WWF is one of the world’s largest and most experienced independent conservation organizations, with over 6 million supporters and a global network active in more than 100 countries. 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.

NATURE AT THE BRINK

WWF’s Living Planet Report shows that humanity and the way we feed, fuel, and finance our societies and economies is pushing nature and the services that power and sustain us to the brink. Agricultural expansion, deforestation, overfishing, urban development, energy use, mining and pollution are all driving habitat loss, water shortages and climate change. In addition, every year, the World Economic Forum Risks Report continues to show the increase in the scale and urgency of environmental risks to the global economy, as well as the deepening interconnections between environmental issues, economic strains, and geopolitical tensions.

We cannot afford to be complacent. In fact, we need to move into an emergency and solutions-based mindset. The landmark Intergovernmental Panel on Climate Change (IPCC) report, Global Warming of 1.5 °C, paints a clear but dire picture. It states that to avoid the most serious impacts of climate change, we need to drastically transform the world economy in the next few years. Allowing nature to fail will disrupt business, undermine economies and drive social instability.

The good news is that we also have an unparalleled opportunity for positive change – the science is clearer, awareness is greater, and innovation more powerful than ever before. We can redefine our relationship with nature – but we need to work together. One organisation alone cannot deliver the change we need. That is why WWF collaborates with business – working in partnership – to find solutions and act at a scale that matters.
TAKING BOLD COLLECTIVE ACTION

The time to act is now. We have put in place a global conservation strategy that reflects the way the world is changing, meets the big environmental challenges of the age and helps us simplify, unite and focus our efforts for greater impact.

WWF continues to deliver locally in crucial ecoregions around the world but sharpen our focus on six global goals – wildlife, forests, oceans, freshwater, climate and energy, and food – and three key drivers of environmental degradation – markets, finance and governance. We are creating global communities of practice for each of the goals and drivers composed of specialists from WWF and key external partners. This will foster greater collaboration and innovation, incubating new ideas and taking promising ones to scale, as we unite our efforts toward making ambitious targets a reality.

We know that one organization alone can’t affect the change needed. That is why our work on the goals and drivers includes our partnerships with institutions and corporations, both local and global. The changes we want to see in the world can only come about through the efforts of many actors: local communities and national and multinational corporations, governments and NGOs, finance institutions and development agencies, consumers, and researchers.

There has never been a stronger sense of urgency for action. In WWF we are defining new ways of working together to make a difference at a scale that matters. We know we must redefine humanity’s relationship with the planet. And together we passionately believe we can.
WWF’S GLOBAL VISION FOR CHANGE

BETTER CHOICES

FROM A ONE-PLANET PERSPECTIVE

REDIRECT FINANCIAL FLOWS

PRESERVE NATURAL CAPITAL

PRODUCE BETTER

CONSUME MORE WISELY

ECOSYSTEM INTEGRITY

BIODIVERSITY CONSERVATION

FOOD, WATER AND ENERGY SECURITY

HOW WE MAKE IT HAPPEN

6 GLOBAL GOALS,
3 CROSS-CUTTING DRIVERS,
DELIVERED BY POWERFUL COMMUNITIES OF PRACTICE AND PARTNERS
OUR WORK WITH THE CORPORATE SECTOR

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.

Therefore, WWF seeks to work with those who have the greatest potential to reduce the most pressing threats to the diversity of life on Earth and together find solutions to conservation challenges such as deforestation, over-fishing, water scarcity and climate change. The corporate sector drives much of the global economy, so we consider that companies also have a specific responsibility to ensure that the natural resources and ecosystems that underpin their business are used sustainably.

Companies are also primed to lead on rapid adaptation and on the innovative solutions needed to drive change. We do this in a variety of ways, including supporting regulations that stop illegal or unsustainable activities, encouraging companies and industry platforms such as the UN Global Compact, Science Based Targets, the Consumer Goods Forum) to make ambitious commitments (and to engage in public policy discussions at global and local level, and supporting credible certification schemes (e.g. Forest Stewardship Council (FSC), Aquaculture Stewardship Council (ASC), Roundtable on Sustainable Palm Oil (RSPO), Roundtable on Responsible Soy (RTRS), Better Cotton Initiative (BCI)). We also publish scorecards and reports on company or sector performance (e.g. palm oil scorecard; soy scorecard, and sustainable cotton ranking), mobilize public pressure through high-profile campaigns on issues related to business activities (e.g. Business for Nature, No Deep Sea Mining, Coalition to end wildlife trafficking online), as well as work in partnership with individual companies.
Many of our partnerships with companies use a combination of these approaches.

