensive ten-year analysis of Lahore's air quality was undertaken which formed the basis of policy recommendations that targeted systemic reform, from phasing out high emission vehicles and improving fuel quality to promoting sustainable agriculture, including measures like paddy choppers to curb crop burning.



The campaign mobilized WWF experts, goodwill ambassadors, and digital platforms to reframe smog as a shared societal challenge. Multi-city air quality monitoring with the IQAir Foundation, extensive media coverage, and expert-led webinars amplified awareness and drove practical, scalable interventions.



Scan the QR code to read full report.

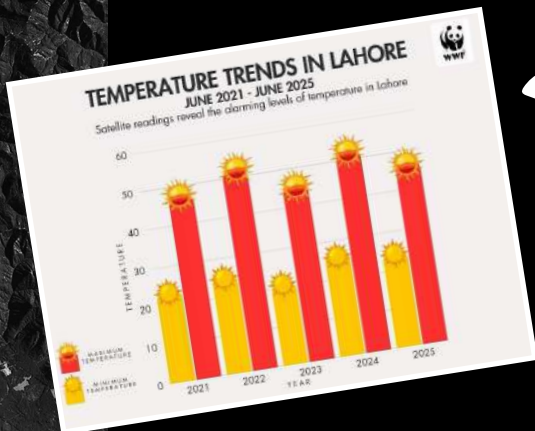
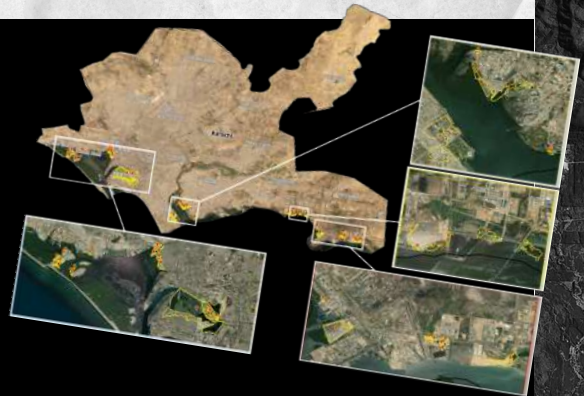
Mapping Change, Guiding Action

Geographic Information Systems (GIS) underpin efforts to understand, visualize and respond to environmental change. By combining satellite imagery, spatial data, and ground-based insights, GIS enables evidence-based conservation planning, policy advocacy, and climate resilience across the country.

This year, WWF-Pakistan's GIS initiatives advanced the use of technology to guide conservation work- mapping mangrove deforestation along Karachi's coast, tracking heatwave patterns and urban vulnerability, and assessing air quality and flood risks in real time. These spatial insights reveal how natural and human systems interact, highlighting the priority areas for restoration, protection and adaptive management.

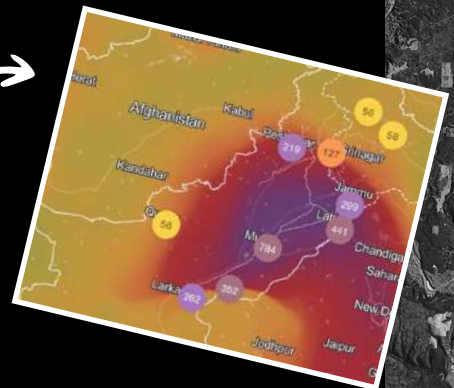
By translating complex environmental data into clear visual narratives, we are supporting science-based decision making and fostering a deeper understanding of the country's changing landscapes.

GIS mapping revealed Karachi's loss of nearly 200 hectares of mangroves since 2010- exposing how unchecked urban sprawl is weakening the city's natural shield against cyclones and coastal erosion.



Spatial heat analyses showed Lahore's summer stretching up to six months, with peaks above 50°C- a stark warning of intensifying urban heat risks. WWF-Pakistan's GIS mapping visualizes these impacts, informing strategies to safeguard people, infrastructure, and green spaces.

Partnering with IQAir Foundation, WWF-Pakistan mapped real-time air pollution across major cities- turning data into public insight and empowering action against Pakistan's smog crisis.



Tracking the Indus from 1990 to 2024, GIS analyses expose how shifting channels and changing floodplains are reshaping risk- offering crucial evidence to guide flood resilience planning.

Engaging People, Inspiring Action

Communicating for Impact

We leverage storytelling, partnerships and digital innovation to raise awareness, influence policy, and inspire action on conservation and climate resilience. Through campaigns, publications, media outreach, and digital content, we connect people with nature, drive climate literacy, and highlight solutions across ecosystems and communities.

Shadows of Smog

A national awareness campaign combining social media engagement with high-level advocacy to push for systemic solutions to Pakistan's air quality crisis. The campaign included policy briefs for the government decision makers and a collaboration with Pakistan Air Quality Initiative, collectively driving the call for urgent, year-round action on smog.



United for Nature

Leveraging the power of sports to inspire environmental action, WWF-Pakistan partnered with Islamabad United for the 'United for Nature' campaign, which combined social media activations and merchandise with a tree plantation drive and a visit to the Islamabad Wildlife Management Board's Rescue and Rehabilitation Centre.



Visualizing Mangrove Loss

GIS-based analyses were used to reveal the rapid mangrove decline across Karachi's coastline, translating spatial data into visual insights that highlighted the urgency and informed actionable recommendations for restoration and protection.



Scan the QR code to read the full report.

Wild Legends of Pakistan

A digital storytelling series exploring folklore around species, strengthening cultural connections between communities and nature.



**WILD
LEGENDS OF
PAKISTAN**

وائڈ لیجنڈز آف پاکستان



Championing Women in Conservation

WWF-Pakistan led a session at the WOW Festival 2025, spotlighting women rangers from across Pakistan, sharing their journeys, challenges, and how they are breaking barriers in conservation.



