

1970

WWF-Pakistan came into being in 1970, and has been working to conserve Pakistan's natural resources ever since.

300

The organization works through 27 offices, including five regional offices, and a team of close to 300 dedicated staff members.

WWF-Pakistan has an average annual income of USD 6 Million.

### FUTURE GENERATIONS

Our greatest responsibility is to lead the way in conserving Pakistan's rich natural diversity so that future generations can continue to benefit from them.

### GLOBAL GOALS

WWF-Pakistan carries out conservation work according to six Global Goals which includes wildlife, oceans, freshwater, food, forests and climate and energy.



Why we are here:

To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.

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WWFPAK



WWFPAK



ANNUAL REPORT

PK

2017

Promoting a future in which people live in harmony with nature. Together possible.



Editorial board:

Hammad Naqi Khan  
Rab Nawaz

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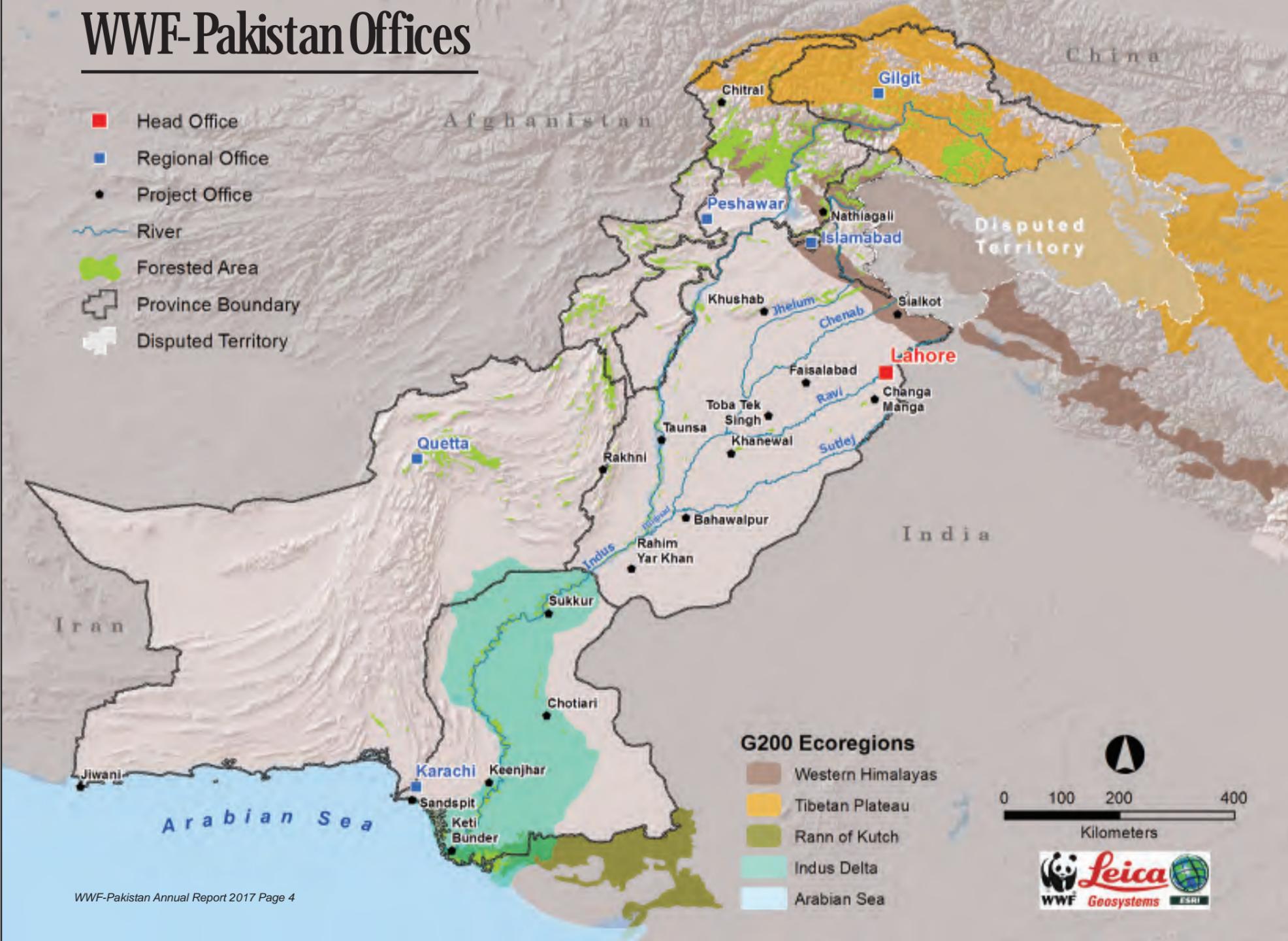


# Contents

Donors	10
WWF-Pakistan's Ongoing Projects	12
Forests	18
Freshwater	22
Food and Markets	28
Pakistan Conservations Highlights	35
Oceans	38
Wildlife	42
Climate and Energy	48
Partnering with the Panda	52
Scientific Committee	58
Corporate Donors	62
Financial Overview	66

# WWF-Pakistan Offices

- Head Office
- Regional Office
- Project Office
- ~ River
- Forested Area
- ⊕ Province Boundary
- ⊕ Disputed Territory



# Who We Are

The natural world gives us clean water, breathable air, food, medicine, energy, and much more. We simply cannot survive without them. However, the global population is using nearly 30 per cent more natural resources than the Earth can replenish and our activities are drastically changing the planet's climate. As a result the life support system is starting to break down. Millions of people are already feeling the consequences and the situation will get worse if we continue the same way.

WWF's mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature, by:

- Conserving the world's biological diversity;
- Ensuring that the use of renewable natural resources is sustainable; and
- Promoting the reduction of pollution and wasteful consumption.

WWF around the world, with a network spanning over 100 countries, focuses all its efforts toward achieving six global goals so that the world's most important fisheries and ocean ecosystems are productive and resilient, and improve livelihoods and biodiversity; that the most iconic and endangered species are secured and recovering in the wild; that the integrity of our most important forests, including their benefits to human wellbeing, is enhanced and maintained; that freshwater ecosystems and flow regimes provide water for people and nature; that a global shift toward a low carbon and climate resilient future is achieved; and that sustainable food systems conserve nature and maintain food security.

But one organization alone can't affect the change needed. Therefore, globally and locally WWF works with numerous stakeholders including local communities and multinational corporations, governments and NGOs, finance institutions and development agencies, and consumers and researchers. By partnering with others, WWF can have greater influence, introduce new approaches and scale up solutions, catalyzing transformational change at a global scale.

Since it was established in Switzerland in 1960, and in 1971 in Pakistan, WWF's greatest responsibility has been to lead the way in conserving our rich natural diversity so that future generations can continue to benefit from them. This report is a glimpse of what we have achieved in the last one year.



# A MESSAGE FROM PRESIDENT, WWF-PAKISTAN



## Joining Hands for Our Planet's Future

According to scientists and wildlife biologists, in recent years we are faced with what can only be termed as a *biological annihilation* of wildlife. A study published recently by the United Nations Environment Programme shows that exceptional biodiversity in Asia continues to decline due to combinations of human-induced factors. Asia continues to experience deforestation and forest degradation, and marine ecosystems which are vulnerable to growth in commercial and artisanal fisheries. Moreover, the negative impacts of climate change on species and ecosystems are exacerbating the effects of other pressures on Asia's biodiversity.

It prides me to say that along with increased urban economic development in our country, we have also managed to plant many major seedlings of growth towards conserving, not only important endangered species in our country, but have also moved steps closer towards tackling one of the main subsisting dangers to its species; that of climate change. With rescuing the endangered Indus River dolphins, freshwater turtles and mangrove plantations, to the government passing the Climate Change Act 2017 and Sindh and Balochistan provinces enacting legislation to conserve threatened endangered species, we have achieved a significant part of our goal.

Pakistan signed and ratified the United Nations Framework Convention on Climate Change and the enactment of the Climate Change Act of 2017 has perhaps reserved the foundation for development and increased efforts towards curbing the adverse impacts of extreme weather conditions on Pakistan's wildlife. This legislation is proof of our country's commitment towards conservation of all our biological resources while modernizing and developing our country.

Like every year it has been an absolute pleasure to work with the most devoted of teams I have encountered, ranging from researchers so knowledgeable in their fields of expertise, to scientists with the talent to turn ideas into reality. I must specifically applaud the endless efforts of Hammad Naqi Khan towards working tirelessly to achieve our organization's goals.

All these achievements and more during this year stand as evidence of the fact that WWF forms a vital part of development of the Earth and its surroundings. Our organization is living and breathing proof of the efforts and contribution that people can give towards preserving God's gift of nature to mankind. We must continue to promote efforts of this kind and join hands in conserving what inherently has helped us survive throughout the years.

Ahmer Bilal Soofi,  
President, WWF-Pakistan

# A MESSAGE FROM DIRECTOR GENERAL, WWF-PAKISTAN



## Turning Challenges into Opportunities

With over forty years of WWF's presence in Pakistan, I am proud to say that our work has led to some concrete conservation successes in protecting nature in the country. This year as well we continued to push forward against all odds. From counting Indus River dolphins to working with the Khyber Pakhtunkhwa government to monitor the billion tree plantations and helping companies achieve massive carbon emission reduction in their operations, this year was full of exciting developments. Also recognizing this time as a critical turning point, our new initiatives and partnerships, particularly with government departments, were proof that together it is possible to save our planet.

Through these partnerships, we worked with the public and private sector, building their capacity to find solutions to address pressing environmental issues. This also involves helping stakeholders from communities, relevant industries, and regulatory agencies to the government to take ownership of these initiatives, ensuring that our projects continue to benefit all stakeholders even after project cycles have ended. It was encouraging to see government agencies engage with us on the pressing issue of illegal wildlife trade, taking part in WWF-Pakistan trainings on various aspects of this trade. For the first time, we also reached out to the entire supply chain in our cotton programme, an example we are eager to replicate for other commodities.

Pakistan has entered a regional collaboration with its neighbour through the China-Pakistan Economic Corridor (CPEC) to implement a series of infrastructure development projects. While I am optimistic that these projects will provide services and facilities to our country's people, I am also deeply concerned. The planned infrastructure cuts across numerous ecologically important areas and will no doubt impact the surrounding environment. We must therefore turn this challenge into an opportunity by getting a strong commitment from the government to minimize its impacts and provide support where possible.

In the face of other similar challenges, our commitment to our goal of betterment of people and nature remains strong. WWF-Pakistan for forty years has provided tools, solutions and advocacy to achieve this goal. With a clear understanding of our challenges and an awareness of the organization's strength, I am confident that the coming year will bring more conservation successes for us and for our beautiful country.

Hammad Naqi Khan,  
Director General, WWF-Pakistan

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## July 2016 - June 2017

---

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Hammad Naqi Khan  
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# DONORS

## WWF Network

WWF-Austria  
WWF-Germany  
WWF International  
WWF-Netherlands  
WWF-Sweden  
WWF-Switzerland  
WWF-US

## Government and Aid Agencies

Government of Khyber Pakhtunkhwa  
Government of Pakistan  
European Commission (EC)  
Swedish International Development Cooperation Agency (SIDA)  
Nordic Development Fund (NDF)  
United States Agency for International Development (USAID)

## International Organizations and Financial Institutions

The World Bank  
Better Cotton Initiative (BCI) - Growth and Innovation Fund (GIF)  
United Nations Food and Agriculture Organization (FAO)  
Royal Society for the Protection of Birds (RSPB)  
International Centre for Integrated Mountain Development (ICIMOD)  
International Whaling Commission (IWC)

## Corporate Sector

Coca-Cola Beverages Pakistan Limited  
Nestlé Pakistan  
IKEA  
Levi Strauss & Co.  
Tetra Pak Pakistan Limited  
Sui Southern Gas Company Limited (SSGS)  
Sui Northern Gas Pipeline Limited (SNGPL)  
Development Alternatives Incorporated (DAI) Pakistan Private Limited

## Trusts, Foundations and Others

C&A Foundation  
Disney Conservation Fund  
Engro Foundation  
International Association of Bear Research and Management (IBA)  
Marine Conservation Action Fund (MCAF)  
Prince Bernhard Nature Fund  
The Asia Foundation  
The Coca-Cola Foundation  
The Hawk Conservancy Trust



WWF-Pakistan appreciates the support of a multitude of donors, partners, and stakeholders towards realizing on-ground conservation and sustainable development impacts. A greener Pakistan, together possible!