**WWF Corporate Engagement: A Strategic Approach to Unlock Untapped Potential**

**Vision:**
- Shaping the nature of business to create an equitable, nature-positive future for all humanity.

**Value Proposition and Corporate Offering:**
- Consumer & Employee Engagement
- Shared Policy & Advocacy
- Investment in Climate & Biodiversity

**Sustainable Business:**
- High impact industries:
  - Agri- & food production
  - Energy
  - Fishing & aquaculture
  - Transportation
- High influence industries:
  - Finance
  - Hospitality & leisure
  - Tech, media & telecom
  - Retail
  - Household & personal care
  - Apparel & textile

**Priority Industries & Target Companies:**
- Agri- & food production
- Energy
- Fishing & aquaculture
- Transportation

**Shared Expertise of the Network:**
- Scalable tools & solutions: 40 WWF-owned tools of which 14 are globally scalable
- Industry approaches: Incl. corporate assets & offerings and best practices
- Expert network: Overview of global topic experts and network of local experts

**Proactively Engage with Local Priority Industries:**
- Regional workshops to define gamechangers to address local conservation challenges.

This report presents an overview of the partnerships that this WWF office has with individual companies.
OUR WORK INCORPORATE
PARTNERSHIPS

WWF works with companies to achieve our conservation goals. NGO and company partnerships involve engaging in constructive dialogue while challenging each other with real issues. As such, they involve opportunities and risks for both parties. At WWF, we manage the risks by having clear guidelines and criteria in place, including a due diligence process. In all relationships, we maintain and exercise the right to public commentary.

Our cooperation with partners is based on a common understanding of issues, shared ambitions or activities, and a willingness to speak out in public. In general, we distinguish three types of partnerships with companies:

1. **DRIVING SUSTAINABLE BUSINESS PRACTICES**
   Our partnerships aim to deliver direct conservation results on key issues or in priority places by changing practices throughout a company’s operations and value chain. These intend to reduce the major environmental impacts of some of the world’s largest companies, achieve conservation results that would not otherwise be possible, and influence related sectors and markets.

2. **COMMUNICATIONS AND AWARENESS RAISING**
   The second way that WWF partners with the private sector is by raising awareness about key environmental issues and mobilizing consumer action through communications and campaigns (including cause-related marketing campaigns). These partnerships also aim to highlight the beauty and uniqueness of WWF’s priority places and species. This approach includes, for example, consumer actions to encourage the purchase of locally sourced sustainable products such as organic cotton, or results in companies supporting campaigns that inspire action in favour of special places such as Indus Delta or endangered species like Indus River Dolphin, Leopards, Pangolin, etc.

3. **PHILANTHROPIC PARTNERSHIPS**
   The third approach is articulated through specific programmes with companies to fund conservation projects and the institutions that deliver them. Philanthropic relationships with companies raise money for the conservation of key places and species, and the capability and tools to deliver such conservation impact.

4. **POLICY AND ADVOCACY**
   The fourth approach involved collaborating with businesses to influence policies, regulations, and industry practices for sustainability. These partnerships are crucial for shaping policies that align nature and business, creating a sustainable future.
Many partnerships with companies use a combination of these approaches.

TRANSPARENCY AND ACCOUNTABILITY

Results and impact, both qualitative and quantitative, are essential for us. We advocate transparency in action by all stakeholders as a crucial step toward sustainability. We believe that accountability for results and transparency to our supporters and our members on how we deliver those results are key to our approach of working in a constructive, cooperative manner with all our partners, including the corporate sector.

We want all our partnerships with companies to deliver the greatest impact possible, with the goal of creating lasting results at scale. We have, therefore, started a process of deeper and more systematic assessment of the targets and the outcomes we achieve in our work with the private sector and specifically through our bilateral partnerships.