Climate Awareness Month at the British Council Library

Documentary screenings and expert Q&A sessions demonstrated how Pakistan's leather and cotton industries are impacted by climate change and what can be done to mitigate these impacts.

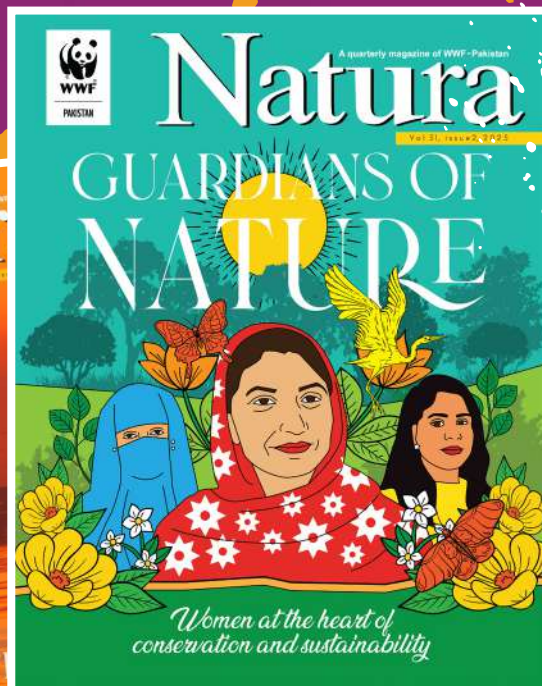
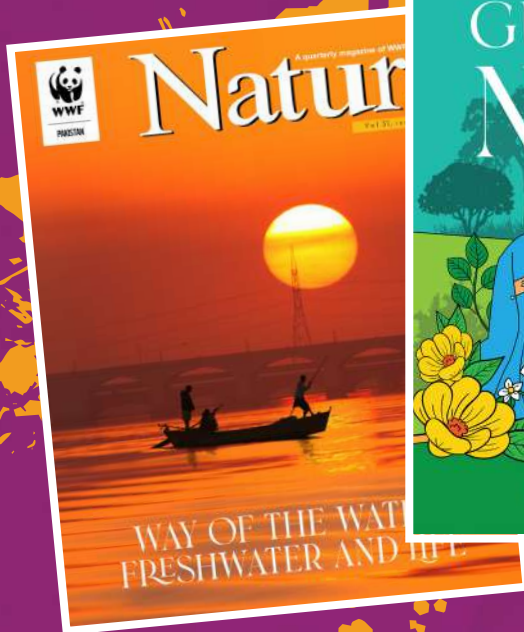
Adventures of Dina

Storytelling sessions were held at the British Council library and at the Last Word bookstore (in collaboration with Risala magazine), focusing on the Indus dolphin- fostering conservation awareness among children and youth.



Strengthening Climate Reporting

WWF-Pakistan partnered with Ismaili Civic Pakistan to enhance media literacy on climate change, bringing together journalists, advocates and environmentalists to improve reporting, foster informed dialogue and drive actionable change.



Natura: Educating Across Themes

Our flagship publication continued to inform and inspire diverse audiences. Key issues highlighted include freshwater conservation, women's role in environmental stewardship, and the human-nature connection; providing insights and guidance on pressing sustainability challenges throughout 2025.

Digital Engagement and Social Media Outreach

WWF-Pakistan continued to amplify environmental awareness through strategic digital content, placing emphasis on social media campaigns, informative posts on key environmental days, and updates from flagship initiatives. Over the last year, we released over 40 videos, including footage from the field, animations, short clips featuring our experts and goodwill ambassadors; as well as long-form documentaries, strengthening outreach and engagement with diverse audiences online.



Driving sustainability in the leather and textile sectors



Promoting climate-smart farming techniques with solar dryers and apricot farming



Profiling rangers as frontline environmental stewards

Media and digital outreach ensures that WWF-Pakistan's conservation messages reach audiences nationwide, fostering awareness, engagement, and action on critical environmental issues. This year, we:



Produced 40+ videos, including 4 long form documentaries.



Secured 26 television appearances and 21 exclusive television stories/packages, where our experts covered issues from flood risk mitigation and mangrove loss to illegal wildlife trade.



Released 38 press releases, which resulted in over 170 stories in print media; and published seven feature articles in leading newspapers, authored by WWF experts.

On social media, we enjoy the support of over 1.53 million engaged followers who actively champion WWF-Pakistan's conservation work across social media platforms.



YOUTUBE:
1,062,000+



FACEBOOK:
290,000+



LINKEDIN:
99,300+



INSTAGRAM:
42,000+



X:
32,200+



TIKTOK:
1,000+

Promoting Environmental Awareness Among Children and Youth

Fostering Awareness, Action, and Stewardship

WWF-Pakistan engages young learners and educators to nurture the next generation of environmentally conscious leaders. Through experiential learning, hands-on workshops, and interactive programmes, we build climate literacy, biodiversity awareness, and problem-solving skills among students, while empowering teachers and educators to guide and sustain eco-conscious behaviors.

Building Climate Literacy with School Outreach

Spellathon

Our flagship environmental campaign combines a spelling competition with environmental education. Now in its 28th year, the spellathon engaged 8,500 students from 40 schools, enhancing their environmental vocabulary and exploring key concepts in biodiversity, renewable energy, and ecosystems.



Hands-On Sustainability Learning

In collaboration with partners, WWF-Pakistan conducted 19 workshops across Islamabad and areas of Gilgit-Baltistan, reaching over 2,200 students from nursery to grade 10 with interactive activities, documentaries, and live demonstrations on waste management. Local authorities, including Commissioner Baltistan participated, enhancing visibility and institutional support. WWF also led sustainability workshops during the Federal Directorate of Education's Summer Fiesta, fostering early-stage environmental literacy and green mindsets.





Our Green School Programme engaged over 800 students across Punjab in eco-arts, murals, upcycled crafts, and nature-based storytelling to foster creative environmental problem-solving.