Mehreen Shahzad,  
Manager, Programme Development

# WWF-Pakistan's Ongoing Projects

No.	Project Title	Donor
<b>FORESTS</b>		
1	Improving Sub-watershed Management and Environmental Awareness around Ayubia National Park (G200 - Western Himalayas) – Phase VIII	The Coca-Cola Foundation
2	Third Party Monitoring of Billion Tree Tsunami Afforestation - Phase II	Government of Khyber Paktunkhwa
3	Forest Fire Control	Government of Pakistan
4	REDD+ Readiness Preparation Grant	Government of Pakistan
<b>FRESHWATER</b>		
5	Raising Awareness and Capacity of Civil Society on Transboundary Water Governance in Pakistan and India	The Asia Foundation
6	Installation of Drinking Water Facilities in the City of Lahore for Local Communities	Coca-Cola Beverages Pakistan Limited
7	Alliance for Water Stewardship Standards	Nestlé Pakistan
8	International Labour and Environmental Standards Application in Pakistan's SMEs	European Commission
9	Basin Assessment Scenario Intervention Tool (BASIT)	Levi Strauss & Co. through WWF- US

10 Water Stewardship in Pakistan WWF-US

## FOOD AND MARKETS

11	Better Cotton Development projects	Growth and Innovation Fund
12	Pakistan Sustainable Cotton Initiative - V (PSCI - V)	IKEA through WWF-Sweden
13	Promotion of Water Stewardship in Cotton Growing Areas of Punjab, Pakistan	IKEA through WWF-Sweden
14	Exploring Possibilities of Organic Seed Cotton Production in Pakistan - II	C&A Foundation

## WILDLIFE

15	<i>Gyps</i> Vulture Restoration Project	The Hawk Conservancy Trust
16	Conserving the Critically Endangered <i>Gyps</i> Vulture through Effective Habitat Protection and Community Based Livestock Management	Prince Bernhard Nature Fund
17	Asia High Mountain Project: Community Based Conservation of Snow Leopard and Improved Watershed Management	USAID through WWF-US
18	Combating Illegal Wildlife Trade by Establishing a National Monitoring Network that Benefits Local Communities and the Environment	USAID Small Grants and Ambassador's Fund Program (NRSP-SGAFP)
19	Conservation of Asiatic Black Bear Population in Mansehra	International Association for Bear Research and Management (IBA)

## OCEANS

20	Promoting Sustainable Tuna Fisheries in the Indian Ocean	WWF International
21	Socio-economic Impact Evaluation for Indian Ocean Tuna Fishery Improvement Projects and Marine Stewardship Council	WWF-Austria
22	Areas Beyond National Jurisdiction: By-catch in Indian Ocean	UN's Food and Agriculture Organization and Global Environment Facility through WWF-US
23	Pakistan Yellowfin Tuna Fisheries Improvement Project against Marine Stewardship Council Standards	WWF-Netherlands
24	Pakistan Yellowfin Tuna	WWF-US
25	Sustainable Fisheries Entrepreneurship	Engro Foundation
26	Supporting the Sustainability of Small-Scale Fisheries	WWF-Germany
27	Reducing Shark/Ray Mortality in Pakistan	WWF-US
28	Capacity Building of Law Enforcing Agencies to Deter Illegal Wildlife Trade of Sharks and Rays in Pakistan	WWF-Germany

## CLIMATE AND ENERGY

29	Agricultural Water, Energy and Hazard Management in the Upper Indus Basin for Improved Livelihood	International Centre for Integrated Mountain Development (ICIMOD)
30	Rural Livelihoods and Climate Change Adaptation in the Himalayas	International Centre for Integrated Mountain Development (ICIMOD)
31	Study on Carbon Emission for the Selected BRT Line and Potential for Clean Development Mechanism	United Nations Development Programme (UNDP)
32	Indus Eco-region Community Livelihoods Project	The World Bank
33	Introducing Renewable Energy Solutions to Enhance Energy Security and Build Climate in Karachi, Sindh Pakistan	Nordic Development Fund

## OTHERS

34	Study to Determine the Percentage of Used Beverage Cartons in Mixed Paper Streams in Pakistan	Tetra Pak Pakistan Limited
35	Conducting Training on Carbon Sequestration	Ministry of Climate Change, Government of Pakistan



Regarding deforestation, Pakistan is ranked as fifth among Asian countries for the past 25 years. However, through our strong knowledge base and expertise, developed over decades of experience, and with the right commitment we can reverse these trends.

Kamran Hussain,  
Focal Person - Forests

# Forests



WWF-Pakistan's initiative in  
Ayubia replenishes  
**215 million litres**  
of water every year.

## Protecting Our Watershed in Ayubia

Ayubia National Park, part of the Western Himalayan Ecoregion, is one of 200 WWF designated ecoregions of global significance. From the common leopard to red fox and the rare woolly flying squirrel, the park is home to extraordinary biodiversity. Over 200 species of birds are found in the park, which is classified as an Endemic Birds Area (EBA) of the world identified by BirdLife International.

The Western Himalayas Ecoregion is also the catchment area of the Indus River, which provides 70 to 80 per cent water from the melting of snow and glaciers. Soil erosion in this area is high, and watershed management is critical for the conservation of this ecoregion. To address these issues, WWF-Pakistan initiated a project in 2008 to introduce suitable land use management practices to improve quality and quantity of freshwater. The project has so far replenished 215.06 million litres of water per annum into the hydrological system of the region.

Over the years, the project has made substantial achievements towards sustainable natural resource management in and around Ayubia National Park (ANP). An important component of the project is community engagement, through community based organizations (CBOs) for men and women. These CBOs are actively involved in the project and have developed linkages with the government and other stakeholders. They have played an instrumental role in conflict resolution among the local communities and the Khyber Pakhtunkhwa Forest, Environment and Wildlife (KP FEW) Department.

The project also has a strong focus on educating youth of the area about the importance of the natural world around them and trains students to become custodians of the park's natural heritage. The team engages with teachers and students in over 80 schools, through 55 nature clubs. For five years now, the students of ANP have volunteered as eco-guards and are trained to sensitize tourists about keeping the park clean. These students also participate in the project's other environmental awareness campaigns.

Previously, communities were aggressively cutting trees to meet their needs for firewood, which led to a significant loss of forested area. This not only increased soil erosion, which resulted in flash floods and landslides, but was also threatened the survival of wildlife. Through various initiatives, the project team completed block plantations in an area of over 140 hectares from the start of the project, built two enclosures through fencing of over 50 hectares for natural regeneration, and planted about 30,000 plants on agricultural land. Eight local women farmers were also supported to start nurseries to provide saplings for afforestation. These nurseries also contribute additional income to their households.

Predominantly, communities exploit natural resources to meet their daily needs in the absence of basic amenities. Initiatives that uplift the communities not only improve their socio-economic situation but also develop a bond of trust. The project has installed one large and 70 small and medium scale water filtration units, 93 solar water heaters in public places (mostly schools and mosques), provided 18 roof or wall insulations and 560 fuel efficient stoves to communities. Over 85 rooftop rainwater harvesting schemes have been established (with 40 improved ones), and 29 water springs were protected and cleaned. The introduction of alternative livelihood options, through vocational trainings, means that locals are now less likely to damage the environment to meet their fuel needs.

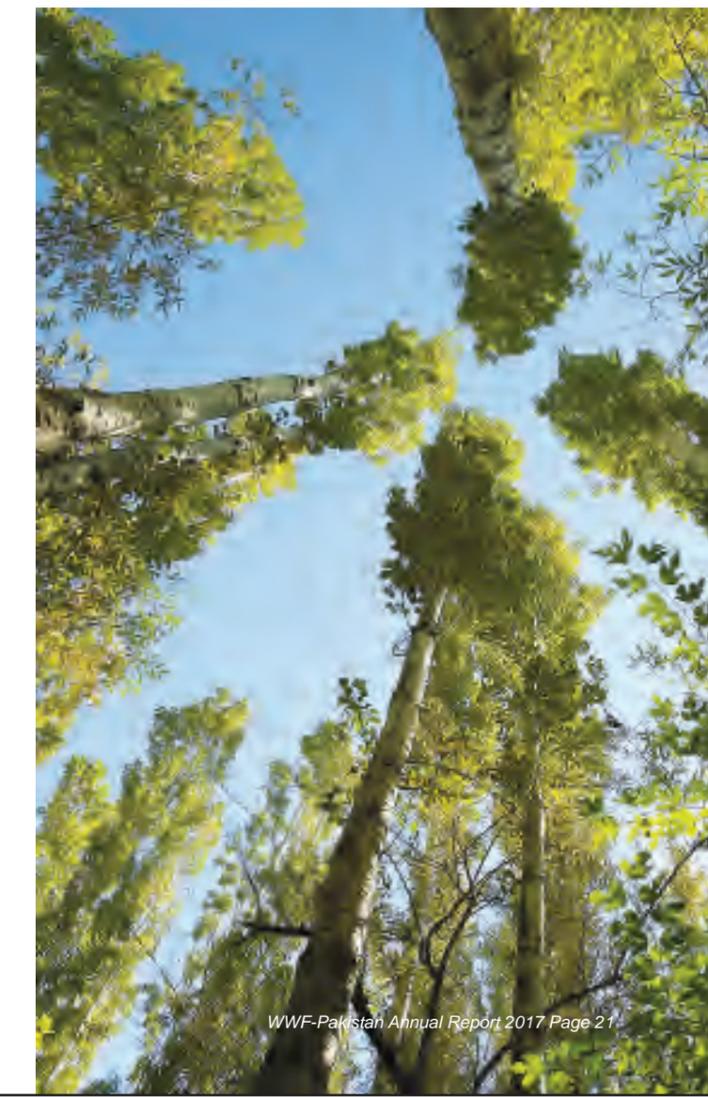
## Contributing to Global Initiatives

Forests are carbon sinks and are rapidly disappearing across Pakistan's landscapes. Reducing Emissions from Deforestation and Forest Degradation (REDD) incentivises a break from historic trends of increasing deforestation rates and greenhouse gases emissions. It is a framework through which developing countries are rewarded financially for any emissions reductions achieved associated with a decrease in the conversion of forests to alternate land uses.

Following the completion of the first round of consultation meetings at the federal and respective provincial forest departments and with other stakeholders for the national definition of forest the process of formal definition of a forest and its endorsement was initiated. A decision was made through consensus; the formal definition of a minimum forest areas is: "0.5 hectares with minimum crown cover (density) of 10 per cent and minimum tree height of 2 m, including irrigated and non-irrigated block plantations and linear plantations."

Significant progress has been made on data collection and processing including review of the existing data sets; past trends in gross deforestation/forestation and forest degradation; carbon stock enhancement from historic activity data and carbon removals; design of operationalized system for forest land assessment; methodology development to adjust FREL/FRL according to national circumstances; methodology development regarding boundary demarcation of forests and pilot forest land zoning system; satellite data acquisition for the years 1996, 2000, 2004, 2008, 2012, and 2016; pre-processing and initial screening of imagery, and development of wall-to-wall LULUC map of Pakistan through point data interpretation.

In Ayubia National Park, WWF-Pakistan  
engages with teachers and  
students in over  
**80 schools,**  
through **55 nature clubs**





Freshwater challenges are increasing the world over, with water becoming an increasingly scarce commodity in the country. WWF-Pakistan's work revolves around protecting freshwater ecosystems to sustain their services for nature and people.

Sohail Ali Naqvi,  
Focal Person - Freshwater

# Freshwater



WWF-Pakistan's project aims to enhance the capacity of **textile and leather sector SMEs** to adopt smart environmental management practices (SEMPs) to **reduce water and energy use** as well as **hazardous chemicals**.

## Working with Water and Energy Intensive Industries

The textile and leather sectors of Pakistan are key drivers of the country's economy; but they are also two of the most water and energy intensive as well as highly polluting sectors. Keeping in perspective the current state of social and environmental factors, WWF-Pakistan is implementing this project in order to introduce international labour and environmental standards and improve the competitiveness of the industrial sector. The partnership with the International Labour Organization, under the project International Labour and Environmental Standards (ILES) Application in Pakistan's SMEs funded by the European Commission, is also strengthening the capacity of the public sector to implement multilateral environmental agreements (MEAs) and national environmental laws and standards in the country. Compliance with environmental standards promotes enterprise efficiency, supports competitiveness in international trade and protects workers and consumers' health and safety, which will eventually support Pakistan's integration into the global and regional economy.

Considering the alarming levels of pollution discharged from industries, the project focuses on improved sustainability of production and consumption practices, particularly in water use and management in water intensive SMEs. The project enhances the capacity of the textile and leather sector SMEs to adopt smart environmental management practices (SEMPs) to reduce water and energy use as well as hazardous chemicals, in addition to addressing other relevant environmental issues such as

air and noise pollution, and solid waste management. It targets federal and provincial institutions to build and strengthen capacity to enforce and monitor obligations and standards under relevant MEAs and national environmental standards regarding water, energy and chemical use.

A provincial inception workshop was organized in Lahore during the reporting period to mobilize stakeholders. Meetings were also held with other stakeholders such as All Pakistan Textiles Manufacturing Association (APTMA), Pakistan Tanner Export Association (PTEA), Pakistan Readymade Garment Exporters Association (PRGMEA), Pakistan Tanners Association (PTA), Sialkot Tannery Zone (STZ), and Chambers of Commerce. Technical consultant Cleaner Production Institute was also taken on board to initiate on-ground performance analysis surveys, which will help collect baseline environmental conditions as well as identify cost-effective solutions for improved environmental compliance.

## Basin Assessment Scenario Intervention Tool (BASIT)

WWF-Pakistan initiated this project in January 2017 in collaboration with WWF-US, Levi Strauss and Company (LS&Co.), Arizona State University (AZU) and Earth Genome. The project is developing a geo-spatial decision support tool to understand the current and projected health of the Ravi River watershed.

The project is establishing a hydrological modeling foundation to develop science and context-based goals, while identifying and prioritizing a minimum of two potential policy intervention options aimed at improving watershed health for all stakeholders. The foundation for these targets is a set of scientifically rigorous, data-driven estimates of basin scale supply and demand as well as quantified aquifer recharge coming from Ravi River and irrigation canals. WWF-Pakistan has been involved in stakeholder mapping and data collection for the proposed tool whereas AZU and Earth Genome are utilizing their expertise in constructing the hydrological model for the river.

Numerous meetings were conducted with stakeholders to discuss the project and inform them about the development of this tool. WWF-Pakistan will work with the same stakeholders for a test run of this tool, BASIT V1, and their feedback will be recorded for further improvements. Data collection was also initiated from different government departments such as Water and Sanitation Agency (WASA), Irrigation Department, and the Geological Survey of Pakistan. The data was shared with AZU. Hydrological modeling of Lahore's groundwater is now being carried out by Earth Genome and AZU based on this data and first version will be available to use by December 2017.

