



# **CORPORATE PARTNERSHIPS REPORT**

**FY 2022 WWF-PAKISTAN  
MAY, 2023**

*WWF is one of the world's largest and most experienced independent conservation organizations, with over 5 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

---

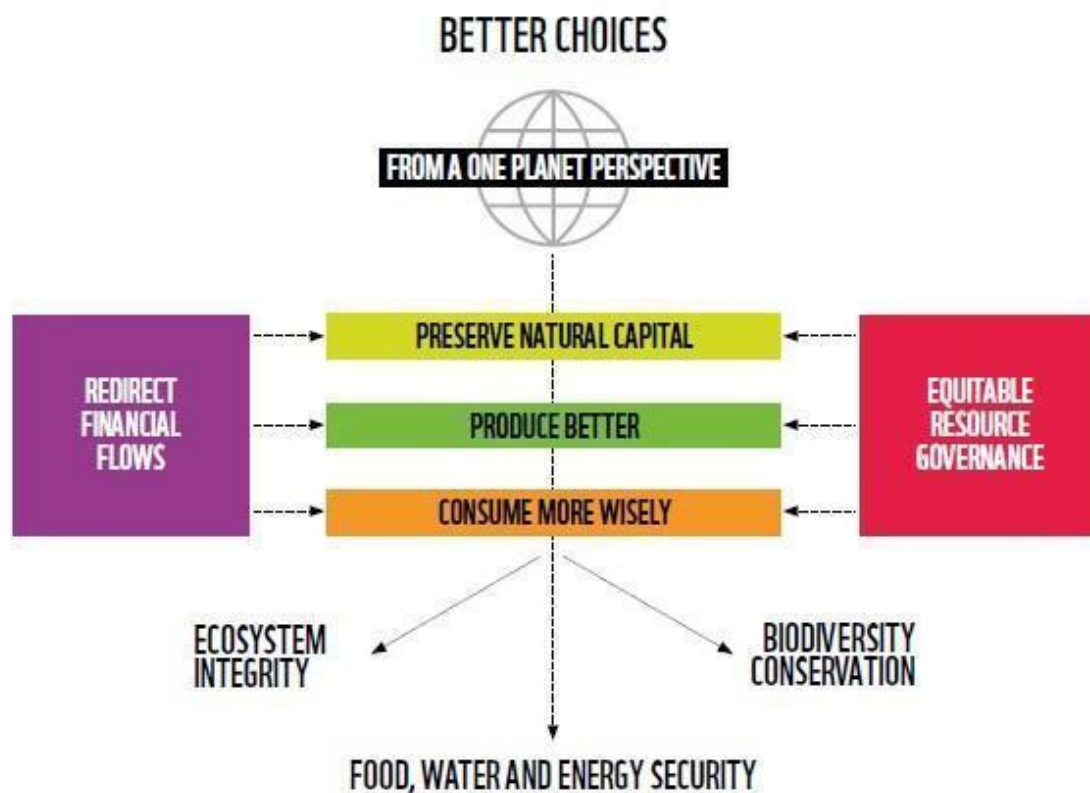
The time to act is now. We have put in place a global conservation strategy that reflects the way the world is changing, meets the big environmental challenges of the age and helps us simplify, unite and focus our efforts for greater impact.

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.

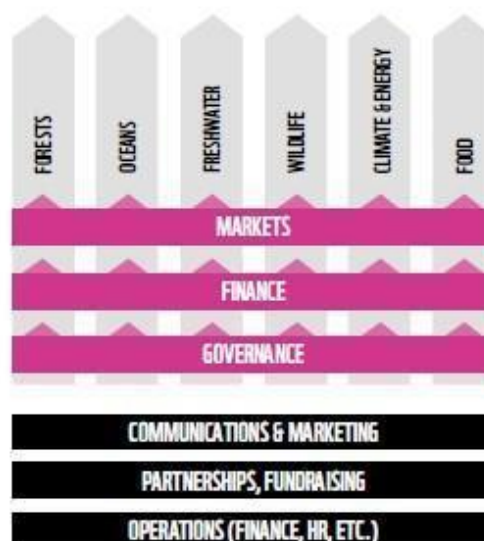
There has never been a stronger sense of urgency for action. In WWF we are defining new ways of working together to make a difference at a scale that matters. We know we must redefine humanity's relationship with the planet. And together we passionately believe we can.