Scan the QR code to read the full report.



Living Planet Report Youth Edition 2024

WWF-Pakistan collaborated with WWF-UK to create a science-based, youth-friendly overview of global biodiversity, incorporating perspectives from 24 young people in 12 countries. The report was translated into multiple languages and supported with digital assets for wider reach.

Promoting Water Stewardship Among Children and Youth Through Clubs

Now in its fourth year under the Australia–Pakistan Water Security Initiative, WWF-Pakistan's school-based Water Clubs engaged 1,266 students across 15 schools. Through the Panda Challenge—featuring dynamic intra- and inter-school competitions in art, quizzes, creative writing, and model-making—the initiative promoted water conservation, water-sensitive behaviour, and environmental stewardship. To ensure the long-term sustainability of the clubs, a comprehensive training manual was also developed for educators.



Immersive Nature Education

WWF-Pakistan engaged 1,700 students from 17 schools in nature-based learning journeys across ecological and cultural sites to foster environmental sensitivity, teamwork, and conservation awareness.

Wetland Exploration in Karachi and Thatta included mangrove walks, bird watching, species identification, and coastal clean-ups for firsthand understanding of wetland ecosystems.

An **Eco-Tour in Thatta** explored cultural and ecological connections through scavenger hunts, eco-crafts, and nature meditation at Keenjhar lake, Makli necropolis, Shah Jahan mosque, and Gharo farms.

In Islamabad, the **Trail 5 Adventure** included forest treks, compass-free navigation, tent pitching, and storytelling to build exploration, resilience, and teamwork.

A residential farming session in **Karachi** provided hands-on urban gardening and sustainable farming practices with creative reuse of materials.



Empowering Environmental Leaders Through Our Youth Development Programme

Our Eco Internship Programme engaged 2,170 youth aged 15–30 in over 150 virtual and in-person sessions on climate change, circular economy, biodiversity, illegal wildlife trade, and ecopreneurship. Students developed and pitched eco-solutions like edible cutlery, eco-friendly pencils, and organic soaps.

Additionally, 150 students from Lahore and Karachi gained skills in storytelling for conservation, AI for environmental protection, sustainable business models, etc. through certified students' workshops.



As part of our Student Ambassador network, 42 ambassadors from eight cities are championing sustainability, amplifying peer learning, and contributing to WWF–Pakistan's mission.



Training the Trainers

Twenty-five (25) teachers in Sheikhupura were trained on sustainable education, child safeguarding, and activity planning, enabling the establishment of school nature clubs. Facilitated by WWF-Pakistan and researchers from University College London, a series of focus group discussions were conducted with 80 students on climate change and education, resulting in the report *Voices for Environmental Sustainability in Pakistan's Higher Education*, which calls for institutional sustainability policies, inter-university collaboration, and leadership development.

Driving Climate Action

WWF-Pakistan mobilized 100+ student volunteers to participate in the Cyclathon by Pedal Pulse, leading awareness sessions on energy conservation and healthy lifestyles.



Working with the Private Sector for a Nature-Positive Future

Integrating Sustainability into Business Practices

WWF-Pakistan works with the private sector as a key ally in advancing environmental sustainability. We build strategic partnerships that integrate responsible practices into business operations and value chains and collaborate to address shared environmental challenges- ranging from climate change and biodiversity loss to water stewardship and plastic pollution.

Rung Do Pakistan: Building Climate Resilience One Tree at a Time

Under this flagship plantation campaign, we collaborated with 18 corporate partners to promote climate resilience through large-scale native tree plantation drives. Together, we planted over 225,250 saplings across ecologically significant areas including Keti Bunder and Sonmiani and sites in Karachi, Lahore, Islamabad and parts of GB.

These plantations are helping restore degraded landscapes, enhance biodiversity, and sequester carbon, contributing to both local ecosystem recovery and national climate goals. The initiative also fosters employee engagement and environmental awareness among participating businesses, demonstrating how corporate action can tangibly support Pakistan's green recovery.

For this campaign, our corporate partners included AGP Limited, Artistic Milliners, Askari Bank Limited, Avery Dennison, Bank Alfalah, Bank of Punjab, Coca-Cola İçecek, Crescent Steels and Allied Products Limited, EFU Life, EY Mena, Habib Metro Bank, Hutshicon Ports Pakistan, Ibex, Ibrahim Group, Packages Foundation, Pakistan Cables Limited, PwC-Ferguson and Samba Bank Limited.

Our venue partners included Pakistan Scouts Association in Islamabad; University of Engineering and Technology Kala Shah Kaku and Punjab University in Lahore; Pak Navy RDS Nathigali and University of Karachi in Karachi; National Radio Telecommunication Corporation and Pak-Austria Fachhochschule: Institute of Applied Sciences and Technology in Haripur; Syedan Wala Farms in Kasur and University of Peshawar in Peshawar.



Driving Conservation Impact

From digital advocacy to on-ground restoration, WWF-Pakistan's collaborations with the private sector continue to transform sustainability goals into measurable environmental outcomes.

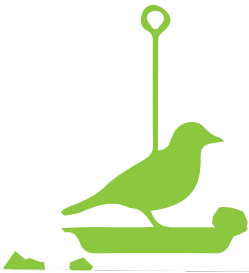
- Our partnership with Bank Alfalah is helping protect the Indus river dolphin through a community-centered conservation approach. The initiative combines educating local communities, establishing nature clubs in schools to foster early environmental stewardship, and promoting sustainable livelihoods opportunities. As part of this collaboration, we have trained 35 fishers in sustainable practices, formed 10 nature clubs in schools, and educated and motivated 700 students to become conservation champions.
- Supported by Cheezious, and in collaboration with the Education Department of GB and the School Management Committee of Churkha, we facilitated the installation of a gravel-based drinking water filtration plant at the Government Girls High School in Curkha. The system is providing clean drinking water to over 550 students and 600 community members, using an eco-friendly, low maintenance nature based filtration method that enhances health and water security.
- Through a cause-marketing initiative with Tapmad, we linked consumer engagement with conservation action. For every new subscription, Tapmad contributed to WWF's vulture protection fund, supporting endangered wildlife and raising public awareness on biodiversity.