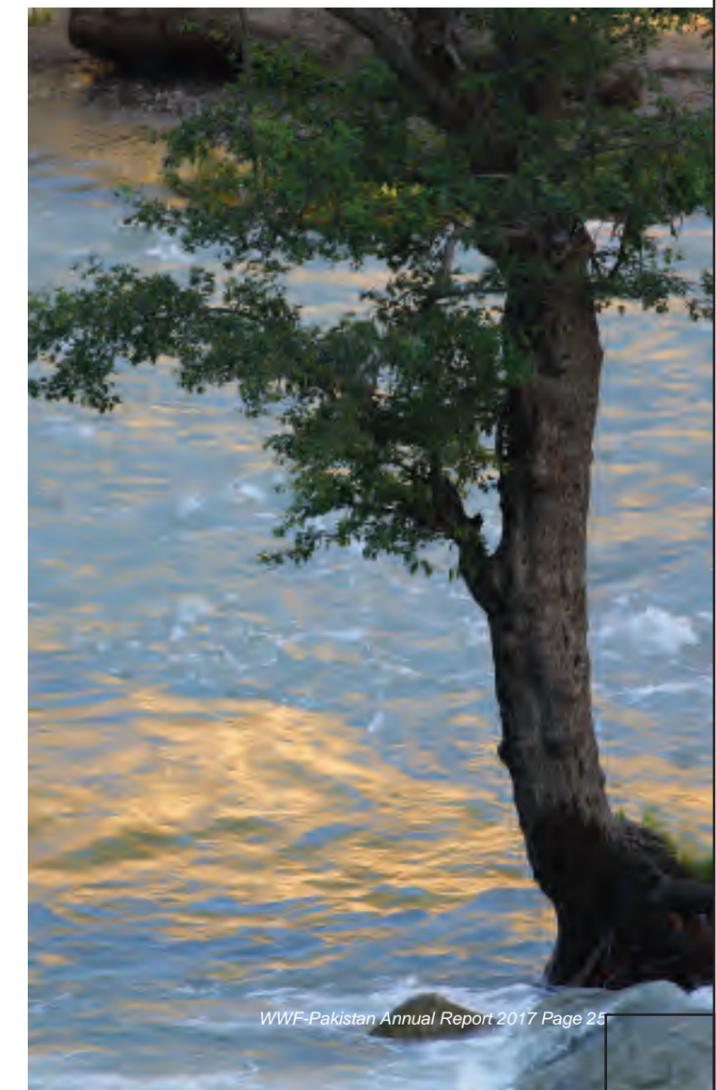
## Collaborating on Transboundary Water Governance in India and Pakistan

WWF-Pakistan is highlighting the alarming issues of transboundary water governance in the region. It initiated the first round of debates in a provincial workshop in February 2017 during a two-day event, which brought together a diverse mix of relevant stakeholders from across the government, civil society organizations, researchers and academia to identify issues posing probable threats to the already diminutive and depleting water supplies given the rising water demands in the region.

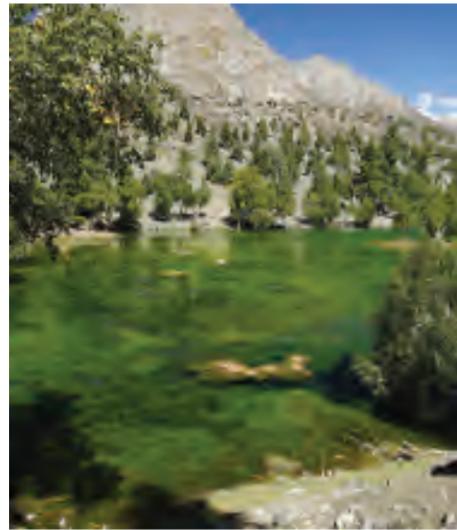
A case study was also developed on River Ravi (Madhopur to Lahore) and discussed as an example of a transboundary water resource and the key challenges of its deteriorating quality and quantity. The study identifies impacts on the agriculture sector, as well as urban, suburban and rural communities. Building upon the provincial dialogue and revolving primarily around the varying geo-political scenarios, socioeconomic challenges and exacerbating climatic changes, a national workshop was organized in May 2017 centred on sectoral perceptions, interventions and responses with regards to:

- Impact at large on the Indus Basin utilization;

WWF-Pakistan is highlighting the **alarming issues** of transboundary **water governance** in the region.



Approximately  
**10 to 20 per cent**  
 reduction in the outbreak of  
**waterborne diseases**  
 was achieved in communities where  
**filtration plants**  
 were installed.



- Extent to which the current water policies align with international transboundary water laws ratified by Pakistan; and
- Factors underpinning improvements in the current water situation.

### Developing an Alliance for Water Stewardship

Alliance for Water Stewardship is a global membership-based collaboration, which unites organizations to lead a global network that promotes responsible use of freshwater that is socially and economically beneficial and environmentally sustainable. This is achieved through a global water stewardship system, centered on the International Water Stewardship Standard (the AWS Standard), that drives, recognizes and rewards good water stewardship performance.

WWF-Pakistan is an implementing partner of AWS. This year, a three-day Alliance for Water Stewardship (AWS) training session was organized in February 2017. Adrian Sym, Executive Director, AWS, gave an overview of the standards from conception to implementation and also conducted a training session for local practitioners and auditors in better water management based on a social, economic and environmental rationale of the debate.

To further the efforts of building a strong AWS network, WWF-Pakistan, in collaboration with AWS, laid foundations of the Pakistan Water Stewardship Network (PWSN). The network intends to club together a group of AWS practitioners, implementers and trainers under one platform, in order for them to share their knowledge and best practices on water stewardship, in general, and AWS standards, in particular. The network also intends to host frequent meeting sessions to discuss its progress. This network will eventually become part of a larger Asia Pacific Water Stewardship Network, which involves countries like China, India, and Australia.

In addition, the external audit of Nestlé Pakistan's Sheikhpura plant, the first site in Pakistan in which AWS has been implemented, took place. Moving forward, WWF-Pakistan will initiate the AWS implementation process for Nestlé Pakistan's Islamabad site.

### Increasing Access to Safe Drinking Water in Lahore

Increasing the Access and Supply of Safe Drinking Water in Lahore, Pakistan project, a joint venture of WWF-Pakistan and Coca-Cola Beverages Pakistan Limited (CCBPL), was started with an aim to provide safe drinking water to under-privileged communities of Lahore, through the installation of water filtration plants.

WWF-Pakistan installed 15 water filtration plants in selected communities of Lahore, followed by capacity building and cultivating ownership in the community for long-term sustainability of the plants. According to follow-up surveys, a 10 to 20 per cent reduction in the outbreak of waterborne diseases was achieved in many communities. In addition, awareness campaigns on water conservation were carried out in target communities; the exit strategy of the project includes a year-long extension of operations. The maintenance cost of the plants are being borne by the donor, as well as the outsourcing plants which have sustainability risks.

The project provided access to safe drinking water to 135,000 individuals through the 2,000 litres/hour water plants and build capacity while also creating community ownership for improved management and sustainability of water supply interventions.

### Facilitating Water Efficiency of the Private Sector

WWF-Pakistan collaborated with Levi Strauss & Company (LS&Co.) to increase private sector adoption of water stewardship. This project focused on increasing the awareness of five selected vendors of LS & Co. in Lahore on water risks in the Indus Basin, improving capacity to implement water stewardship within their fence line and encouraging them to join the city-wide partnership on sustainable water use and water stewardship in Lahore.

The one-year project, which concluded in May 2017, included conducting a water risk assessment of each of the five selected vendors, development of customized reports for risk mitigation and three workshops on problem synthesis, lesson sharing and collective action. The project encouraged LS&Co. vendors to move beyond their fence line and involve in initiatives which are addressing the issues on a basin level.

### Managing Water in the Cotton Sector

Known as a dirty crop, cotton requires intensive water input to grow. WWF-Pakistan has worked with cotton farmers for over a decade to ensure that better water management practices are widely adopted in Pakistan's cotton growing areas.

The project Promotion of Water Management at Irrigation Source Level in Cotton Growing Areas of Punjab, Pakistan aims to improve water management in agriculture and consequently enhance water use efficiency by reducing conveyance, distribution, application and finally crop management losses to maintain water security, strengthen water management, mitigate water scarcity, and enhance water productivity. The project is being implemented in Bahawalpur covering an area of 9,000 hectares and engaging about 3,500 farmers.

This year, 70 Water User Associations were formed in the Bahawalpur irrigation circle. Farmers were organized on the participatory irrigation management approach. A one canal supervisory committee was established for the overall management of canal maintenance and operations. The canal regulation infrastructure was also improved with the collaboration of the Punjab Irrigation Department (PID) and canal level farmers organization.

Due to infrastructure improvement of the canal gate, water equity among the head, middle and tail end reaches of the irrigation canal were improved. About 400 capacity building training sessions for all WUAs were conducted on different topics related to farm stewardship practices. Forty-five watercourses were improved by motivating the WUAs to install concrete water diverting structures.

Access to safe drinking  
 water provided **135,000** individuals  
 with the installation of  
**15 safe drinking water plants** of  
**2,000 litres/hour.**





Unsustainable production of food, its processing and consumption as well as waste generated from food and food loss are threats to ecosystems. We need to act proactively for sustainable food production with less food waste and loss. With credible, sustainable standards along with responsible supply chains we can preserve natural resources.

Arif Hamid Makhdum,  
Focal Person - Food

## Food and Markets



During the last cotton season, participating farmers used **12.7 per cent** less irrigation water, **15.1 per cent** less chemical fertilizers and **21.5 per cent** less synthetic pesticides as compared to control farmers.

### Supporting Farmers to Grow Better Cotton

The Better Cotton Farmers Support Programme addresses environmental and social challenges associated with cotton production, with the goal to help shift the industry towards a more sustainable future. WWF-Pakistan works with farmers to help them comply with Better Cotton production principles, the criteria to improve sustainability of cotton production, resulting in substantial benefits for people, the environment and the cotton sector. The Better Cotton Farmers Support Programme is being implemented in Sahiwal, Khanewal, Jhang, Muzaffargarh, Rahim Yar Khan, Ghotki, Sukkur, Khairpur and Noshehro Feroz districts. The programme addresses the most pressing sustainability issues in cotton farming such as pesticide use, water efficiency and working conditions including child labour, gender inequities in wages and poverty.

During the last cotton season, participating farmers used 12.7 per cent less irrigation water, 15.1 per cent less chemical fertilizers and 21.5 per cent less synthetic pesticides as compared to control farmers. Overall Better Cotton farmers generated 18.5 per cent more net income as compared to control farmers. For next year, WWF-Pakistan is working with more than 110,000 small and medium farmers over an area of more than 350,000 hectares of cotton.

About 40 Producer Units were established to train farmers on the Better Cotton Standard System and about 200,000 metric tons of Better Cotton lint is expected to be produced in this cotton season.

Going a step further during this cotton season, WWF-Pakistan engaged government Agriculture Extension departments of Punjab and Sindh as local partners in Khanewal, Rahim Yar Khan and Sukkur districts.

### Promoting Sustainable Cotton Production in Pakistan

To promote better production and responsible sourcing of raw materials, WWF-Pakistan is making efforts to redirect financial flows to support conservation and sustainable ecosystem management. In 2005, WWF-Pakistan and IKEA initiated the Pakistan Sustainable Cotton Initiative, which is now in its fifth phase. The project aims to strengthen public sector institutions to implement the Better Cotton Standard System (BCSS) and build the capacity of cotton farmers as well as rural women for the uptake of the BCSS to create a sustainable mechanism for sourcing of Better Cotton from the cotton fields. The project is implemented in Bahawalpur, Lodhran and Multan districts. In order to facilitate better and sustainable mechanism of responsible cotton sourcing from the field during this year's cotton season the government Agriculture Extension Department of Punjab is working as a local partner in Bahawalpur district.

During the last cotton season, better crop management decisions helped farmers grow Better Cotton to achieve 20 per cent reduction in pesticides use, 17 per cent reduction in water, 21 per cent reduction in fertilizers and 13 per cent increase in yield. More than 49 per cent of Better Cotton was procured by suppliers of international brands. During this cotton seasons, WWF-Pakistan is building the capacity of over 34,000 cotton growers with more than 125,000 hectares of cotton and more than 130,000 Better Cotton lint is expected to be produced.

### Organic Cotton Cultivation with Small and Marginal Tribal Farmers in Pakistan

WWF-Pakistan endeavours to use the best available scientific information to build concrete conservation solutions by involving local and marginal communities in the execution of field programmes, respecting both cultural and economic needs. Through the combined support of government departments, via their extension service networks, policy support and supply chain actors, and direct co-investments, WWF-Pakistan is creating an enabling ecosystem for the organic cotton market in Pakistan by building capacity of small and marginal tribal farmers in Balochistan in organic cotton production.

During this cotton season, WWF-Pakistan launched the three-year project in Lasbela, Sibi and Barkhan districts of Balochistan. Capacity building sessions for over 2,500 farmers were conducted on organic cotton practices. Under the project, WWF-Pakistan also revised the existing training curriculum on production principles. An activity of training of trainers was organized for 50 farmers.

Farmers are also educated through 100 farmer field schools (FFS) established this year. Twenty women open school (WOS) were also initiated, and 220 women were trained on safe cotton picking practices and pesticide risk reduction. About 40 demonstration plots were set up where farmers applied best practices in organic cotton production.

The project team reached out to policymakers to discuss agriculture related policies in Pakistan. An event was organized with supply chain participants, bringing together all relevant stakeholders as well as members from academia and cotton research institutes.

WWF-Pakistan is building the capacity of over **34,000** cotton growers.