All WWF offices are committed to continue reporting publicly on all our company relationships, their intent, objectives, and impacts, of which this report is one part. A Global Report of WWF’s largest corporate partnerships globally can also be found [here].
The aim of this report is to give an overview of the partnerships that WWF-Pakistan has with individual companies. Funds obtained through corporate partnerships are typically used by WWF to:

- Work with the company to reduce its impacts and footprint and to help shift sectors and markets toward sustainability in line with WWF’s global conservation strategy;
- Raise public awareness of key conservation challenges;
- Influence policies that lead to bold ambitions and integrated actions; and
- Directly support WWF’s conservation projects.

This WWF office is responsible for the (contractual) agreement(s) with the companies concerned.
PARTNERSHIPS WITH AN ANNUAL BUDGET OF MORE THAN EUR 25,000 IN FY23

<table>
<thead>
<tr>
<th>Company Name</th>
<th>PepsiCo International</th>
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<tbody>
<tr>
<td>Industry</td>
<td>Beverages</td>
</tr>
<tr>
<td>Type of Partnership</td>
<td>Driving sustainable business practices</td>
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<tr>
<td>Conservation Focus of Partnership</td>
<td>Freshwater</td>
</tr>
<tr>
<td>Budget Range (in EUR)</td>
<td>100,000-250,000</td>
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Sustainable Access to Water, and Improved Sanitation and Hygiene Behaviour in Multan Catchment

Replenishing the water under corporate stewardship program will have paramount impact in the industrial sector and promote the concept of sustainable water usage. The leadership role played by PepsiCo will attract many corporate players to play their role in sustainable management of shared freshwater resources, identify and manage water-related business risks and understand their adverse impacts on ecosystems and communities. The project aims to sustainably enhance Water, Sanitation, and Hygiene (WASH) conditions while mitigating risks for vulnerable communities, particularly focusing on the poorest, marginalized, and flood-prone areas. It seeks to improve understanding and access to safe water, advocating policies addressing water salinity and crisis in flood-affected regions. Sanitation efforts aim to increase access to hygienic latrines, prioritizing ethnic minorities, the disabled, and the poorest. Hygiene practices will be promoted at personal and household levels, integrating lessons learned for sustainability and sharing best practices. Target groups include vulnerable communities, especially women, children, persons with disabilities, and ethnic minorities, along with educators and relevant departments responsible for WASH provision in underserved areas.

Community Water Stewardship: Replenishing Groundwater Resources in Lahore and Multan

This three-year project, in collaboration with PepsiCo, aims to replenish more water than what is consumed at PepsiCo’s snacks plant in Multan, through numerous interventions which include rainwater harvesting systems, recharge wells, ablution water reuse systems, floating treatment wetlands, and on/off farm best agricultural practices for water conservation. Furthermore, the goal is to improve water management in order to maintain/restore water security, strengthen water stewardship, and consequently achieve sustainable poverty reduction. The project interventions, thus far, have been implemented through a team of professionals to increase farm productivity with optimum use of natural and human resources. Also, machinery such as laser land leveller, deep plough and multi-bed planter were used to perform farm operations, enhancing efficient usage of water and other farm resources.
Community Water Stewardship: Replenishing water resources in Haripur Districts

Community Water Stewardship, introduced by WWF in Pakistan in 2013, aims to address watershed challenges through inclusive stakeholder engagement, emphasizing the three R principles: Reduce, Reuse, and Recycle. This approach encourages private sector entities to consider catchment-wide water management, ensuring ecological wellbeing alongside business growth. Key practices include watershed management aligned with Nature-based Solutions, focusing on water quantity, quality, and land cover. By controlling runoff, managing water for beneficial use, and enhancing groundwater recharge, these initiatives mitigate risks to communities and ecosystems while enhancing watershed functionality. WWF-Pakistan's collaboration with PepsiCo and government bodies in Lahore's Sundar Industrial Estate exemplifies stakeholder-inclusive stewardship, replenishing groundwater through diverse interventions. To expand these efforts, WWF-Pakistan proposes initiatives such as rainwater harvesting, installation of recharge wells, floating wetlands, and ablution water reuse in regions like Haripur and Hattar, demonstrating a commitment to community-driven water stewardship practices and ecological sustainability.