Engaging Employees in Nature and Conservation



We collaborated with several corporate partners to involve their employees in meaningful environmental activities- instilling a sense of stewardship, strengthening team cohesion, and aligning businesses with national and global sustainability goals. Through these engagements, inDrive employees took part in a beach cleanup to remove plastic waste and restore coastal ecosystems; S&P Global staff joined a guided hike and cleanup in Margalla Hills National Park, learning about its unique biodiversity; EFU Life employees participated in a mangrove transit walk and team-building session, and Crescent Steel and Allied Products Limited employees took part in a cleanup and dolphin safari, deepening their connection to marine conservation.

Corporate Engagement on Environmentally Significant Days



On Earth Day, WWF-Pakistan held a virtual session for 400 employees of Contour Software on climate science and renewable energy. On World Environment Day, Bank Alfalah joined a tree plantation drive, while 30 employees from Hutchison Posts Pakistan participated in a hands-on bird feeder and nest box activity.



Uniting for the Planet: Earth Hour 2025

On 22 March 2025, the global community marked Earth Hour, with Pakistan recording an impressive 4,600 hours dedicated to the planet. With Selimpex International as the official partner, WWF held events nationwide, from awareness sessions and the plantation of 50 native saplings in Karachi to interactive games and a pledge wall at Centaurus Mall, Islamabad, which drew over 1,000 visitors. Youth engagement activities were held at Bachaa Party stores and a candlelight ceremony was held at Mohatta Palace.

Several landmarks across the country dimmed their lights in a symbolic gesture of support, including the Prime Minister House, Punjab Assembly, Shalimar Gardens, etc.

In the lead up to Earth Hour, over 1,600 students took part in several activities, including tree plantations of over 4,000 trees, outdoor camps, recycling facility visits, etc., collectively igniting a nationwide spirit of climate action.

Donors

WWF Network

WWF-Belgium
WWF-Germany
WWF-International
WWF-Italy
WWF-Netherlands
WWF-Sweden
WWF-UK
WWF-US

Public Sector

Green Climate Fund (GCF)
Better Cotton Initiative (BCI) – Growth and Innovation Fund (GIF)
European Commission
Germany's Federal Ministry for Economic Cooperation and Development (BMZ)
Department of Foreign Affairs and Trade, Australian Government (DFAT)
Foreign, Commonwealth, and Development Office (FCDO), UK
United Nations Environment Programme (UNEP)
International Union for the Conservation of Nature (IUCN)
KfW Development Bank
Aga Khan Rural Support Programme (AKRSP)
Dutch Fund for Climate and Development
Global Alliance for Improved Nutrition (GAIN)
Pakhtunkhwa Energy Development Organization (PEDO)
The World Bank

Corporate Sector

Serena Hotel
Sapphire Textile Mills Ltd.
Sapphire Finishing Mills Ltd.
Artistic Milliners (Pvt) Ltd
Artistic Fabric Mills (Pvt) Ltd
Soorty Enterprises Pvt Ltd
Gul Ahmed Textile Mills Limited
Premium Textile Mill Ltd.
SAMA ^Verte
Coca-Cola International
Pakistan Beverage Limited
Packages Convertors Limited
English Biscuit Manufacturers (EBM)
Nike
IKEA
Pepsi Co. Int
Naubahar Bottling Company Pvt Ltd (NBC Pepsi)
Unilever
GlaxoSmithKline (GSK)
US Denim Mill (Pvt) Ltd
Reckitt
Bank Alfalah

Trusts, Foundations, and Others

Duke University
University of Queensland
Laudes Foundation
Engro Foundation
The Coca-Cola Foundation
The Hawk Conservancy Trust
Pangolin Crisis Fund (PCF), Wildlife Conservation Network
IDH – The Sustainable Trade Initiative
ISEAL Alliance Innovations Fund
Energy Policy Institute at the University of Chicago (EPIC)

Corporate Donors

Through its Corporate Membership Programme, WWF-Pakistan mobilizes private sector support for conservation initiatives that protect ecosystems, combat climate change, and drive sustainable development across Pakistan.

Platinum (PKR 750,000)