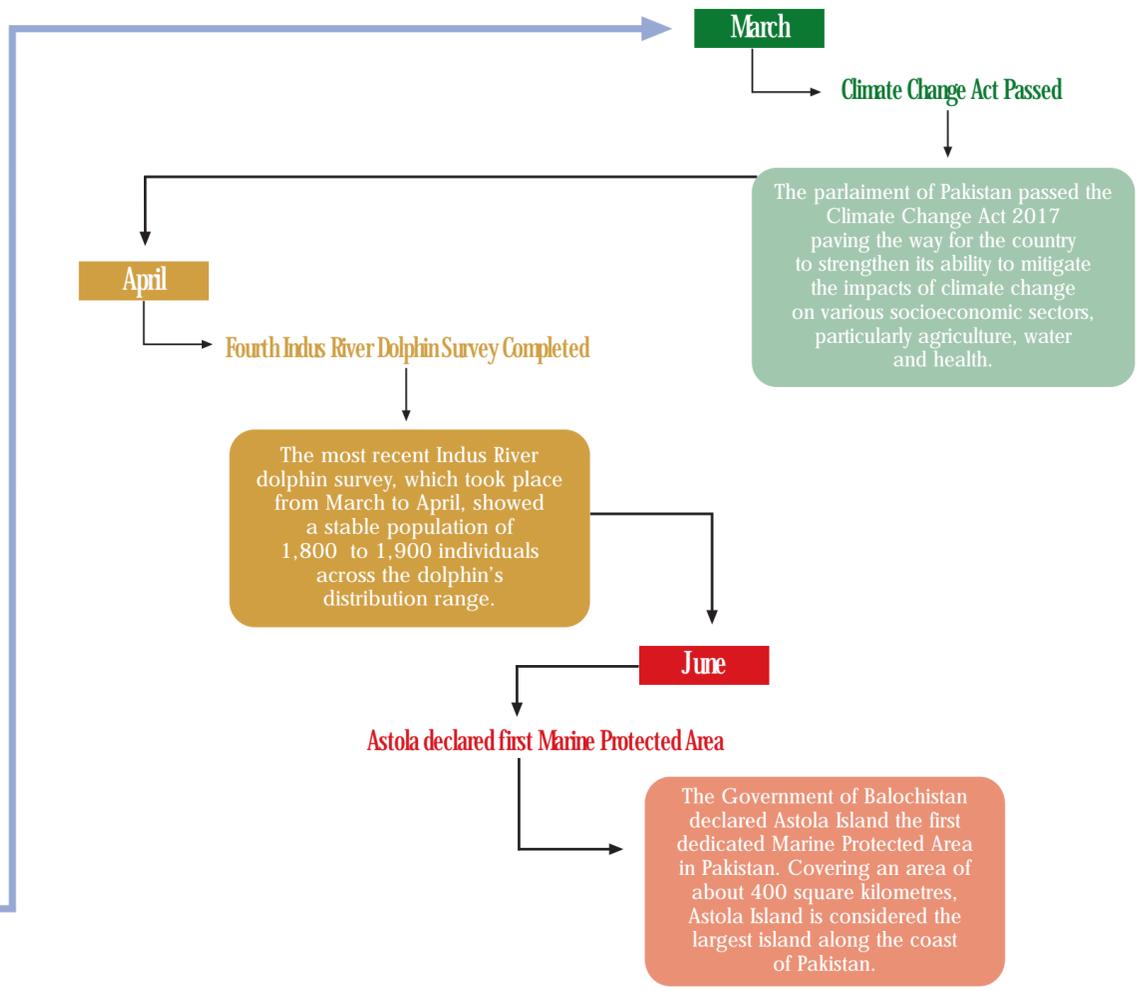
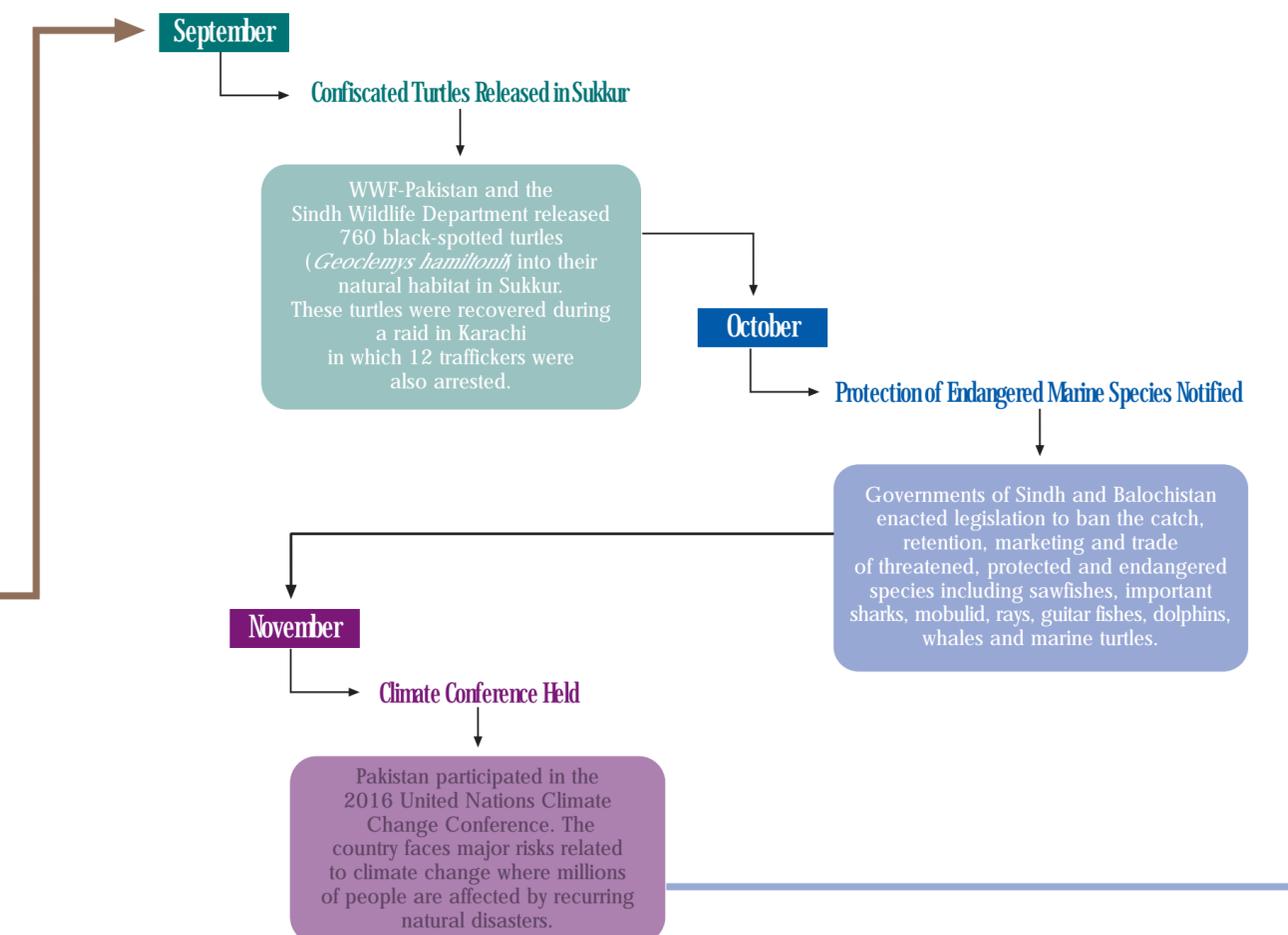
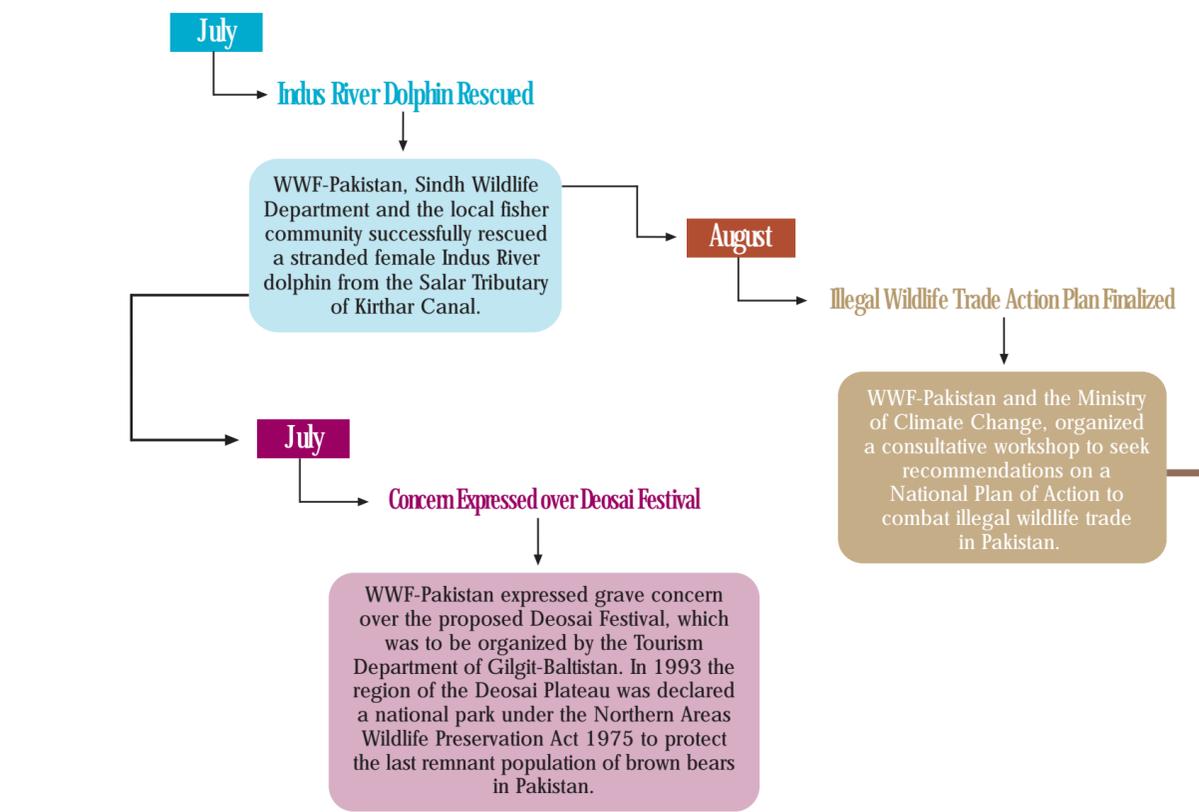








## Pakistan's Conservation Highlights 2016-2017





The Ocean provides and nurtures billions around the world. Today, we are at a point where the Ocean is in peril, requiring critical high level actions for protection, prevention and sustainable use of ocean resources, maintaining ecosystem health, biodiversity and ensuring food security for our future.

Rab Nawaz,  
Senior Director Programmes

# Oceans



In order to strengthen and enhance capacity, fishermen have been equipped with tools including 155 insulated plastic containers, 50 storage bins, 50 boat engine toolkits, and four underwater cameras.

## Unsustainable Tuna Fisheries

Tuna gillnetting is one of the oldest fisheries of Pakistan as well as other countries of the northern Indian Ocean. Historically, fishermen of the area exploited large pelagic resources of the northern Indian Ocean, especially in Pakistan, Iran, Oman, Yemen and Somalia. There are about 2,500 gillnet vessels (300 ranging in size of 10-15 m, and around 200 ranging in size of 15-30 m alone) in Pakistani coastal waters and in areas beyond national jurisdiction respectively. These vessels are engaged in pelagic gillnetting and lengths of nets range from 5 to 14 km depending on their area of operation.

## Collecting Fisheries Data

Currently, there is no government led on-board observer programme in place in any of the regional northern Indian Ocean countries. Data collection, especially species-wise composition, is not adequately recorded and reported from the area. There is also very limited data collection at landing sites and thus data recorded on tuna and tuna-like species is speculated to be under-reported. Discrepancies in tuna catch data of Pakistan have been observed in the recent effort led by WWF-Pakistan with support from the Area Beyond National Jurisdiction (ABNJ) project funded by the Global Environment Facility/Common Oceans and Food and Agriculture Organization. The WWF-Pakistan led programme focuses on a crew-based reporting system in which a skipper or a crew member is trained as an on-board observer to

collect data on tuna and tuna-like species in addition to by-catch species. The observer programme aims to determine catch data, species-wise composition data for target and non-target species and has been successful in delivering estimates based on a 15 per cent coverage of the tuna gillnet fleets operating in Pakistan. The need to initiate a similar programme in other northern Indian Ocean countries cannot be over emphasized.