Soorty Organic Cotton Initiative

The project aims to build the capacity of 1,000 farmers and Directorate of Agriculture Extension (DAE) staff on standard practices of organic cotton cultivation and certification. It is an effort to catalyse a shift from conventional cotton farming to organic cotton cultivation for economic, social and environmental benefits in Balochistan, Pakistan. The project also focuses on developing a transparent and dedicated supply chain of certified organic cotton and meeting the market demand.

- The project team was hired and a project office has been established.
- The field team has been given an orientation on the project and trained on standard protocols of organic cotton cultivation and certification.
- 1,000 farmers registered and organised in Farmer Field Schools (FFS).
- 900 bags of non-GMO cotton seeds were purchased and distributed amongst the project farmers.
- Training of project farmers is in progress.
Company Name: The Coca Cola Foundation (TCCF)
Industry: Beverages
Type of Partnership: Driving sustainable business practices
Conservation Focus of Partnership: Freshwater
Budget Range (in EUR): 100,000-250,000

**Sustainable Water Management of Lahore - Phase 1**

Lahore is the 2nd largest populated city of Pakistan. The communities in Lahore are facing several challenges in terms of water quality and quantity as groundwater aquifer is depleting. This is mainly due to impacts of climate change on the existing water resources, poor water management, poor infrastructure and technology and poor water quality along with declining ecological health status as a result of untreated effluent discharges by industries, agriculture and municipalities. As a sustainable solution to these overarching challenges, the concept of community water stewardship through replenishment of water resources in the vicinity of Lahore is proposed. Under this concept, WWF-Pakistan intends to extend its partnership with the Coca Cola Company and relevant government organizations to replenish water resources through multiple interventions including direct and indirect water conservation methods that are reliant on Nature-based Solutions (NbS).

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Company Name: The Coca Cola Foundation (TCCF)
Industry: Beverages
Type of Partnership: Driving sustainable business practices
Conservation Focus of Partnership: Freshwater
Budget Range (in EUR): 250,000-500,000

**Sustainable Water Management of Lahore – Phase 2**

The communities in Lahore are facing several challenges in terms of water quality and quantity as groundwater aquifer is depleting. This is mainly due to impacts of climate change on the existing water resources, poor water management, poor infrastructure and technology and poor water quality along with declining ecological health status as a result of untreated effluent discharges by industries, agriculture and municipalities. As a sustainable solution to these overarching challenges, the concept of community water stewardship through replenishment of water resources in the vicinity of Lahore is proposed. Under this concept, WWF-Pakistan intends to extend its partnership with the Coca Cola Foundation and relevant government organizations to replenish water resources through multiple interventions including direct and indirect water conservation methods that are reliant on Nature-based Solutions (NbS).
Company Name: Reckitt Benckiser Pakistan
Industry: Consumer goods
Type of Partnership: Driving sustainable business practices
Conservation Focus of Partnership: Freshwater
Budget Range (in EUR): 25,000-100,000

**Community Water Stewardship: Replenishing Groundwater Resources in Karachi, Sindh**

The project aimed to introduce and encourage the concept of water stewardship in communities within Karachi, replenish water resources through the proposed interventions and implement nature-based solutions in a stakeholder inclusive manner. It will achieve the aforementioned through the implementation and demonstration of good water stewardship and watershed management practices in the communities. The project focused on the replenishment of water resources and the provision of clean drinking water to the communities in Karachi and has been successful in the installation of 30 units of rainwater harvesting systems that have helped to replenish 939.44 m³ of rainwater which is 86.98% of the total replenishment target. The project has also equipped the local communities with sufficient water resources, as they have connected the overhead tanks of rainwater with the underground tanks, utilising the water for washing and cleaning purposes, and watering nearby plants.