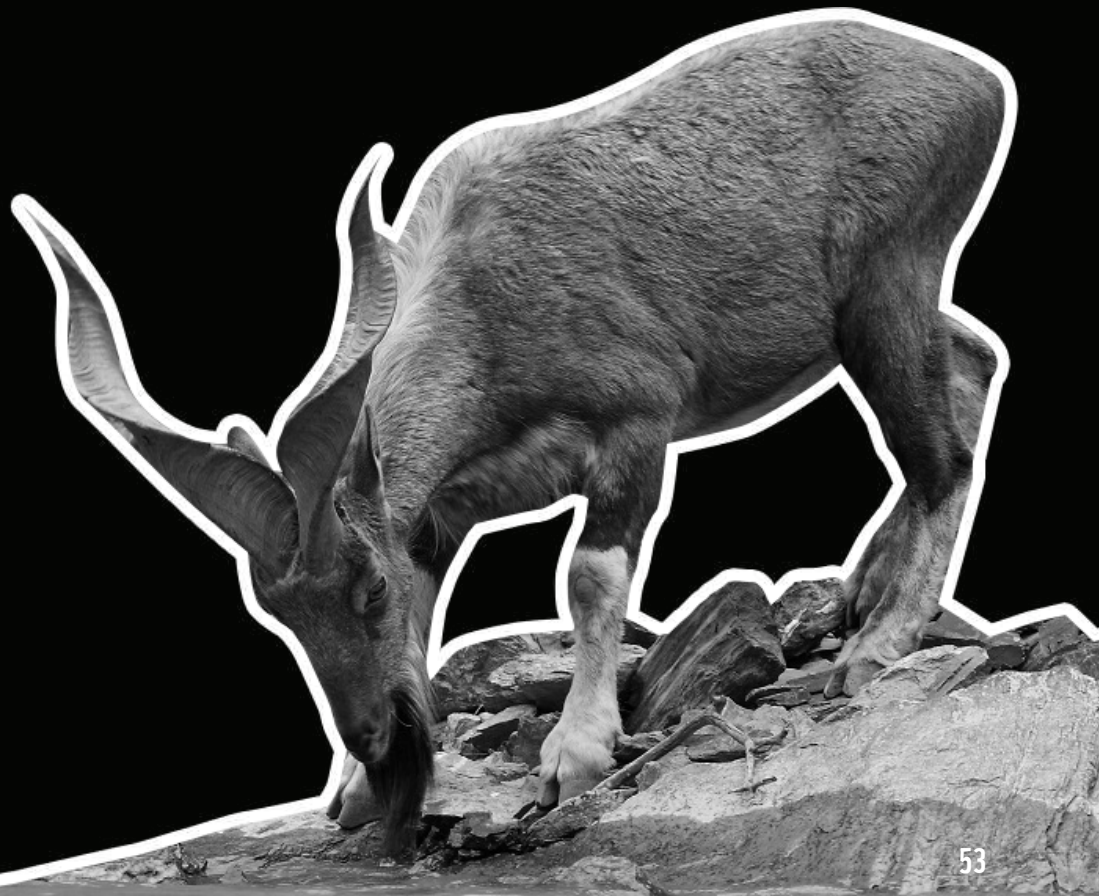
Educational Services Pvt Ltd

Silver (PKR 100,000)

Tariq Glass
Service Sales Corporation
Chiesi Pharmaceuticals
TriPack
Century Paper
International Industries
National Foods
Sitara Group
Season Oil
KSB Pumps Company Limited
Ibrahim Fibres Limited
Guard Group
Pak Kuwait Textile
Pharmagen Limited
Mirpur Khas
Hoechst Pakistan
Shahtaj Sugar Mills Limited
Murree Brewery
Shan Foods Pvt Limited
Berger Paints

Gold (PKR 200,000)

Gluko-EBM
Atlas Honda
AGP Limited
DIC Pakistan
Adamjee Group
Hilton Pharma Pvt Limited
EFU Life
JDW Group
Habib Metro Bank
Coca Cola Export Corporation
Coca-Cola İçecek



WWF–Pakistan's Projects

Freshwater

PROJECT	DONOR	DURATION
Water Resource Assessment Packages Convertors Ltd	Packages Convertors Ltd	June 2024 - November 2024
Promoting Water stewardship and replenishment among the vulnerable communities of Karachi	Artistic Milliners (Pvt) Limited	February 2024 - July 2025
Promoting Water stewardship and replenishment among the vulnerable communities of Karachi	Reckitt	July 2024 - June 2027
Pakistan Leather Sector: Traceability, Cleaner Production and Circularity	SMEP Programme - Foreign Common Wealth and Development Office (FCDO)	August 2024 - March 2026
Water Resources Accountability in Pakistan (WRAP)	Foreign Commonwealth and Development Office (FCDO)	November 2021 - June 2026
South Asia Water Security Initiative (SAWASI)	Department of Foreign Affairs and Trade (DFAT) Government of Australia	April 2021 - December 2025
Indus River Dolphin Conservation Programme	Engro Foundation	February 2022 - December 2026
Sustainable Water Resources Management of Gujranwala Region	Naubahar Bottling Company Pvt Ltd (NBC Pepsi)	March 2024 - February 2025
Sustainable Water Management of Lahore- Phase 3	The Coca-Cola Foundation	December 2023 - November 2024
Integrated Water Resource Management in the Indus Basin	NIKE	June 2022 - November 2025

Sustainable Water Management of Faisalabad	Coca Cola International	March 2025 - February 2026
Sustainable Urban Water Solutions: A Blueprint for Sustainable Development in Ravi Basin	Coca Cola International	April 2025 - August 2027
Bhulan Dost: Community Based-Conservation of Indus Dolphin	Bank Alfalah	November 2024 - November 2025
Replenishing Ground Water Resources in Lahore and Multan Phase-III	Pepsi Co. Int	August 2024 - June 2026
Implementing Water Stewardship to Mitigate and Adapt to Shared Water Challenges in Unilever Pakistan at Rahim Yar Khan Facility and in the Catchment	Unilever	July 2025 - December 2028
Implementing Water Stewardship to Mitigate and Adapt to Shared Water Challenges in Unilever Pakistan at Lahore Facility and in the Catchment	Unilever	July 2025 - December 2028
Water Resource Assessment-Sapphire Finishing Mills Ltd.	Sapphire Finishing Mills Ltd.	April 2025 - October 2025
Air Quality Improvement through Low-Cost PM2.5 monitoring in Faisalabad: Strengthening Standards and Informing Policies	Energy Policy Institute at the University of Chicago (EPIC)	March 2025 - August 2026
Promoting Water Stewardship among the vulnerable communities of Karachi	Pakistan Beverage Limited	July 2024 - June 2025
Recharge Pakistan: Building Pakistan's resilience to climate change through Ecosystem-based Adaptation (EbA) and Green Infrastructure for integrated flood risk management	Green Climate Fund-TCCF	July 2024 - July 2031
Building Water-Sensitive Societies: Collaborative Solutions for Freshwater Resilience and Sustainability GSK	GlaxoSmithKline (GSK)	January 2025 - December 2029
Promoting water stewardship in agricultural farms in Rahim Yar Khan through the AWS Standard: Demonstrating environmental leadership to sustain cotton value chain	Artistic Milliners (Pvt) Limited	June 2024 - November 2025