## WWF'S GLOBAL VISION FOR CHANGE



## 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.

This report presents an overview of the partnerships that this WWF office has with individual companies

# OUR WORK IN CORPORATE PARTNERSHIPS

---

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.

WWF partners on a philanthropic or awareness-raising level with companies that are undertaking substantial action to improve their sustainability performance, or that have negligible environmental impacts.

Many partnerships with companies use a combination of these approaches.

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.



# 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](#).

## THIS REPORT

---

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; 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 FY22

Company Name	<b>Tourism Promotion Services (Pakistan) Limited; Serena Hotels</b>
Industry	<b>Hospitality, Tourism</b>
Type of Partnership	<b>Driving sustainable business practices</b> <b>Restoration and Protection of Forests in Pakistan</b>
Conservation Focus of Partnership	<b>Forests</b>
Budget Range (in EUR)	<b>100,000-250,000</b>

The goal of this project is to restore and protect forest landscapes to enhance climate change mitigation and adaptation and to reverse current trends in biodiversity loss and land degradation for increased ecosystem services. The project interventions, premised on WWF's model for setting forest and climate goals, include the formation of community-based organisations, a well-defined functional afforestation and restoration strategy, distribution and installation of fuel-efficient stoves and solar water heaters as well as the provision of alternative livelihood opportunities, improving food security and enhancing resilience of forest-dependent communities by involving them in protection and restoration activities.

Company Name	<b>Engro Foundation</b>
Industry	<b>Conglomerate</b>
Type of Partnership	<b>Driving sustainable business practices</b> <b>Forest Restoration and Carbon Offset Programme</b>
Conservation Focus of Partnership	<b>Forests</b>
Budget Range (in EUR)	<b>1-3 million</b>

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	<b>PepsiCo Pakistan</b>
Industry	<b>Beverages</b>
Type of Partnership	<b>Driving sustainable business practices</b> <b>Community Water Stewardship: Replenishing Groundwater Resources in Lahore and Multan</b>
Conservation Focus of Partnership	<b>Freshwater</b>
Budget Range (in EUR)	<b>100,000-250,000</b>

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.

Company Name	<b>Reckitt Benckiser</b>
Industry	<b>Consumer goods</b>
Type of Partnership	<b>Driving sustainable business practices</b> <b>Community Water Stewardship: Replenishing Groundwater Resources in Karachi, Sindh</b>
Conservation Focus of Partnership	<b>Freshwater</b>
Budget Range (in EUR)	<b>25,000-100,000</b>

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 m<sup>3</sup> 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	<b>Coca Cola Beverages Pakistan Ltd.</b>
Industry	<b>Beverages</b>
Type of Partnership	<b>Driving sustainable business practices</b> <b>Installation of drinking water facilities in different cities of Pakistan for the local communities</b>
Conservation Focus of Partnership	<b>Freshwater</b>
Budget Range (in EUR)	<b>25,000-100,000</b>

The aim of this project is to increase the access of drinking water to low lying communities of Pakistan, predominantly in the provinces of Punjab and Khyber Pakhtunkhwa. For this purpose, WWF-Pakistan, in collaboration with Coca Cola Beverages Pakistan Limited (CCBPL), is aiming to install five water filtration plants in different low-lying communities of Pakistan. The operation of these plants will be handed over to the communities in order to ensure their sustainability.