## Development of National Action Plan to Protect Sharks

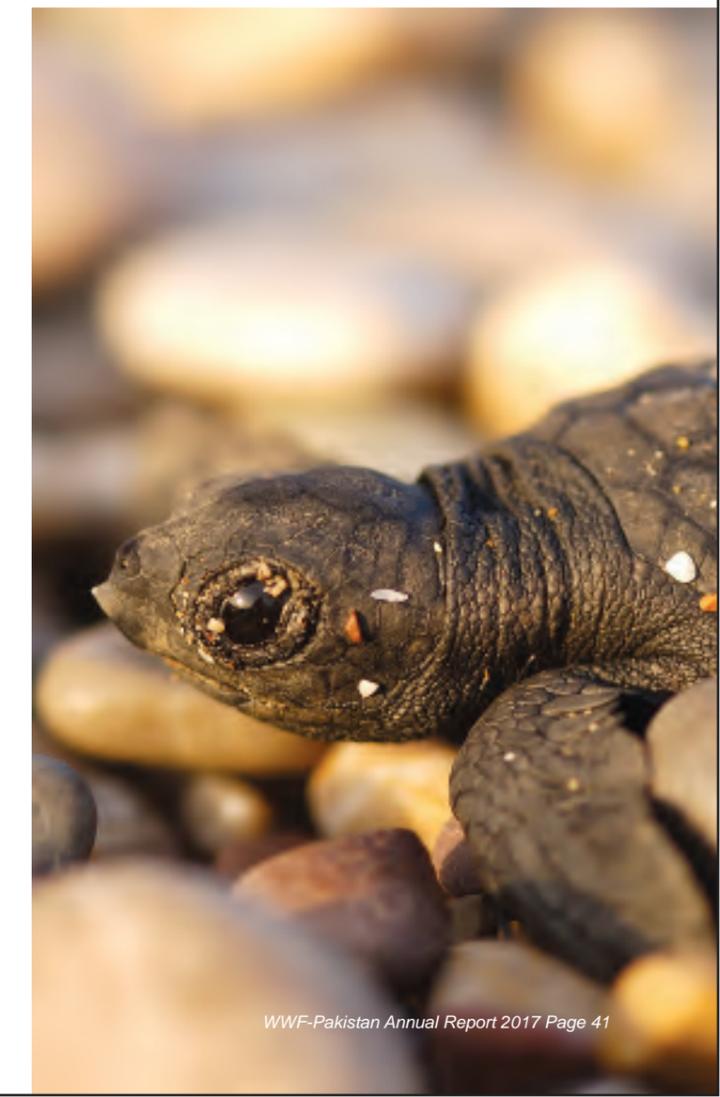
Early indicators of success are the drafting of the first National Plan of Action (NPOA) for sharks, developed through a stakeholder consultation workshop. Provincial governments notified several shark species (such as oceanic white tip, silky sharks, thresher sharks, hammerhead sharks, and manta rays among others) to be banned and provided them with protected status. This has strengthened WWF-Pakistan's resolve to have a shark NPOA at the earliest. Moreover, the government of Pakistan has shown keen interest in adopting the observer model as well as reconciling data recorded in fisheries statistics of Pakistan and data collected by WWF-Pakistan with the aim to eliminate any discrepancies that may exist in reporting to the Indian Ocean Tuna Commission.

## Transboundary Cooperation

WWF-Pakistan intends to build capacity of law enforcement agencies, provincial and federal fisheries departments, in addition to regional governments such as Iran, Sri Lanka, the Maldives, India and Oman and provide them with experiences and workable solutions for improved management through regional workshops. These include replication of the crew-based observer programme, pilot/trials of satellite and electronic monitoring systems, transformation of fishing gears i.e. from gillnets to longline and other alternates. This is urgently required in addition to making use of awareness material for improved data collection with the development of identification guides for tuna and tuna-like species, sharks and rays, sea turtles and billfishes.

These steps will allow improved management and robust controls on fishing operations in the northern Indian Ocean. Relationships between regional countries and WWF-Pakistan have improved over the years and resulted in signed memorandum of understanding (MoU) with the governments of Pakistan, Iran and the Maldives. Since the project inception of the ABNJ tuna project, WWF-Pakistan has matured working relationships with regional countries at the northern Indian Ocean level, whereas at the national level the focus has been on building and developing a robust data collection mechanism based on a participatory and co-management approach.

Crew-based observers have safely released 65 whale sharks, 45 mobulids, 25 sunfish, 9 dolphins, 1 finless porpoise, 5 whales, 22 sea snakes, and thousands of sea turtles so far.



Globally and locally, WWF works to save some of the world's most rare and unique wildlife so that it may continue to thrive. Strong partnership with communities, civil society organizations and the governments, is key to ensuring that we achieve this goal.

Babar Khan,  
Focal Person - Wildlife

# Wildlife



## Saving Pakistan's Gyps Vultures

The oriental white-backed vulture is *critically endangered* in more than 90 per cent of its historic geographic range in Pakistan, India and Nepal for the last three decades. WWF-Pakistan has implemented various initiatives to sustain the vulture's healthy population in the wild and efforts range from lobbying with government to ban diclofenac sodium, a non-steroidal anti-inflammatory drug (NSAID), which causes kidney failure and death in the species, to establishing an *ex-situ* conservation centre in Changa Manga and Vulture Safe Zones for the *in-situ* conservation of remaining wildlife population of the species in Nagar Parkar.

WWF-Pakistan, for the second time in two consecutive years, successfully bred two chicks of the oriental white-backed vultures in the Changa Manga Vulture Conservation Facility. The facility currently houses 19 white-backed vultures; 15 adults, and four juveniles. The juveniles are monitored and cared for by WWF-Pakistan trained staff at the centre.

WWF-Pakistan's *in-situ* conservation work follows a holistic approach which integrates conservation research, advocacy, community empowerment and awareness. WWF, as part of this initiative established a Vulture Safe Zone (VSZ) in 2012 in Nagar Parkar, Tharparkar, Sindh which hosts the last remaining breeding population of *critically endangered* white-backed and long-billed vultures in wild. To make VSZ free of diclofenac sodium and other harmful NSAIDs several initiatives are in place. The team is

working with the Sindh Wildlife Department to promote availability and usage of the alternate drug, meloxicam by lobbying with pharmaceutical companies, veterinarians, relevant government departments and communities.

To curtail any remaining sale of diclofenac and other fatal NSAIDs, on-ground monitoring was carried out and samples of all unsafe NSAIDs including aceclofenac, ketoprofen, and flunixin were collected from local markets. These samples were shared with the Royal Society for Protection of Birds in order to develop a dossier for the government of Pakistan to impose a ban on their manufacturing and usage.

Wild vulture population and livestock assessment studies are also regularly carried out. Recent population assessment survey indicates a stable population of white-backed and long-billed vultures in the area.

WWF also supported the establishment of a community-based organization to strengthen awareness and engagement for the protection of vultures. Other community engagement activities are also regularly carried out such as deworming camps to promote improved livestock husbandry practices improving water supply by digging water wells, support in planting fodder, development of vulture identification cards, organizing vulture watching trips for students, and promoting eco-tourism in the area.

## Counting the Indus River Dolphin

The Indus River dolphin is endemic to the Indus River in Pakistan. Its habitat is reduced to one-fifth of its historical range, primarily due to shortage of water and construction of barrages across the river, leading to habitat fragmentation and degradation. The species is also threatened by strandings in irrigation canals, particularly during the low flow season, and without rescue usually die. WWF-Pakistan is working to conserve the Indus River dolphin for almost two decades now.

The first ever Indus River dolphin survey was carried out in 2001, when only 1,200 were counted. Since then, surveys are conducted every five years to track population trends which are the key indicator to assess the conservation status of the dolphin and to evaluate the health of its habitat in order to adapt WWF's conservation approaches and policies.

The fourth comprehensive Indus River dolphin population survey was conducted from March 2017 to April 2017 covering the the river from Chashma to Sukkur barrages, covering three largest sub-populations of this dolphin. Direct counts suggest an increase in the population of the species with approximately 1,816 to 1,900 individuals in the surveyed section of the river. Direct counts of the three sub-populations surveyed between Chashma and Taunsa barrages were 170 to 180 dolphins, Taunsa and Guddu barrages were 571 to 600 and Guddu and Sukkur barrages were 1,075 to 1,150.

Stranding of dolphins in canals is amongst the key threats which this endangered and endemic species face. WWF-Pakistan has set-up a 24 hour phone helpline to report any incidence of stranded river dolphins to WWF-Pakistan and the Sindh Wildlife Department for timely reporting and rescue. The Indus River is also monitored and inspected for illegal fishing practices, such as fishing by poisoning or illegal net sizes. More than 160 calls about illegal netting and stranded dolphins were received on the helpline last year.

WWF-Pakistan also established a dolphin monitoring network comprised of representatives of the Sindh Wildlife Department (SWD), Sindh Irrigation Department (SID), Sindh Forest Department (SFD), Sindh Fisheries Department (SFD), Sindh Environmental Protection Agency (SEPA) and local community activists to monitor the Indus River as well as adjacent canals and tributaries to rescue stranded dolphins, monitoring of illegal fishing and use of illegal sized nets. The team thus far has conducted about 95 monitoring and awareness raising surveys of the Indus River, adjacent canals and villages during this

## The Changa Manga Vulture Conservation Facility houses

**19 white-backed vultures;**  
**15 adults** and four juveniles.



Recent survey results shows that the

## Indus River dolphin

population has increased to

1,816 individuals from close to

1,500 five years ago.



year. Overall, there is a visible decrease in canal strandings and the mortality rate of Indus River dolphins, which indicates the positive impact of improved surveillance along the river. Further, 12 stranded dolphins were successfully rescued during this year. Trainings on dolphin rescue and safe release were conducted for Sindh Wildlife Department staff including game watchers, game inspectors and game officers.

To gain support from the general public, many environmental awareness activities were organized. Increased dolphin populations created better opportunities for ecotourism and 30 dolphin watching boat safaris were organized. The boat safaris boost the tertiary tourism industry in the region and provide an alternative source of income for the fisher local community.

### Combating Illegal Wildlife Trade

Illegal wildlife trade and crime is estimated to generate US\$20 billion annually, and is one of the largest global illegal activities after drugs, human trafficking and counterfeiting. Pakistan is at high risk with a number of endangered species being targeted for this illicit trade, which has a devastating impact on biodiversity and ecosystems.

Market studies on the assessment of wildlife trade, and their parts and derivatives are instrumental in determining the scale of this trade, species that are commonly traded, and networks through which the trade happens. This comparatively data is deficient in Pakistan and this market assessment was conducted to bridge the information gap.

The study collected baseline information of the illegal wildlife trade market in the country to provide the actual scale of the trade, important areas where it is prevalent. Undercover surveys of animal markets and individual shops which sell wildlife, its parts and derivatives were conducted in 23 selected cities. A total of 288 shops and street vendors in 55 markets were visited during the study and all were found to deal in illegal trade of wildlife species, most of which were protected under the provincial wildlife protection laws and were also listed in the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES) and International Union for Conservation of Nature's Red List of threatened species.

WWF-Pakistan also developed a national plan of action (NPOA), in collaboration with the Ministry of Climate Change, to address key issues and challenges of wildlife trade. A number of consultative workshops were conducted in collaboration with concerned agencies ranging from the Ministry of Climate Change, provincial wildlife departments, Pakistan Customs, relevant NGOs, academia, and judiciary. The objective of these consultations was to adopt a holistic approach and develop a national level strategy to eliminate illegal wildlife trade in the country.

Key components of the NPOA include recommendations to strengthen existing legislations which deal with wildlife crime to eliminate loopholes and impose sufficiently high penalties for wildlife crimes; emphasize enhancing multi-stakeholder coordination and capacities of law enforcement agencies at the provincial, national and regional scale which is critical in curbing wildlife crime in Pakistan; reduce induced mortalities of wildlife by recommending establishment of wildlife rescue and rehabilitation centres, and guidelines to deal with confiscated wildlife.

WWF-Pakistan conducted several trainings for approximately 300 representatives of law enforcement agencies from provincial Wildlife, Forests and Fisheries departments, Pakistan Maritime Security Agency, Pakistan Customs officials and Airport Security Agencies, etc. These events set the grounds for relevant agencies to continue to collaborate in future, which is critical to combat wildlife crimes.

WWF-Pakistan also used a multi-stakeholder approach to raising awareness on the transnational crime. A few targeted events were organized at Taunsa Barrage, a wildlife crime hotspot. In addition,

information desks were established at three airports and a digital media campaign was also carried out, which has resulted in more cases of illegal trade being reported on a regular basis.

### A Regional Collaboration to Save the Ghost of the Mountains

The Asia High Mountain Project (AHMP) is a regional initiative of WWF-US, implemented in Bhutan, India, Nepal, Pakistan, Kyrgyzstan and Mongolia with financial support of USAID. The Pakistan component was built on WWF's long experience of working in the mountain areas of the Karakoram, Hindukush and Himalayas. This region features vast ice fields, which are home to the snow leopard. In Pakistan, the project is being implemented in Hoper Valley, Nagar district, Gilgit-Baltistan; and Rumboor and Laspur valleys, Chitral district, Khyber Pakhtunkhwa.

To assess the population of the snow leopard, a week-long camera trap survey was conducted in different *nullahs* of the project sites. This was the fourth survey since the project started. Camera traps captured images of the snow leopard in Barpu Pasture as well as images of other important wildlife species including the red fox, cape hare and various bird species. Survey teams also collected information about the Siberian ibex, which is a prey species of the snow leopard. It was observed that the population of prey species has increased from a baseline of less than 100 in 2013 to more than 200 in 2016 due to the participatory conservation efforts of WWF-Pakistan, Hoper Conservation and Development Organization and the Central Karakorum National Park.

A week-long livestock vaccination campaign was also conducted in the project site before livestock was moved to high altitude pastures for grazing, which is the snow leopard and its prey's habitat, to minimize the transmission of diseases to wildlife. More than 10,000 heads of livestock including goats, sheep, cows and yaks were vaccinated.