Inditex Transformational Partnership:
Freshwater and Biodiversity work
streams

WWF-International

July 2024 - July 2026

International Labour and
Environmental Standards Application
in Pakistans SMEs

European Commission

December 2016 - August 2024

Biodiversity

PROJECT

DONOR

DURATION

Combating Wildlife Trafficking in Pakistan

WWF-US

October 2024 – July 2026

Securing the Future for Indian Pangolin:
Upscaling the regional outreach for
species conservation and monitoring in
Khyber Pakhtunkhwa-Pakistan

Pangolin Crisis Fund

September 2024 – August 2025

Installation of Artificial Nest Boxes for the
Conservation of Cavity and Hole Nesting
Bird Species in Islamabad, Pakistan

WWF-US

May 2024 – April 2025

From Detection to Prevention: AI
Camera Trap to prevent Human Wildlife
Conflict (HWC) and improve species
monitoring – Phase II

WWF-Belgium

May 2023 – March 2025

Scaling Up Spatial Monitoring and
Reporting Tool (SMART) Integration
for Protected Area Management and
Enhancing Community Stewardship in
Snow Leopard Habitats, Pakistan

WWF-Italy

March 2025 – February 2026

Understanding Gender Dynamics in
Pakistan Wildlife Trafficking

WWF-UK

May 2023 – October 2024

HRE II - Biodiversity and Socioeconomic
Assessments in Hunza and Nagar
Districts of Gilgit-Baltistan in Pakistan

KfW Development Bank

December 2021 – November 2027

Pakistan Vulture Restoration Project

The Hawk Conservancy Trust

January 2019 – June 2029

Oceans

PROJECT	DONOR	DURATION
Indigo Production: 10- acre cultivation of indigo crop for dye production	US Denim Mill (Pvt) Ltd	March 2025 – February 2026
Evaluating sampling logistics in the North Arabian Sea for implementation of Close-Kin Mark-Recapture for Indian Ocean Yellowfin Tuna: Enhancing Population Assessments	WWF-Italy	April 2025 – March 2026
Free Coastal Fishing Communities From the shackles of Debt in the Kalamat Khor Region	International Union for the Conservation of Nature (IUCN)	November 2024 – October 2025
Sustainable mangrove management and community development in the Indus Delta II	WWF-Germany	November 2021 – June 2025
Crab Ponds in Sindh Coastal Areas	Aga Khan Rural Support Programme (AKRSP)	November 2024 – February 2025
Research collaboration between WWF-Pakistan, Duke University, and the University of Queensland: Digitization and Translation of Bycatch Records from gillnet mitigation trials	Duke University and University of Queensland	October 2024 – December 2025
Sustainable Fisheries Entrepreneurship Project (SFEP)	Engro Foundation	January 2022 – December 2024

Forests

PROJECT	DONOR	DURATION
Billion Tree Afforestation Support Project "BTASP"	KfW Development Bank	September 2022 - August 2028
Forest Restoration Action WWF-Pakistan and Serena Hotel	Serena Hotel	August 2021 – July 2024
Ecological restoration in the flood affected areas of Chel Beshigram Valley of Swat District through NbS	WWF-International	November 2022 – October 2024
Engro Forest Restoration and Carbon Offset Programme	Engro Foundation	November 2021 – December 2030

Food and Agriculture

PROJECT	DONOR	DURATION
Better Cotton Growth and Innovation Fund Project Sindh (Ghotki, Sukkur, Khairpur)	Better Cotton Growth and Innovation Fund	April 2025 - March 2026
Better Cotton Growth and Innovation Fund Project Punjab	Better Cotton Growth and Innovation Fund	April 2025 - March 2026
Sapphire Regen Cotton Project-Bahawalpur	Sapphire Textile Mills Ltd.	July 2024 - December 2027
Geospatial Information Technology for Outcome Verification (GIT4OV) paving the way to improve smallholder livelihoods.	ISEAL Alliance Innovations Fund	November 2024 - October 2026
Better Cotton Growth and Innovation Fund Project Sindh	Better Cotton Growth and Innovation Fund	April 2024 - March 2025
Better Cotton Growth and Innovation Fund Project Punjab	Better Cotton Growth and Innovation Fund	April 2024 - March 2025
Sapphire Organic Cotton Project-Wadh	Sapphire Textile Mills Ltd.	June 2023 - December 2027
Organic Cotton Production in Pakistan OCP-AFM	Gul Ahmed Textile Mills Limited	April 2022 - December 2026
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 - October 2024
Gender empowerment through entrepreneurship development and skill enhancement on homebased micro-enterprises for socio-economic and environmental resilience of farming families	IDH-The Sustainable Trade Initiative	January 2022 - December 2025

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 2021 - December 2025
A transition towards standardized, compliant Cotton Value Chain to create enabling environment for quality based trading in Pakistan	IKEA	September 2020 - August 2025
Agroforestry for Carbon Sequestration, Biodiversity conservation, Agro ecosystem Enrichment to improve socio-economic and environmental resilience of Cotton farming communities	IKEA	September 2020 - August 2025
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	September 2020 - August 2025
Regenerative Agriculture for Sustainable Tomorrow in Pakistan	IKEA	May 2024 - August 2025
Sapphire Organic Cotton Project, Bahawalpur	Sapphire Textile Mills Ltd.	June 2023 - December 2027
Improving wage transparency in cotton: Farm-level wage sampling tool	Better Cotton Initiative (BCI)	July 2024 - March 2025
Affordable Clean Energy Farms	SAMA ^Verte	April 2024 - March 2026
Improving the income security of small-scale cotton farmers in India and Pakistan	Germany's Federal Ministry for Economic Cooperation and Development (BMZ)	October 2023 - February 2028
Premium Textile Organic Cotton Project	Premium Textile Mill Ltd.	April 2023 - December 2027
I-CAN (Climate-Diet Nexus & NDC Integration)	GAIN	April 2025 - June 2025
Re-Purposing Agricultural Subsidies into Nature-Positive Impacts	WWF-International	April 2025 - August 2025