Company Name	<b>NIKE</b>
Industry	<b>Consumer Discretionary Products</b>
Type of Partnership	<b>Driving sustainable business practices</b> <b>Integrated Water Resource Management in the Indus Basin</b>
Conservation Focus of Partnership	<b>Freshwater</b>
Budget Range (in EUR)	<b>100,000-250,000</b>

Pakistan's recently codified National Water Policy and established National Climate Change Strategy both emphasise the importance of promoting integrated watershed management (IWM). Through past and current work, WWF-Pakistan has provided case studies and examples on how IWM can improve the balance between ecosystems, communities and economic health, as well as the needs of the diverse stakeholders on land and water. In this case, WWF-Pakistan with support from Nike, will scale IWM work in strategic landscapes including Ayubia National Park, Uchhali Complex, and South Punjab, and would build up on the existing synergies between this project and the WWF network strategies on textiles and cotton. The project will oversee the installation of 38 rainwater harvesting systems, 10 groundwater recharge pits and wells, 20 drinking water storage tanks, four ablution water reuse systems, eight constructed wetlands treatment systems and the implementation of improved piping and filtration systems across the selected project sites.

Company Name	<b>Artistic Milliners Pvt. (Ltd).</b>
Industry	<b>Retail</b>
Type of Partnership	<b>Driving sustainable business practices</b> <b>Milliner Cotton Initiative</b>
Conservation Focus of Partnership	<b>Agriculture/Markets</b>
Budget Range (in EUR)	<b>25,000-100,000</b>

This initiative aims to root out possible causes of trash and contamination in raw cotton and ensure improved and enhanced quality of cotton within the cotton sector. This pilot project aims to enhance the capacities of 500 cotton farmers, 300 women cotton pickers and six ginning units to comply with the proposed standards of Milliner Cotton Initiative. The project also aims to enhance the skills of 300 poor women cotton pickers and support them in the establishment of small businesses to improve the livelihoods of their families. So far, farmers and cotton pickers have been trained on MCI standards while a number of small home-based businesses have been established.

Company Name	<b>IKEA</b>
Industry	<b>Retail</b>
Type of Partnership	<b>Driving sustainable business practices</b> <b>Carbon-Smart Production System for GHG Emission Reduction, Water Stewardship and Sustainable Land Use Management to improve Socio-Economic and Environmental Resilience of Cotton Farming Communities of Pakistan</b>
Conservation Focus of Partnership	<b>Agriculture/Markets</b>
Budget Range (in EUR)	<b>250,000-500,000</b>

The project will pave the way towards carbon neutrality and climate resilience of Pakistan's cotton value chain by encouraging a transition towards a resilient, carbon smart cotton production system by promoting water stewardship, land use and management practices; and reducing GHG emissions. The project envisions a holistic approach that aims to extend sustainability efforts in vertical as well as horizontal dimensions. The action involves an upscale, holistic and integrated approach across cotton farming communities within the core cotton growing landscape of Pakistan i.e., Central Indus Ecoregion, and focuses on integrated management of agricultural production systems to increase productivity and incomes, reduce GHG emissions, increase carbon sequestration and support climate change adaptation.

Amongst other achievements, this project has managed to train more than 20,000 farming families on carbon-smart agricultural practices pertaining to crop production and protection, GHG emission reduction, water conservation, improved soil health management, and enhanced biodiversity and conservation, etc. To facilitate smallholding farmers, 20 e-learning sessions for farming families using Surface Mount Device (SMD vans) have been conducted. A Centre for Farm Input Resources, Skill Development and Training (C-FIRST) has also been established in Multan with the aim of assisting farmers with the provision of farm machinery.

Company Name	<b>IKEA</b>
Industry	<b>Retail</b>
Type of Partnership	<b>Driving sustainable business practices</b>  <b>A Transition towards Standardised, Compliant Cotton Value Chain to create Enabling Environment for Quality based trading in Pakistan</b>
Conservation Focus of Partnership	<b>Agriculture/Markets</b>
Budget Range (in EUR)	<b>100,000-250,000</b>