Company Name: Engro Foundation
Industry: Conglomerate
Type of Partnership: Driving sustainable business practices
Conservation Focus of Partnership: Forests
Budget Range (in EUR): 1-3 million

**Forest Restoration and Carbon Offset Programme**

The Bonn challenge is a global effort to bring 150 million hectares of the world’s deforested and degraded land into restoration by 2020, and 350 million hectares by 2030. Under the Bonn challenge, Pakistan has made a commitment to increase its forest resources by two per cent. The Forest Restoration and Carbon Offset programme with Engro Foundation will also contribute to Pakistan’s global commitment to addressing issues of climate change. Based on WWF-Pakistan’s calculations, raising 14.35 million potted plants, including cutting and sowing, will generate 72,500 man-days of employment for the local people. Furthermore, this project aims to achieve afforestation and restoration of forest mangroves as well as the attainment of a Moist Temperate Zone in six ecological zones of Pakistan. Under the project, interventions have resulted in the plantation of mangrove forests on 5,000 hectares, forest restoration on 15,000 hectares, urban forestry on 2,300 hectares and afforestation of local species on 4,184 hectares.
Company Name | Artistic Milliners Pvt. (Ltd).
Industry | Retail
Type of Partnership | Driving sustainable business practices
Conservation Focus of Partnership | Markets
Budget Range (in EUR) | 100,000-250,000

**Milliner Cotton Initiative (MCI) Phase-II**

After the successful completion of Phase-I and testing the MCI protocols at farm and gin level, the proposed Phase-II will focus on upscaling and introducing technology-based solutions. The cotton farmers of the project area are currently cultivating their cotton crop with traditional methods and are not getting appropriate benefits as they lack knowledge and skills to meet new challenges of cotton crop in the area particularly with reference to the climate change. The MCI Phase-II will implement on-farm demonstrations to address these challenges by collaborating with academia and other key stakeholders and introduce IT based solutions for enhancing crop yield, quality and traceability of cotton crop. The project will also focus on improving ginner’s efficiency by demonstrating ginning best practices during the ginning season.

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Company Name | Hima Verte
Industry | Social Enterprise
Type of Partnership | Driving sustainable business practices
Conservation Focus of Partnership | Markets
Budget Range (in EUR) | 25,000-100,000

**Cotton Inset Scheme**

The project through a Cotton Insetting Scheme will

1. Work with microfinance organisations, such as Agahe, to design a mechanism to finance the purchase and maintenance of clean energy solutions
2. Work with clean energy product vendors such to deliver products to Energy Dhabas in five selected cotton growing villages. Offerings include services such as
   i. charged battery rental,
   ii. refrigeration-as-a-service,
   iii. biomass stoves,
   iv. solar home systems with 150–170-watt solar panels.
3. Deploy three DC micro-grid (20 households) solutions of 10 kW each with support from the Lahore University (LUMS) in selected villages, and test out complementary services such as micro-hydro storage and a solar-powered food delivery bike.

HIMA Verte will deploy solar microgrids in 3 villages and clean energy solutions such as solar home systems in 5 villages. Furthermore, Clean Energy Dhabas will also be established that will provide refrigeration, cooling and other services using Solar energy. Preference for such activities will be given to the marginalized communities as defined using GESI metrics. These interventions will mainly be facilitated by HIMA Verte. WWF-Pakistan will establish linkages with the Better Cotton Initiative farmers, mobilize the community for solutions, plantation of saplings of native tree species.
Gul Ahmed Textile Mills Limited

Gul Ahmed Organic Cotton

This project aims to upscale organic cotton production in Pakistan and further develop its dedicated supply chain to improve farmers’ livelihood and local economy. These objectives will be achieved by building up the capacities of 1,500 farmers and DAE staff on standard practices of organic cotton cultivation and providing certification. The project goes a long way in an effort to catalyse a shift from conventional cotton farming to organic cotton cultivation for economic, social and environmental benefits in Balochistan, Pakistan. The project also focuses on developing a transparent supply chain of certified organic cotton and meeting the market demands.

Sapphire Textile Mills Limited

Sapphire Organic Cotton Project

In order to benefit farmers' livelihoods and the local economy, this project intends to scale up organic cotton production in Pakistan and further establish its dedicated supply chain. The project makes a significant contribution to the shift from conventional cotton farming to organic cotton production in Balochistan, Pakistan, for the benefit of the region's economy, society, and environment.