Pakistan Regenerative Production Landscape Collaborative	Laudes Foundation	June 2023 - May 2028
Organic Cotton Project-AFM	Artistic Fabric Mills (Pvt) Limited	April 2022 - December 2026
Milliners Cotton Initiative Project (Phase-II)	Artistic Milliners (Pvt) Limited	January 2023 - December 2025
Organic Cotton Cultivation-Reforming the Economic & Environmental Status	Artistic Milliners (Pvt) Limited	April 2021 - December 2024
Soorty Organic Cotton Initiative-SOCI	Soorty Enterprises Pvt Ltd	April 2021 - December 2024

Sustainable Development and Livelihoods

PROJECT	DONOR	DURATION
Dutch Fund for Climate and Development Enabling Environment– Indus Delta Ecoregion Landscape Initiative	WWF-Netherlands	April 2022 - December 2025

Climate and Energy

PROJECT	DONOR	DURATION
Monitoring and Evaluation of PET Collection and Recycling	Pepsi Co. Int	February 2025 - January 2026
Construction of mini hydropower project in Upper and lower dir, Khyber Pakhtunkhwa under access to clean energy	Pakhtunkhwa Energy Development Organization (PEDO)	March 2023 - June 2026
Community Disaster Rescue Centre Pakistan	WWF-International	July 2023 - December 2024
Third National Communication under UN Framework Convention on Climate Change	United Nations Environment Programme (UNEP)	April 2022 - June 2025
Stars of the Planet Challenge	Pakistan Beverage Limited	May 2024 - January 2025
Generating Alternate Income and Improving Livelihood through MLP Upcycling	English Biscuit Manufacturers (EBM)	June 2024 - May 2025
Plastic Recovery Bank	Pakistan Beverage Limited	May 2024 - January 2025
Community Awareness on Sustainable Waste Management in Astore, Gilgit Baltistan	PepsiCo. Int	November 2024 - December 2024
Polyethylene Terephthalate (PET) Collection and Recycling by Novatex, Green Earth Recycling (GER), Lasani Fibers Industries and Ouroboros Waste Management	PepsiCo. Int	February 2024 - December 2024
Multi-Layer Plastic (MLP) Collection and Recycling by Concept Loop	PepsiCo. Int	July 2025 - December 2025
Multi-Layer Upcycling Project	PepsiCo. Int	June 2025 - December 2025

Balance Sheet

As at 30 June 2025

FUNDS	2025 (Rupees)	2024 (Rupees)
General Fund	590,464,814	442,391,322
1001 The Nature Trust ⁽¹⁾	15,003,983	15,003,983
Scientific Committee Fund ⁽²⁾	10,002,623	983,553
Restricted Funds ⁽³⁾	103,416,309	99,184,805
Endowment Funds ⁽⁴⁾	36,749,063	35,998,584
Total Funds	755,636,792	593,562,247
REPRESENTED BY		
Fixed Assets ⁽⁵⁾	406,314,305	283,714,463
Investments ⁽⁶⁾	725,684,039	611,664,187
Current Assets	2,079,738,076	1,503,495,531
Total Assets	3,211,736,420	2,398,874,181
Current Liabilities	2,335,122,818	1,702,427,307
Employee Retirement Benefits	120,976,810	102,884,627
Total Liabilities	2,456,099,628	1,805,311,934
TOTAL	755,636,792	593,562,247

Based on accounts audited by Yousaf Adil , Chartered Accountants.

- 1001 The Nature Trust is an endowment fund.
- 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.
- Restricted funds are received from various donors such as Government and Aid Agencies, WWF Network, Corporates and Trusts & Foundations to execute specific projects.
- Endowment funds are maintained to carry out conservation activities.
- Fixed Assets are stated at cost less accumulated depreciation. Depreciation is charged on the historical cost of an asset over its estimated useful life.
- 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