The project is designed to promote a compliant and resilient cotton value chain by promoting quality-based trading norms, enhancing resource efficiency and building the capacity of supply chain actors for adaptation of sustainable harvest and post-harvest standards. The action involves a holistic and integrated upscaling approach across the cotton supply chain actors within the core cotton growing landscape of Pakistan i.e., Central Indus Ecoregion. It will take into consideration vertical integration of the different stages of the cotton value chain to promote aligned incentives, standardisation of processes to improve farmers profitability and fibre quality. The action will include efforts towards quality based contractual trading by building the capacities of supply chain actors. Some of the achievements of the project include the creation of a digital quality-based cotton trading platform ‘Apni Kapas’, which has seen roughly 8,400 MT lint offered and 5,600 MT procured by textile suppliers. Moreover, more than 4,000 supply chain actors, i.e., farmers, intermediary market actors, seed-cotton transporters and workers were trained on sustainable harvest and post-harvest practices while more than 1,200 cotton pickers were trained on sustainable picking practices and occupational health and safety measures. Furthermore, 10 ginning SMEs were trained on fibre quality preservation and different aspects of quality-based trading. Lastly, in collaboration with Pakistan Cotton Standard Institute (PCSI) Sukkur, 40 personnel from the ginning SMES took the course on Cotton Grading and Classification.

Company Name	<b>IKEA</b>
Industry	<b>Retail</b>
Type of Partnership	<b>Driving sustainable business practices</b>  <b>Agroforestry for Livelihood Improvement, Climate Change Mitigation, and Biodiversity Conservation in Selected Cotton Growing Areas of Pakistan.</b>
Conservation Focus of Partnership	<b>Agriculture/Markets</b>
Budget Range (in EUR)	<b>100,000-250,000</b>

The project aimed to improve the livelihoods of cotton growers through agroforestry in cotton producing areas of Pakistan for poverty reduction, and the reduction of GHG emissions as well as the conservation of biodiversity. Thus far, the project has achieved the following:

- More than 2,000 farmers trained to incorporate agroforestry into the agricultural system.
- More than 30 farmers adopted agroforestry by establishing block-plantations on 43 hectares of their low valued agricultural lands and planted 131,000 tree saplings.
- More than 15 farmers adopted the Taungya system for linking agroforestry with livelihood improvement.

- More than 80,000 tree saplings were raised at farm nurseries.
- 30 fruit orchards were established at the farmland level with the support of farming communities.
- Six field days organised to disseminate information on sustainable agroforestry practices among farming communities.

Company Name	<b>Soorty Enterprises (Pvt.) Ltd.</b>
Industry	<b>Textile</b>
Type of Partnership	<b>Driving sustainable business practices</b> <b>Soorty Organic Cotton Initiative (SOCI)</b>
Conservation Focus of Partnership	<b>Agriculture/Markets</b>
Budget Range (in EUR)	<b>250,000-500,000</b>

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	<b>Artistic Milliners Pvt. (Ltd).</b>
Industry	<b>Retail</b>
Type of Partnership	<b>Driving sustainable business practices</b> <b>Organic Cotton Cultivation - Reforming the Economic and Environmental Status</b>
Conservation Focus of Partnership	<b>Agriculture/Markets</b>
Budget Range (in EUR)	<b>250,000-500,000</b>

The project aims to build up the capacity of 2,000 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 demands.

- The project team was hired and a project office has been established.
- The field team has been oriented on the project and trained on the standard protocols of organic cotton cultivation and certification.
- 1,400 farmers were 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	<b>Gul Ahmed Textile Mills Limited</b>
Industry	<b>Textile</b>
Type of Partnership	<b>Driving sustainable business practices</b> <b>Gul Ahmed Organic Cotton</b>
Conservation Focus of Partnership	<b>Agriculture/Markets</b>
Budget Range (in EUR)	<b>500,000-1 million</b>

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 and dedicated supply chain of certified organic cotton and meeting the market demands.

Company Name	<b>Sapphire Textile</b>
Industry	<b>Textile</b>
Type of Partnership	<b>Driving sustainable business practices</b> <b>Sapphire Organic Cotton Project</b>
Conservation Focus of Partnership	<b>Agriculture/Markets</b>
Budget Range (in EUR)	<b>500,000-1 million</b>

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 ginneries have been received.

Company Name	<b>Engro Foundation</b>
Industry	<b>Conglomerate</b>
Type of Partnership	<b>Driving sustainable business practices</b> <b>Sustainable Fisheries Entrepreneurship in Pakistan – Phase II</b>
Conservation Focus of Partnership	<b>Oceans</b>
Budget Range (in EUR)	<b>25,000-100,000</b>

The Sustainable Fisheries Entrepreneurship Project (SFEP) has on-boarded fisher groups, the marine and fisheries departments of Sindh, and other relevant government departments as well as private sector organisations with the key objective to address some of the key contributors to the problems of the marine and coastal ecosystems. The project aims to support and promote improved fisheries management in two UCs of Karachi, by reforming fisheries governance and management to combat illegal fishing and reduce pressure on marine ecosystems through increased awareness.