- Internal Control Systems (ICS) and Farmers Field Schools (FFSs) have been established.
- Nearly 1000 farmers have been trained on Standard Practices of Organic Cotton Cultivation.
- Linkages between suppliers of organic inputs, local dealers and the project farmers have been established.
- Availability of non-GMO seed and organic inputs at local level is ensured.
- Institutional capacities, especially of the Directorate of Agriculture Extension (DAE) and allied departments, are enhanced to sustain and scale up organic agriculture in Balochistan.
- Organic seed cotton availability system developed and functional.
- Linkages between organic cotton supply chain actors established.
- GOTS certifications for target ginners have been received.
**Premium Organic Cotton Project**

Organic cotton cultivation is highly sensitive and requires true commitment and consistency of efforts. Therefore, a holistic awareness campaign, training programme, and support in availability of organic inputs as well as support in organic certification can build a favorable environment of organic cotton cultivation in aforementioned geographies. A dedicated partnership of resources among the relevant stakeholders can build the momentum and ease the way to earn the potential of organic cotton production in Pakistan. Internal Control Systems (ICS) and Farmers Field Schools (FFSs) have been established.

The project will create an enabling environment for cultivation of organic cotton by engaging relevant stakeholders; build the capacities of the project farmers on organic cotton cultivation and certification. The project will also develop a dedicated supply chain ensuring traceability, transparency and Sustainability.

**Sustainable Fisheries Entrepreneurship Project (SFEP) - Phase III**

The Sustainable Fisheries Entrepreneurship Project is being implemented in the two union councils (UCs) of Karachi coast i.e. Ibrahim Hyderi and Rehri. The project intends to partner with fisher groups, Sindh and Marine fisheries departments and other relevant government departments and private sector with the key objective to address some of the key contributors to the problems of the marine and coastal ecosystems. The project focuses on supporting and promoting improved fisheries management in 2 UCs of Karachi, by reforming fisheries governance and management to combat illegal fishing and reduce pressure on marine ecosystems through increased awareness.

The project will result in reduction in post-harvest losses, significant decreased in use of illegal gear and unabated fishing effort.
Company Name | Artistic Milliners Pvt. (Ltd).
Industry | Retail
Type of Partnership | Driving sustainable business practices
Conservation Focus of Partnership | Markets
Budget Range (in EUR) | 250,000-500,000

**Artistic Milliners Organic Cotton**

The project aims to build up the capacity of 2000 farmers and DAE staff on standard practices of organic cotton cultivation and certification. It is an effort to catalyse a shift from conventional cotton farming to organic cotton cultivation for economic, social and environmental benefits in Balochistan, Pakistan. The project also focuses to develop a transparent and dedicated supply chain of certified organic cotton and meet the market demands.

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Company Name | PepsiCo
Industry | Conglomerate
Type of Partnership | Driving sustainable business practices
Conservation Focus of Partnership | Climate and Energy
Budget Range (in EUR) | 25,000-100,000

**Polyethylene Terephthalate (PET) & Used Beverage Cartons (UBCs) Collection and Recycling by Green Earth Recycling (GER), Polyethylene Terephthalate (PET) Collection and Recycling by Novatex**

The goal of this project is to effectively reduce plastic waste, specifically PET bottles, and Used Beverage Cartons (UBCs) waste, fostering progress towards achieving plastic circularity in Pakistan. As a part of this project, WWF-Pakistan will monitor and evaluate the key performance indicators (KPIs) of PepsiCo International's recycling partner, Green Earth Recycling and Novatex. The targets include collecting and recycling 4000 tons of PET and 3500 tons of UBCs through Green Earth Recycling, and 30,000 tons of PET recycling through Novatex. Regular visits for the monitoring and evaluation of recycling of PET into flakes and UBC into pulp will be conducted as per the defined M&E procedure and framework. It is anticipated that a total of 108 site visits will be made to the Novatex facility and 102 site visits at GER to achieve the targets.
**Polyethylene Terephthalate (PET) Collection and Recycling by Lasani Fiber Industries and Polyethylene Terephthalate (PET) Collection and Recycling by Ouroboros Waste Management (OWM)**