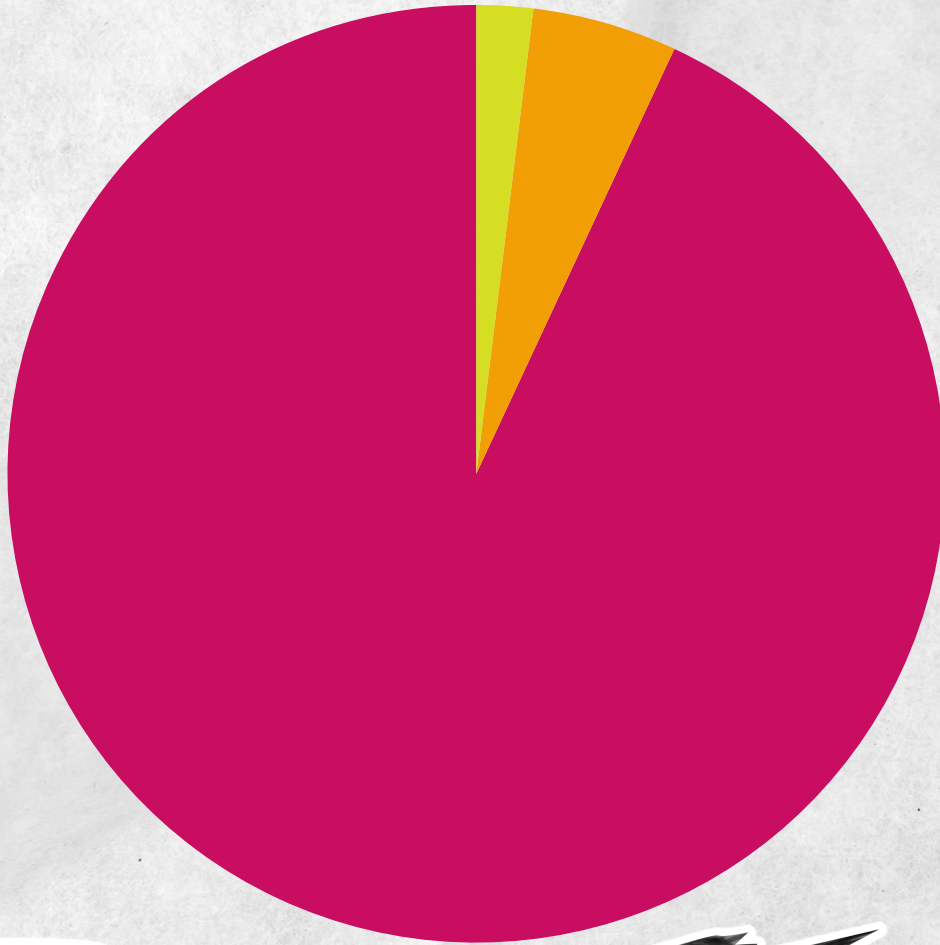
For the year ended 30 June 2025

INCOME	2025 (Rupees)	2024 (Rupees)
Project support from Various Agencies ⁽¹⁾	3,471,635,784	2,944,121,851
National Fundraising and Others ⁽²⁾	84,339,831	66,241,667
Return on Investments	141,914,201	153,854,854
Total Income	<u>3,697,889,816</u>	<u>3,164,218,372</u>
EXPENDITURE		
Global Programme Framework ⁽³⁾		
Species	66,271,201	75,009,132
Freshwater	1,242,252,193	804,799,420
Commodities	1,136,028,329	911,164,662
Energy / Carbon	1,901,659	137,792
Places	18,446,533	13,802,224
Others	533,811,933	680,247,924
Non Global Programme Framework ⁽⁴⁾		
Conservation, Information, Education and Public Policy	221,618,631	253,290,023
Fundraising	60,659,022	45,915,579
Administration	122,384,792	116,609,157
Depreciation	118,572,085	86,133,577
TOTAL EXPENDITURE	<u>3,521,946,378</u>	<u>2,987,109,490</u>
SURPLUS FOR THE YEAR	<u>175,943,438</u>	<u>177,108,882</u>

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, 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 2025



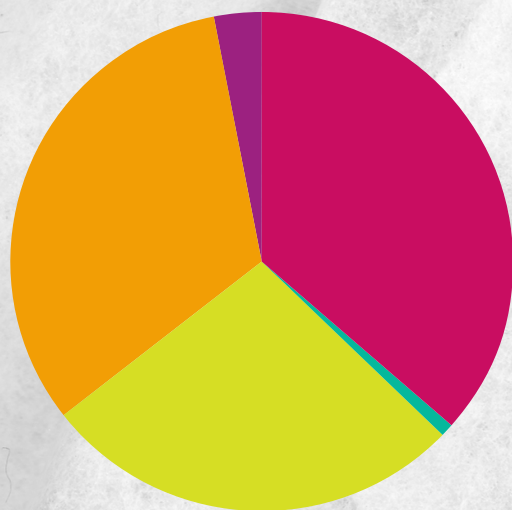

2.3%
NATIONAL FUNDRAISING
AND OTHERS


3.8%
RETURN ON
INVESTMENTS


93.88%
PROJECT SUPPORT
FROM VARIOUS AGENCIES

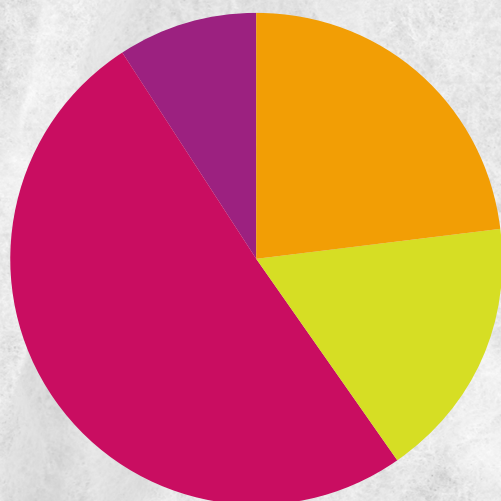
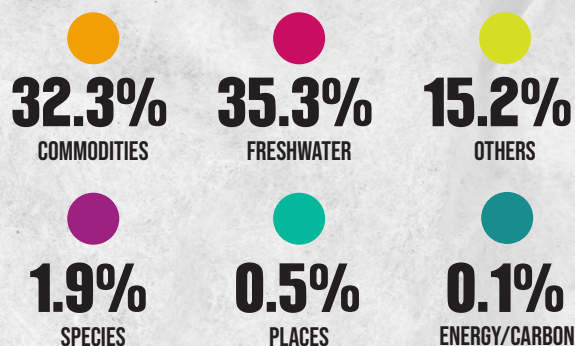


Expenditure for financial year 2025



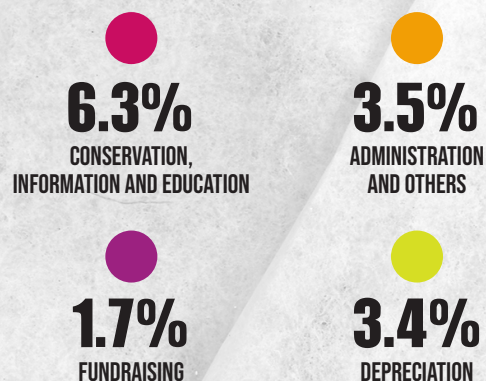
GLOBAL PROGRAMME FRAMEWORK

85.14% of Total Expenses



NON GLOBAL PROGRAMME FRAMEWORK

14.86% of Total Expenses





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

together possible™

panda.org