For data collection, an android-based mobile application was developed and a demonstration of the application was conducted for fisher groups. To address post-harvest losses and maintain the quality of fish in the supply chain, the project provided iceboxes to fishers. In addition, the project has provided toolkits with a set of



standard tools such as screwdrivers, spanners, hammers, etc. to the fishermen to help improve the quality of their ships and to reduce maintenance costs. To promote alternative livelihoods, the project conducted training workshops on candle-making, cloth-stitching and beautician skills for female fishers at Ibrahim Hyderi and Rehri.

As part of the crew-based observer programme, a total of three observers were engaged under Phase II of SFEP to collect fisheries data from longline and gillnet boats on a regular basis. Promoting sustainable fishing practices, a total of seven vessels have been converted to longline gears. The data provided by the observers showed a significantly lower number of bycatch and non-targeted fish catch, indicating that longline fishing is a more sustainable and eco-friendly fishing practice that needs to be scaled by the fishers.

One of the key successes of the project is the establishment of a fishermen training centre (FTC) at Government Lower Secondary School Rehri with the consultation and approval from the Education Department of the Government of Sindh. The centre was equipped with necessary equipment such as multimedia devices, laptop, furniture, scanner, stationery, etc. The main purpose of establishing the FTC is to provide opportunity to local fishermen to learn sustainable fishing practices and enable them to reduce post-harvest losses, ensuring proper fish-handling as well as safely releasing endangered marine species. As part of the training programme, SFEP-Ph II successfully organised a 10-day training workshop for 20 master trainers.

Company Name	<b>Engro Foundation</b>
Industry	<b>Conglomerate</b>
Type of Partnership	<b>Driving sustainable business practices</b> <b>Sustainable Fisheries Entrepreneurship in Pakistan – Phase III</b>
Conservation Focus of Partnership	<b>Oceans</b>
Budget Range (in EUR)	<b>100,000-250,000</b>

As part of Phase III of SFEP, we are working on the goal of achieving reduction in post-harvest losses, decreasing use of illegal gear and unabated fishing efforts in an attempt to sensitise the fishermen community and reduce pressure on marine ecosystems.

In Phase III, data from the fisheries concerning gillnets and longline vessels through deployed observers is continuously being collected and analysed accordingly. Moving on, the continuation of the Fishermen Training Centre (FTC) is the key to SFEP-Ph III to run the training programme for the capacity building of fishers of Ibrahim Hyderi and Rehri. The FTC needs renovation and upgradation in terms of training facilities; therefore, the project team conducted a visit to assess the need for renovation work and requested the procurement department to start the work and procure training material, equipment, and allied accessories.

The work was completed by June 2022. An assessment of master trainers, who were trained under SFEP-Ph II, was conducted by organising a three-day training in which master trainers demonstrated their training skills with local fishermen on sustainable fishing practices. This assessment aimed to identify the gaps in the skills of the master trainers. This assessment was conducted in collaboration with the UNDP and IBA team. Furthermore, master trainers also briefed the participants about the safe release practices of by-catch species, as specified in the Indian Ocean Tuna Commission's (IOTC's) guidelines on endangered, threatened, and protected (ETP) species. Based on this assessment, a refresher training will be undertaken by the project team in the coming months. The Director General of the Sindh Coastal Fisheries Department, primarily onboarded to discuss how to mainstream the digital data collection at the provincial level by the Sindh Coastal Fisheries Department, also appreciated the development of digital data collection by WWF-Engro and welcomed the idea of mainstreaming it at the policy level.