The goal of this project is to effectively reduce plastic waste, specifically PET bottles, fostering progress towards achieving plastic circularity in Pakistan. As a part of this project, WWF-Pakistan will monitor and evaluate the key performance indicators (KPIs) of PepsiCo International's recycling partner, Ouroboros Waste Management (OWM) and Lasani Fiber Industries. The targets include collecting and recycling 11,000 tons of PET through Lasani Fiber Industries, and 5,000 tons of PET recycling through OWM. Regular visits for the monitoring and evaluation of recycling of PET into flakes will be conducted as per the defined M&E procedure and framework. It is anticipated that a total of 220 site visits will be made to the OWM facilities and 44 site visits to the Lasani Fiber Industry to achieve the targets.
PARTNERSHIPS WITH AN ANNUAL BUDGET OF EUR25,000 OR LESS IN FY22

The following details represents all corporate partnerships that this WWF office has with an annual budget of EUR25,000 or less (including pro bono or in-kind contributions) in FY23.

**SIMA^VERTE:**

The project aims to develop Pakistan Cooling Action Plan (PLAN) through multi-stakeholder engagements and data collection. In this regard, key Stakeholder Workshops will be organized in Lahore in partnership with SAMA^Verte to gather valuable feedback for enhancing the document. Subsequently, to facilitate post-endorsement implementation, a donor workshop will be organized to engage potential donors who can support the implementation of PCAP in the future. Additionally, a comprehensive desk research will be carried out to establish baseline for the number of people in Pakistan who have access to cooling.

**Tetra Pak Pakistan Limited:**

**Title:** A Feasibility Assessment to estimate the quantities of Used Beverage Cartons (UBCs) and to Identify the potential for Developing its Efficient Supply Chain Model

This project aims to quantify UBCs in the mixed waste stream, assess its economic value, evaluate recycling rates, identify barriers in the existing supply chain and establish contacts with more paper mills this year to upscale the collection and recycling of UBCs in various scope cities of Pakistan.

**Title:** School Awareness Programme

In order to tackle pollution in Pakistan and increase awareness about sustainable packaging, WWF-Pakistan joined hands with Tetra Pak to engage students of both public and private schools through Recycling Awareness Campaign. The campaign aims to partner with 120 schools across seven cities of Pakistan engaging over 10,000 students. Through informative and engaging sessions, the participating students would be sensitized about harmful impacts of plastic pollution, thus, encouraging them to adopt eco-friendly practices leading way to collecting and donating recyclable packaging to recycling facility.

**PepsiCo:**

The Coastal Cleanup Project aims to conduct a massive cleanup in the major plastic waste hotspots on the coast of Karachi through a community led 12 months program to collect 2500 tonnes of waste. The project is structured around several key objectives, including: Organizing a beach cleanup drive, raising awareness among local communities and other stakeholders, conducting research study to identify sources of plastic pollution and Improving infrastructure by installing waste bins and information boards along the coastline. The implementation plan will encompass various activities, including a launch ceremony, beach cleanup drives targeting over 2000 KG of garbage, scoping study, and the publication of research paper. Additionally, the project will aim to retrieve approximately 2500 tonnes of waste through the installation of the litterboom at the fish harbor. Through these efforts, the initiative will seek to mitigate plastic pollution, increase public awareness, contribute to scientific knowledge, and enhance waste management infrastructure.
**Rung Do Pakistan:**

WWF-Pakistan's 'Rung Do Pakistan' initiative stands as a cornerstone in the nation's efforts towards extensive tree plantation, serving as a pivotal component in increasing Pakistan's forest cover. Aligned with national endeavors such as the 'Ten Billion Trees Tsunami' programme and global commitments like 'The Bonn Challenge,' this campaign serves a concerted push towards sustainable environmental stewardship. The campaign fulfils broad spectrum of objectives:

- Mitigating the proliferation of harmful greenhouse gases, thereby curbing the adverse impacts of climate change.
- Safeguarding habitats for myriad terrestrial biodiversity, nurturing the intricate web of life that sustains ecological balance.
- Enhancing air and water quality, vital for the health and vitality of both ecosystems and communities.
- Pioneering the creation of green job opportunities, particularly targeting marginalized segments of society, thereby fostering inclusive economic growth and social resilience.

