



COLLECTIVE ACTION FOR UPSCALE AND IMPACT

As a part of Conservation Agenda WWF-Pakistan Strives to sensitize the stakeholders, develop common positioning and mobilize stakeholders to contribute to environmental improvement projects. Collective Action is an approach followed to transform consensus of stakeholders into Impactful Actions. This involves careful engagement with stakeholders based on their mandate, governance and ambitions for collective good.

The strategy has helped to promote the Nature based Solutions and Eco based Adaptation in collaboration with our local and international partners through developing Collection Actions.

Transformational Partnership with Inditex

In our transformational partnership with Inditex, we have been able to mobilize the stakeholders for collective actions at Faisalabad, Lahore and Rahim Yar Khan through City Wide Partnership Platforms.

In Faisalabad collective action featuring gravity assisted aeration of wastewater for the textile recycling unit has been approved as an implementation package by KnowTex Solutions under the UNCTAD Sustainable Manufacturing and Environmental Pollution (SMEP) Programme. The implementation provides textile recycling units in Faisalabad a low-cost opportunity to start reducing the pollution load associated with recycling: An important component to advance in circularity of textiles.



In Lahore an innovative deployment of Phytoremediation into one of the most polluted drains is targeted in collaboration with Punjab Municipal Development Fund Company (PMDFC), University of Lahore (UOL) and NIBGE. UOL located at the bank of Hudriara Drain; one of the key affected stakeholders from the effluent and emissions supported the initiative and also provided logistics support at the location. This collective action is not only a start but provide an opportunity for the stakeholders to contribute positively to the catchment area as part of their water stewardship plans. As of now total 760 sheets installed, 560 by PMDFC, 100 by UOL, 72 by Coca-Cola foundation and 28 Sheets by Inditex Pilot. So as of now under the collective action 18,240 square feet of wetland treatment is already deployed with the support of CWP partners and it is open to further upscale.

In Rahim Yar Khan Collective action is formulated in Collaboration with Artistic Milliners to Improve the water situation for tail end farmers through water coarse lining and laser land leveling. Under the collection action 21 acres of land is laser leveled to optimize water requirement and 400 meters of water coarse is lined for efficient conveyance. This also has reduced the time required for irrigation and in the same period more land is irrigated improving the productivity of water.