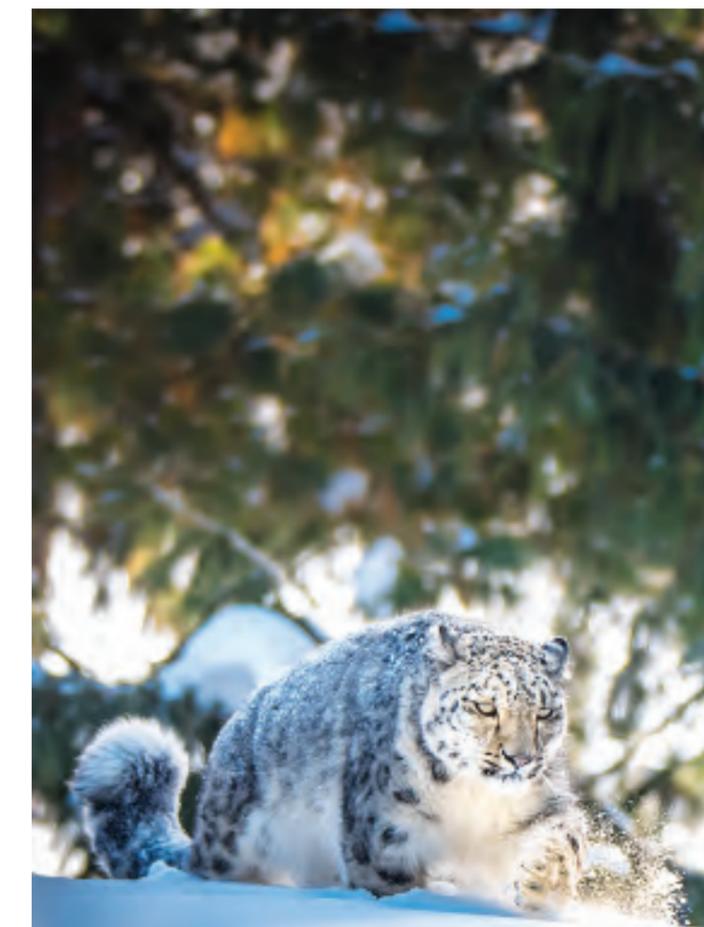
WWF-Pakistan also provides alternative livelihood options to communities and two vocation centres were set up in project implementation areas. Communities were also supported in starting kitchen gardens and poultry coops. They were also provided fuel-efficient stoves and solar power units.

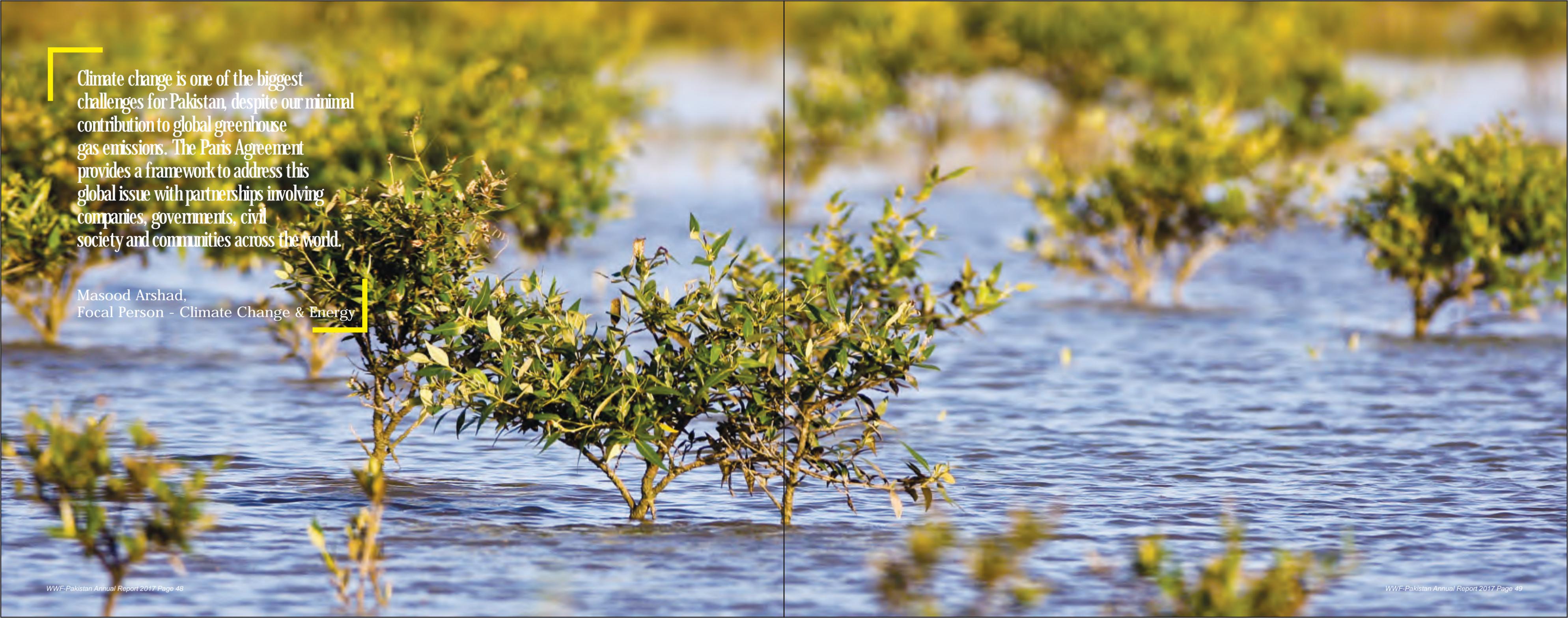
Further, the project developed a pasture management plan, human-carnivore conflict management plan, and an integrated watershed management plan. Various studies including a climate change vulnerability assessment and livestock depredation studies were also conducted.

WWF-Pakistan built capacity of about

300 representatives of law enforcement agencies to

combat illegal wildlife trade in Pakistan.





Climate change is one of the biggest challenges for Pakistan, despite our minimal contribution to global greenhouse gas emissions. The Paris Agreement provides a framework to address this global issue with partnerships involving companies, governments, civil society and communities across the world.

Masood Arshad,  
Focal Person - Climate Change & Energy

# Climate and Energy



After receiving training on flood preparedness, **80 per cent** of beneficiary households prepare **GO BAGs** each month.

## Improving Livelihoods of Indus Ecoregion Communities

WWF-Pakistan is helping communities of the Indus Ecoregion improve livelihoods through better natural resource management. The *Indus Ecoregion Community Livelihood* project is linking farmers to markets in order to strengthen value chains; facilitating rural non-farm income; and reducing risk, vulnerability, and gender inequality. The project focuses on four priority sites of the Indus Ecoregion including Keenjhar Lake in Thatta district; Chotiari Reservoir in Sanghar district; Nara Canal and surrounding communities in Khairpur district; and Manchar Lake and surrounding communities in Jamshoro district. The project targets 5,500 households which includes 38,000 individuals, 25 per cent of which are female beneficiaries.

To understand the socio-economic dynamics at play in these areas, baseline surveys were conducted. The project team organized 50 social mobilization meetings at four priority sites as well to communicate how the project will benefit them. During the meetings, locals were encouraged to develop community based organizations (CBOs). In order to build the capacity of CBOs, so far 10 trainings on social mobilization have been organized. Alternative livelihood initiatives have also been introduced to the women of these communities.

## Improving Livelihoods of Communities in the Upper Indus Basin

Communities living in the Upper Indus Basin in Gilgit-Baltistan have been practicing agriculture for

generations but the uncertain behaviour of glaciers is leading to water shortages, which is threatening livelihoods. Some communities have abandoned their agricultural land due to irrigation water scarcity and water related hazards such as glacial lake outburst flood events, landslides, erosion, flash floods and debris flows. The project aims to improve livelihoods of communities living in the UIB by enhancing local capacity in understanding, managing and demonstrating state of the art climate smart water, energy and hazard management technology options at the pilot sites.

Communities of Gilgit-Baltistan are one of the most vulnerable to the effects of climate change in Pakistan, and the project is helping build resilience. A five-day training course was organized on angora rabbit production, kitchen gardening and value addition at the National Agriculture Research Centre (NARC), Islamabad. In Shahabad area of Ghulkin, a 1.5 km pipe was laid to overcome agriculture water deficiency due to glacial retreat. This pipe now provides enough water to continue agricultural activities.

Along with developing climate change resilience, the project is also helping communities to be better prepared in case of a natural calamity. Experts from FOCUS Pakistan, WWF and International Centre for Integrated Mountain Development carried out a feasibility survey and evaluated the vulnerability of sites, availability of GPRS and other early warning systems (EWS). Dammas and Sherqilla were found suitable for the installation of EWS. Two EWS, for debris flow in Dammas and flash floods in Sherqilla, were installed successfully.

## Building climate resilience in Karachi

Karachi is one of the largest and fastest growing cities of Pakistan, which is also vulnerable to climate change. WWF-Pakistan is implementing a 26-month project for implementation of a low-carbon renewable energy based climate strategy. The project leverages the potential partnership for technology transfer to pilot an integrated bio-methane plant fuelled by means of appropriate waste management and the use of solar mobile power stations, to provide electricity and replace uninterrupted power supply batteries. The project targets 1,745 households in two low-income union council areas in Karachi, including Ibrahim Hyderi and Maripur.

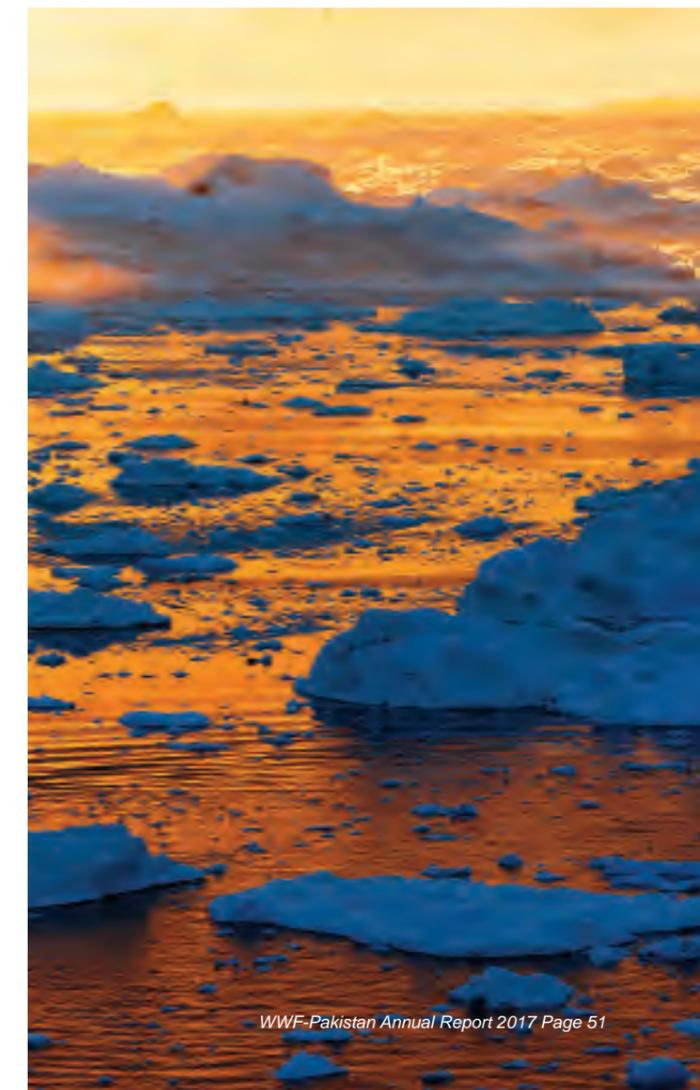
As part of the project, an MoU was signed with Karachi Metropolitan Corporation (KMC) for joint activities in the field of conservation, renewable energy promotion and sustainability. Under this MoU, a committee was formed, which oversees progress of the project. Further, the project team has successfully conducted five studies which include a socio-economic baseline; site analysis; stakeholder analysis; feasibility study; and a desk review: transferable best practices for technology transfer of renewable energy to Karachi.

## Strengthening Climate Resilient Cotton Production

WWF-Pakistan supports cotton farmer communities to adapt to the impacts of climate change, improve their well-being and reduce their vulnerability to the changing climate in Bahawalpur, Lodhran and Khanewal districts of Pakistan.

So far, the team has identified threats to the crop and livelihoods of cotton growers. Building on present research, WWF is developing tools for adaptation and capacity building of cotton growers. The project is also focusing on maximizing plant diversity, cotton crop modeling based on various climate change scenarios, developing a cotton crop calendar based on these scenarios, maintaining soil cover/health, improving soil carbon sequestration and capturing crop residues for soil organic matter. The project will engage about 6,000 farmers.

Out of total savings  
**PKR 1.8 million**  
has been spent  
on **flood preparedness** activities  
by beneficiary households in the  
Upper Indus Basin.





Businesses drive much of the national, regional and global economy. By working with corporate entities, as well as SMEs, WWF aims to change consumption behaviours and the use of natural resources towards a sustainable path.

Asma Ezdi,  
Head of Communications  
and Marketing

## Partnering with the Panda



In the reporting period,  
different GOs reduced  
over **1,800 metric tonnes**  
of CO<sub>2</sub> emissions.

### Reducing Carbon Emissions in Offices

The WWF Green Office Initiative (GOI) helps the corporate sector in Pakistan understand environmental challenges and work towards environmental sustainability. The initiative, launched in 2009, is a practical and simple environmental management system specifically for office conditions to reduce carbon emissions. Its implementation helps offices cut energy costs; reduce solid waste, travel, and water; make better procurement choices and conduct trainings for staff to educate them on environmental issues. In addition to cost savings, a participating office also improves its corporate image. At present, 50 offices are implementing the programme and are working actively with WWF-Pakistan. Apart from local companies, Banglalink Digital Communications Limited is the first international company to become certified as a Green Office by WWF-Pakistan.

This year, WWF-Pakistan's Green Office added 14 offices, including Archroma Pakistan Limited, Korangi; Roots Millennium School; Bestway Cement Limited; QMobile; Engro Energy Terminal Limited; Engro Vopak Terminal Limited; Fatima Fertilizer Limited; JS Bank; Engro Fertilizer zonal offices; Lakson Investments Limited; Laraib Energy Limited; H. Nizam Din and Sons Private Limited; and Khushali Microfinance Bank Limited. In the reporting period, GOs reduced over 1,800 metric tonnes of CO<sub>2</sub> emissions.