**Partner Companies:**

1. MIDAS Safety
2. Fatima Fertilizer Sadiqabad
3. Friesland - Campina Engro Pakistan Limited
4. SPAR Pakistan
5. US Consul
6. Getz Pharma
7. Careem
8. Avery Dennison
9. Standard Chartered Bank
10. Soneri Bank
11. Hutchison Port Pakistan
12. Tripack Limited
13. Cheezious
14. United Bank Limited
15. P&G
16. Engro Corp & Fertilizers
17. Citi Bank
18. Habib Metro Bank
19. Interwood Mobel
20. Hayat Tech
21. Packages Foundation
22. CocaCola
Employee Engagement:
Employee Engagement provides corporations with opportunities to engage their employees in becoming environmentally conscious citizens and participating in activities that promote environmental stewardship. These activities encompass team-building exercises, awareness sessions, clean-up efforts, and tree planting initiatives. Through these engagements, employees not only deepen their environmental awareness but also actively contribute to positive environmental impact within their communities.

1. L'oreal
2. Midas Clothing
3. SGS
4. Crescent Steel and Allied Products Limited
5. US Consulate
6. Century Paper and Board Mills
7. Hashoo Foundation
8. TOTAL PARCO
9. Interloop
10. Pakistan Cables

Green Office Initiative:
The Green Office Initiative (GOI) is a programme aiming for a low carbon economy by targeting the reduction of greenhouse gas emissions in the workplace. It is suited to offices in private companies, the public sector and other organisations. The Green Office initiative was launched in late 2009 in Pakistan and so far 130+ offices have adopted the programme and are working actively with WWF-Pakistan to reduce their environmental footprint and educate their employees to be better and responsible citizens by understanding their civic and environmental responsibilities. The implementation journey of GOI has been a long and successful one, brimming with innovation in recycling, waste and water treatment. It helps the organisation cut down on energy costs, reduce waste and make better procurement choices. In addition to cost savings, the office gets an improved corporate image by achieving a certificate and logo usage rights.

The following list represents the addition of new companies to the programme during FY23:

1. HBL Port Qasim
2. HBL Shahrae Faisal
3. HANDS – Health and Nutrition Development Society
4. HUBCO Mirpur Office/ Laraib Plant Site office Mirpur AJK
5. Gerry’s dnata
6. Indigo Textile (Pvt.) Ltd.
Corporate Club:

WWF Corporate or Business Clubs are membership programmes that provide a platform for companies locally or regionally to support WWF’s work. Membership in such clubs does not create a partnership between WWF and the company, and does not imply an endorsement of any nature by WWF of the company or its products and services.

The following list represents all companies, which are WWF-Pakistan’s corporate members with an annual budget of less than EUR 5,000.

1. Ibrahim Fibers Limited
2. Educational Services Pvt Ltd
3. Atlas Honda Limited
4. EFU Life Assurance Ltd
5. Pakistan Cables Limited
6. AGP Limited
7. Bank of Punjab
8. Adamjee Insurance Company Limited
9. Hilton Pharma Pvt Ltd
10. JDW Sugar Mills Ltd
11. MIDAS Safety
12. Fatima Fertilizer Sadiqabad
13. Sapphire Textile Mills Limited
14. FrieslandCampina Engro Pakistan Limited
15. Siddiq Leather Works (Pvt) Ltd
16. Chiesi Pharmaceuticals
17. Murree Brewery Co Ltd
18. Pharmagen Ltd
19. Tri Pack Films Limited
20. Century Paper & Board Mills Limited
22. Shan Foods Private Limited
23. Seasons Edible Oil Ltd
24. ASC Group Companies IIL&ISL
25. Ibrahim Fibres Limited
26. KSB Pumps Co Ltd
27. Pak Kuwait Textiles Limited
28. Malik Auto & Agricultural Industries Pvt Ltd
29. Tariq Glass
30. Shahtaj Sugar Mills LTD
31. Mirpur Khas Sugar Mills Ltd
32. BERGER Paints
33. Ittehad Chemical Limited
34. Fauji Fertilizer Company Limited
35. Samira Fabrics (Pvt) Ltd
36. Curexa Health (Pvt) Ltd
37. Kot Adu Power Co

For further information on corporate engagement at WWF-Pakistan, please contact:

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OUR MISSION IS TO STOP DEGRADATION OF THE PLANET’S NATURAL ENVIRONMENT AND TO BUILD A FUTURE IN WHICH HUMANS LIVE IN HARMONY WITH NATURE.