The Green Office Initiative also focused on employee engagement and conducted more than 42 environmental training workshops on topics including chemical handling in buildings, importance of

green office and eco-procurement, renewable energy potential, waste to energy, concepts of recycling, energy efficiency for buildings, waste reduction through 5 Rs concept, and green administrative procedures.

Under its partnership with Global Assessment Technologies, WWF-Pakistan's Green Office conducted a joint three-day training on environmentally sustainable airports at Pakistan Civil Aviation Authority headquarters.

In order to engage more establishments and raise environmental awareness, GO in collaboration with the Environment Protection Department also held a seminar on *Environment of Success - Not Cost, but Opportunity* at the Lahore Chamber of Commerce and Industry. The event was presided over by Begum Zakia Shahnawaz Khan, Minister of Population Welfare and Environment Protection, and Feryal Ali Gauhar, Lead Consultant Cultural Heritage Management for Diamer Basha Dam.

The Green Office programme also organized its annual network meeting. Engro Corporation and Fertilisers Limited, head office, Karachi; Archroma Pakistan Limited; and Sapphire Finishing Mills Limited received awards for Eco-Innovation.

### Engaging Corporate Employees in Conservation

WWF-Pakistan's Corporate Employee Engagement programme helps sensitize employees of corporate organizations about the role they can play in environmental conservation. This one-on-one interaction supports individual employee development, while also educating decisions makers to develop policies and reduce the ecological footprint of every individual.

This year, a number of activities were organized including a tree plantation drive and beach cleaning activity at the Wetland Centre, Sandspit Beach, Karachi for close to 100 employees of Soneri Bank. Similar activities were also organized for Crescent Steel and Allied Products. Employees of DP World, Karachi adopted a school to educate students about the responsibility of individuals to protect our planet. Martin Dow also adopted a less privileged school in Karachi.

A one-day engagement workshop was organized in Nathiagali for the staff of Agility Logistics where employees took part in different team building activities including tent pitching, treasure hunt, and an environmental education session. More sessions were held with Sui Northern Gas Pipe Lines Limited (SNGPL), Khushhali Bank and Tera Data.

### Fundraising Events

WWF-Pakistan organizes various fundraising and awareness raising events throughout the year. In September 2016, an event was organized with the European Union Delegation to Pakistan to promote action on climate change by celebrating Climate Change Diplomacy Week. It included a documentary screening, as well as cycling event along Constitution Avenue in Islamabad. The event was an opportunity to create synergies between different stakeholders including government representative, diplomats, civil society and media.

WWF-Pakistan organized a nature photography exhibition in January 2017 displaying the rich biodiversity of the country through 60 works of professional wildlife photographers. All proceeds from the exhibition were raised for snow leopard conservation initiatives in Pakistan.

In April 2017, in order to raise funds to conserve and protect the declining population of snow leopards in the country, WWF-Pakistan in partnership with United Marine Agencies organized a golf tournament at Karachi Golf Club. A total of 18 teams, consisting of four players each, participated in the event which aimed to put emphasis on the dire need to spread awareness about the snow leopard among concerned departments, particularly wildlife and the general public at large. The event was also

In a span of over **six years**,  
the programme has a network of  
over **60 schools across Pakistan**  
with participation of  
**15,000 students** annually.



Earth Hour was celebrated globally on **25 March** in one of the year's biggest voluntary actions to **change climate change** by **switching off** all unnecessary lights for an hour symbolizing a commitment to **positive change**.



supported by Sindh Golf Association, Sui Southern Gas Corporation, Jubilee General Insurance and Mitsubishi Corporation.

Also in April 2017, WWF-Pakistan's Nature Carnival reached out to more than 25,000 visitors in Karachi. Approximately 150 institutes including private and public schools, colleges and universities took part in the thematic 3-D model competition and displayed their work, which highlighted environmental challenges in Pakistan. This year the carnival was supported by Gluco, a brand of English Biscuit Manufacturers. Corporate stalls were setup by Tetra Pak, Pak Suzuki Motor Company Limited, Colgate-Palmolive Company, Shezan International Limited, Servis Industries Limited, Radio1 FM91, and Afaq Books.

### Planting Trees for a Healthy Planet

WWF-Pakistan's Tree-a-Thon campaign is a collaboration with corporate organizations which encourages taking simple and small steps to address various environmental issues facing the country. This year, WWF-Pakistan collaborated with PCI Group, Cherat Cement Limited, International Industries Limited, Standard Chartered Bank, K-Electric, Crescent Steel, Khushali Bank, Sui Northern Gas Pipeline Limited, Agility Logistics and numerous other organizations. About 27,500 indigenous trees were planted across the country through this campaign.

### Uniting People to Protect the Planet - Earth Hour

Earth Hour was celebrated globally on 25 March in one of the year's biggest voluntary actions to change climate change by switching off all unnecessary lights for an hour, symbolizing a commitment to positive change.

In Karachi, WWF-Pakistan, in collaboration with Engro Foundation, Karachi Metropolitan Corporation (KMC), K-Electric and Crescent, celebrated Earth Hour at Frere Hall. In Islamabad, a candle lighting ceremony was organized in collaboration with Bestway Cement Limited at the National Assembly of Pakistan where dignitaries from various government departments participated. In Lahore, the event was celebrated at Nishat Emporium Mall and the Lahore University of Management Sciences.

Lights of important buildings in the federal capital were dimmed at 8:30 pm including the Parliament House, the Supreme Court of Pakistan, Election Commission of Pakistan, Cabinet Division, Federal Directorate of Education, Pak-China Friendship Centre, Convention Centre, National Monument, Damm-e-Koh, Constitution Avenue, Jinnah Avenue, 7th Avenue and 9th Avenue, Shah Faisal Mosque, Islamabad Chamber of Commerce and Rawalpindi Chamber of Commerce.

WWF-Pakistan and Bestway Cement Limited (BCL) committed to go beyond the hour by planting 3,000 indigenous species of trees in Hattar, Taxila and Islamabad. Earth Hour ambassadors included Anoushey Ashraf, TV host; Adnan Malik, TV actor and director; Khalid Malik, RJ and TV actor; and Khumariyan, the band. These ambassadors inspired fans across the country to join in the global movement. Pakistan Super League cricket team Islamabad United also pledged their support for the cause. For the fourth year, Geo News was the official media partner.

### Educating Young Custodians of Our Planet

WWF-Pakistan engages with youth through various environmental awareness and education campaigns. One of the oldest and most successful of these campaigns is Spellathon, which was launched in 1997. The nationwide spelling competition is a means of engaging children of grades 1 to 9 in a fun and

easy manner. Students learn about key environmental challenges and the need for conservation of natural resources as well as about various species, their respective habitats and why these are important for the environment.

Today, the programme has an outreach to over 400 schools and approximately 150,000 students in more than 70 cities nationwide. This year, the campaign was supported by Ding Dong, Cheetos, PepsiCo, and Shezan. Through the support of sponsors, Spellathon reached out to more students in new cities including Vehari, Hafizabad, Sahiwal, Kasur, Okara, Mandi Bahauddin, and Muridke.

Students from grade 1 to 8 were engaged in the Green School certification programme in year-round environment themed events, activities and skill development workshops. In the span of over six years, the programme now has a network of over 60 schools across Pakistan with participation of 15,000 students annually.

Roots Millennium Schools resumed its exclusive partnership by enrolling 2,000 students from Islamabad and Rawalpindi alone. After being a part of the Green School Programme for three years, Lawrence College and Sheikh Zayed International Academy renewed the partnership for another three years. DHAI Education System also extending its support for another year. Beaconhouse School System (BSS) was a major supporter and consistent partner again with 14 registered branches. The City School, capital campus, joined the Green School network, for a total of over 40 Green schools and branches. Other schools included BSS, Citi Housing Scheme, Gujranwala; Chand Bagh School, Gujranwala; Kohinoor Grammar School, Faisalabad; BSS, Okara; and Fatima Fertilizer School, Sadiqabad. Al-Murtaza Academy, Hunza, the pioneer partner Green School of WWF-Pakistan from Gilgit-Baltistan region, entered into the fourth year of partnership.

This year, the Green School Programme also introduced a Go Green Summer Camp, which drew enthusiastic response from children of different schools in Lahore.

High school and university students participate in the Eco-Internship Programme, part of WWF-Pakistan's Youth Development Programme, which is designed with the aim to integrate field and classroom experience. Students are taught about environmental issues and encouraged to participate in an applied setting. The internship is a five-session, workshop programme after which interns must also work on a project by completing 30 hours of community service under the guidance of the WWF team. Projects range from tree plantations, clean up drives, awareness campaigns in underprivileged schools to extensive awareness campaigns engaging the general public.

More than 15,000 students have completed this programme since its inception. Many students who completed the programme joined WWF-Pakistan as employees, volunteers or ambassadors for Eco-Internship to share what they learned.

This year, Sui Northern Gas Private Limited sponsored the campaign for the fourth consecutive year. The partnership now focuses on engaging students from underprivileged institutions and developing new modules and activities for the students.

The Youth Development Programme also expanded to 12 new cities in Azad Jammu and Kashmir, and Khyber Pakhtunkhwa. It targeted 75 different schools, colleges and universities and registered approximately 1,600 students across the region. The programme continued its previous partnerships with Roots IVY International Schools and Roots Millennium Schools.

### Support of Individuals

WWF-Pakistan raises support from individuals who donate through the Individual Membership Programme. This year an additional 3,200 individuals became members of WWF-Pakistan.





WWF-Pakistan's Small Grants Programme funds small scale innovative projects from collecting baseline of less studied wildlife species to developing animated videos and educating the public about environmental issues. This is part of our commitment to supporting conversation at the grassroots' level in order to achieve a common goal in the country.

Warda Javed,  
Senior Officer, Small Grants  
Programme

# Scientific Committee



Projects worth  
**PKR 71 million**  
awarded so far through  
**Scientific Committee  
Grants**

The Scientific Committee Fund is a small grants fund for researchers, scientists and community based organizations. Money raised from national fundraising is used to support various small projects with a maximum funding of PKR 300,000 annually per project. The Scientific Committee (SC) comprises of eminent scientists from diverse backgrounds who administer the Small Grant Programme.

### Small Grant Programme

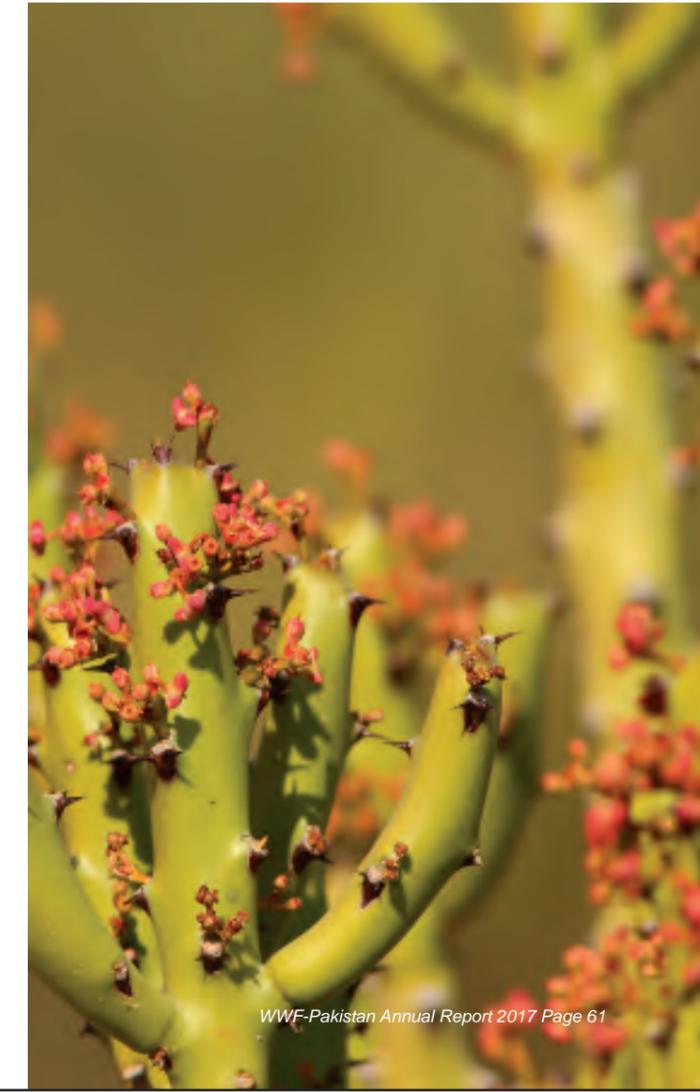
Since 1986, the Small Grants Programme (SGP) has supported grassroots level organizations and researchers to strengthen efforts to conserve threatened and endangered species as well as high priority ecological areas, and to reduce the impact of human activities. The programme has supported 500 projects with an award of PKR 71 million since it was established. The greatest value of its funding is that it enables and builds the capacity of small-scale conservation work. It funds environmental researchers, academic institutions and conservation organizations.

Numerous projects were funded by the SGP this year. These included studies such as a population status assessment of house crows and black kites; a PhD study on community dynamics and diversity of ectomycorrhizal fungal communities present in Fir Forests of the Western Himalayas; a research study by the Fisheries Department, government of Gilgit Baltistan (GB), to study the state of cold water fisheries in potential rivers, streams and lakes in GB; a study on local butterfly species of Pakistan and effects

of environmental changes; population status and habitat assessment of the Punjab urial; a study to access the present status of wolves in the foothills of the Suleiman Range and particularly in Dera Ghazi Khan; and a research study to investigate the population status of Guggul, its associated threats and creating awareness among the local communities about its ecological importance and sustainable use, in Kund Malir, Balochistan.

Projects were also awarded to Toffee TV and CFX Comics to develop animated videos on climate change, solid waste management, species conservation and environmental pollution, respectively. The Small Grants Programme also supported the production of another animated video on the conservation of the ibex.

The SGP also supported an International Fisheries Symposium, 2017 at the University of Veterinary and Animal Sciences, Lahore in collaboration with the Department of Fisheries and Aquaculture, Government of Punjab.





# Corporate Donors

## Exclusive Members

WWF-Pakistan's Exclusive Members give donations of PKR 500,000 and above.

1. Beaconhouse School System

## Premier Members

WWF-Pakistan's Premier Members give donations of PKR 100,000 to 499,000.

2. Sui Northern Gas Pipelines Limited

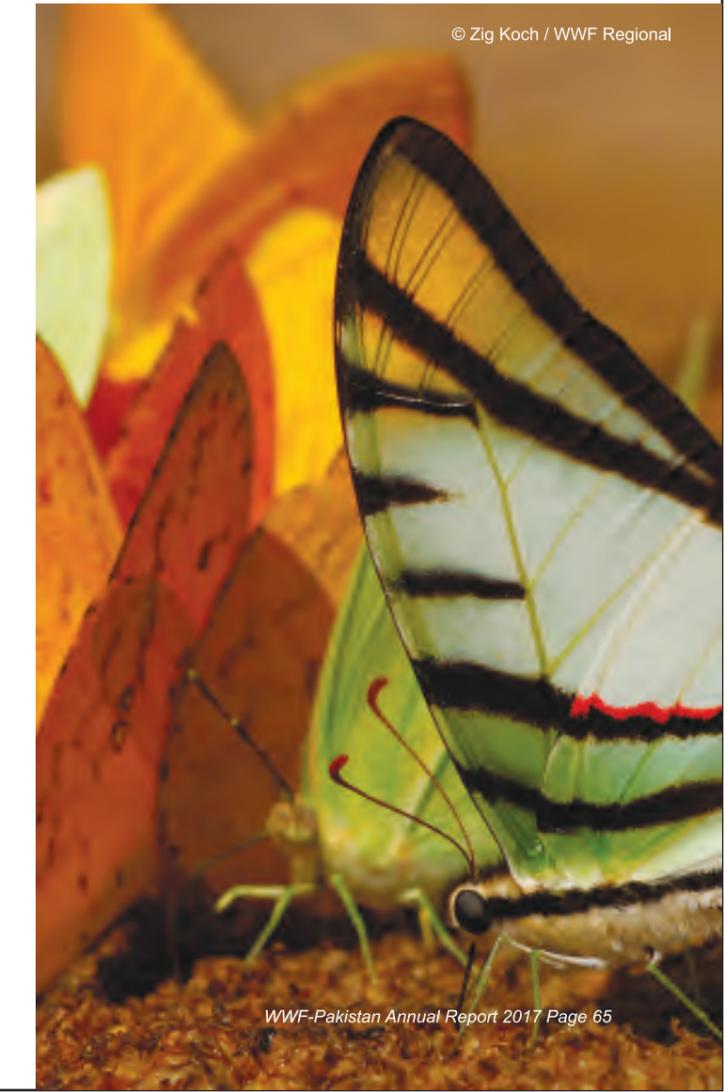
## Regular Members

WWF-Pakistan's Premier Members give donations of PKR 25,000 to 99,000.

3. Asean International
4. AGS Pharma
5. Anis Ahmed & Brothers
6. Atlas Honda
7. Albayrak Platform Pakistan
8. Bestway Cement Limited
9. BASF Chemicals
10. Century Paper & Board Mills Limited
11. Cherat Cement Limited
12. Concrete Concepts
13. Chiesi Pharmaceuticals
14. EFU Insurance
15. English Biscuit Manufacturers
16. Engineering Consultancy Services Punjab
17. Fast Cables Limited
18. Fayyaz Group of Industries
19. Habib Rafique (Private) Limited
20. Hussain Supplies

21. International Industries Limited
22. ICI Pakistan Limited
23. Ibrahim Fibres Limited
24. Indus Creek Motors
25. Jubilee Life Assurance
26. JS Group
27. Kot Addu Power Company
28. KSB Pumps
29. Mirpur Khas Sugar Mills
30. Muhammad Shafi Taneries
31. Mitsubishi Corporation Pakistan
32. Mushko Electronics Private Limited
33. Murree Brewery
34. Mitsui & Co. Limited
35. Naurus Private Limited
36. Oxford University Press
37. Pak Datacom Limited
38. Pakistan Cables Limited
39. PBL
40. Pakistan Cables
41. Popular Chemical Works
42. Rock Pharmaceuticals
43. Samba Bank
44. Samira Fabrics Private Limited
45. Sufi Group
46. Tapal Tea Limited
47. Thal Limited Papersack Division
48. Tapal Energy Limited
49. Tri Pack Limited
50. United Energy Pakistan Limited
51. Vikor Enterprises
52. Varioline Intercool Pakistan
53. Zil Limited

Businesses greatly impact  
our natural world - which is  
also an opportunity for them to be  
part of the solution



# Balance Sheet

As At June 30, 2017

FUNDS	2017 Rupees	2016 Rupees
General Fund	94,260,197	85,502,396
1001 The Nature Trust <sup>(1)</sup>	15,003,983	15,003,983
Scientific Committee Fund <sup>(2)</sup>	3,521,561	6,215,606
Restricted Funds <sup>(3)</sup>	50,003,693	46,724,460
<b>Total Funds</b>	<b>162,789,434</b>	<b>153,446,445</b>
<b>REPRESENTED BY:</b>		
Fixed Assets <sup>(4)</sup>	40,336,279	43,298,409
Investments <sup>(5)</sup>	104,259,481	58,116,561
Current Assets	402,323,878	305,097,015
<b>Total Assets</b>	<b>546,919,638</b>	<b>406,511,985</b>
Current Liabilities	353,176,282	215,301,240
Liabilities against Assets Subject to Finance Lease	-	-
Employee Retirement Benefits	30,953,922	37,764,300
<b>Total Liabilities</b>	<b>384,130,204</b>	<b>253,065,540</b>
<b>Total</b>	<b>162,789,434</b>	<b>153,446,445</b>

Based on accounts audited by KPMG Taseer Hadi & Co. Chartered Accountants, a member firm of the KPMG International Network.

- 1001 The Nature Trust is an endowment fund.
- The 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 Rs. 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.
- 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: The money set apart and kept unutilized, invested in financial instruments in long term investments. 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 June 30, 2017

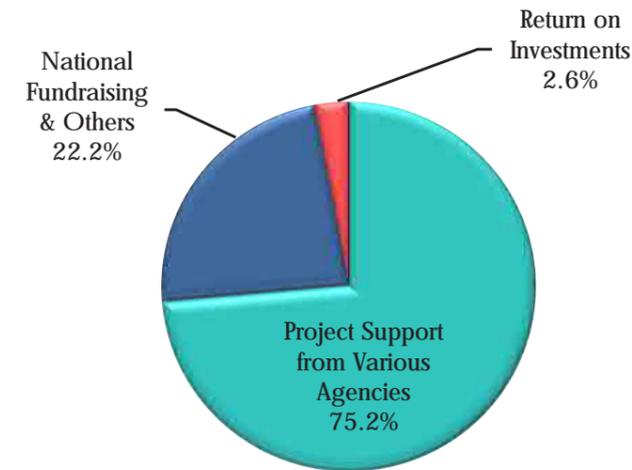
INCOME	2017 Rupees	2016 Rupees
Project Support from Various Donors <sup>(1)</sup>	388,799,279	397,182,396
National Fundraising & Others <sup>(2)</sup>	114,650,193	127,092,814
Return on Investments	13,572,001	15,447,236
<b>Total Income</b>	<b>517,021,473</b>	<b>539,722,446</b>
<b>EXPENDITURE</b>		
Global Programme Framework <sup>(3)</sup>	22,498,004	21,984,172
Species	29,408,490	46,642,236
Freshwater	124,425,256	159,208,296
Commodities	4,453,401	3,048,515
Energy / Carbon	9,652,753	4,309,327
Places	-	-
Priority Drivers	143,937,141	108,725,854
Others	-	-
Non Global Programme Framework <sup>(4)</sup>	62,804,278	79,174,567
Conservation, Information, Education & Public Policy	65,496,584	62,921,057
Fundraising	40,301,799	40,054,611
Administration	11,164,829	13,901,293
Depreciation	-	-
<b>Total Expenditure</b>	<b>514,142,535</b>	<b>539,969,928</b>
<b>Surplus / (Deficit) for the Year</b>	<b>2,878,938</b>	<b>(247,482)</b>

Based on accounts audited by KPMG Taseer Hadi & Co. Chartered Accountants, a member firm of the KPMG International Network.

- 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.
- National Fundraising & Others includes donations generated through various campaigns such as Spellathon, Nature Carnival, Earth Hour, Earth Day, Individual Membership Programme, Eco-Internship, Green School Programme and Corporate Engagement etc. It also includes the funds received for management of services.
- The Global and Non Global Programme Framework reflects expenditures incurred on projects initiated to address national conservation priorities.

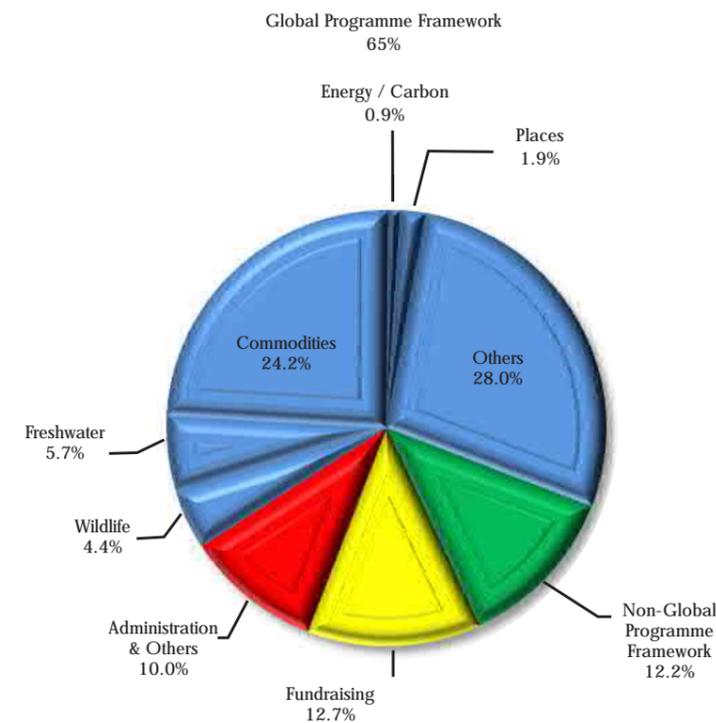
# Income

For Financial Year 2017



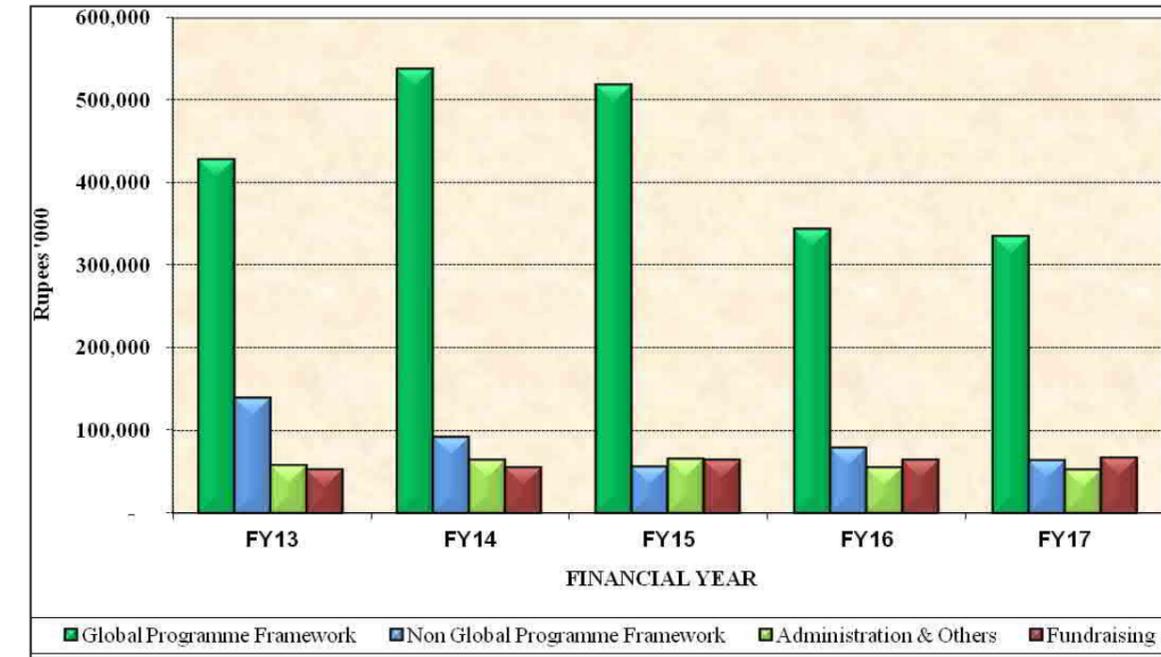
# Expenditures

For Financial Year 2017



# Expenditures for Last 5 Years

(PKR in 000s)



\* The Global and Non Global Programme Framework reflects expenditures incurred on projects initiated to address national conservation priorities.