Company Name	<b>PepsiCo Pakistan</b>
Industry	<b>Beverages</b>
Type of Partnership	<b>Driving sustainable business practices</b>  <b>Monitoring and Evaluation of Polyethylene Terephthalate (PET) &amp; Used Beverage Cartons (UBCs)s collection and recycling by Green Earth Recycling (GER) and Polyethylene Terephthalate (PET)s Collection and Recycling by Novatex</b>
Conservation Focus of Partnership	<b>Climate &amp; Energy</b>
Budget Range (in EUR)	<b>25,000-100,000</b>

The goal of this project is to effectively reduce used bottle plastic waste in Pakistan and enable plastic circularity. As part of this project, WWF-Pakistan will monitor as well as evaluate PepsiCo International's recycling partner Green Earth's key KPIs; 3,000 tons of PET and 3,000 tons of UBC recycling and partner Novatex's key KPIs; 25,000 tons of PET.

By May 2022, regular visits for the monitoring and evaluation of recycling of PET into flakes and UBC into pulp were being conducted as per the defined M&E procedure and framework. So far, nine progress reports for monthly reporting of each target category, with the evaluation upon its achievement, have been submitted to the donor. Approximately 10 visits of GER and 10 visits of Novatex have been completed on a monthly basis.

# PARTNERSHIPS WITH AN ANNUAL BUDGET OF EUR25,000 OR LESS IN FY22

---

The following list represents all corporate partnerships that this WWF office has with an annual budget of EUR 25,000 or less (including pro bono or in-kind contributions) in FY22.

## Rung Do Pakistan:

WWF-Pakistan's 'Rung Do Pakistan' initiative is one of the biggest tree plantation campaigns being run across the country, aimed at planting trees to support and increase Pakistan's forest cover. Through this campaign, WWF-Pakistan is also contributing to national initiatives like the 'Ten Billion Trees Tsunami' programme, and towards international goals, such as 'The Bonn Challenge'. The campaign helps achieve following objectives:

- Reduction in harmful greenhouse gases
- Ensure habitat for thousands of terrestrial bio-diverse organisms
- Cleaner air and water
- Provide green job opportunities for the marginalized workforce

## Partner Companies:

1. AGI Denim
2. Alfatah Store
3. Allied Paints
4. Artistic Garment Industries
5. Careem
6. Daraz
7. Dawlance
8. DP World
9. Freight Connection Pakistan
10. Gobis Paint
11. Habib Metro Bank
12. Hutchison Ports Pakistan
13. KAPCO
14. Lucky Motors Corporation
15. Maersk Private Limited
16. Murree Brewery Company
17. Nestle
18. Nishat Apparel (Sweave)
19. Packages
20. Yunus Textiles
21. Zurich Insurance Company

**Employee Engagement:**

WWF-Pakistan offers employee engagement opportunities to the corporates helping their employees become eco-conscious citizens and participate in the activities that foster environmental stewardship. The activities include team building activities, awareness sessions, clean up and plantation activities.

1. Allied Products
2. Artistic Milliners
3. Crescent Steel
4. Fair Consulting
5. Getz Pharma
6. Indigo Textiles
7. Shan Foods
8. Soorty Enterprises
9. Towellers Limited
10. US Consulate

**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 FY22:

1. Bank AlFalah Limited
2. Engro Corporation Limited
3. Gerry's dnata
4. HANDS – Health and Nutrition Development Society
5. HBL - Port Qasim Branch
6. HBL - Shahrah e Faisal Branch
7. Indigo Textile (Pvt.) Ltd
8. Laraib Energy Limited - Mirpur Plant Office
9. Nishat Mills Pvt Ltd
10. Sapphire Retail Limited

**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. Adamjee Insurance Company Limited
2. Amreli Steels Limited
3. Associated Group Limited
4. Atlas Honda
5. Bank of Punjab
6. Berger Paints Pakistan Limited
7. Bilal Switchgear
8. Century Paper & Mills Board
9. Chiesi Pharmaceuticals
10. Coca Cola Export Corporation
11. Educational Services Pvt. Limited
12. EFU Life Insurance
13. Fatima Fertilizer Company Limited
14. Hilton Pharma Pvt. Limited
15. Ibrahim Fibers
16. International Industries
17. Ittehad Group Limited
18. JDW Sugar Mills
19. Kot Addu Power Plant
20. Malik Auto & Agricultural Industries
21. Mirpur Group
22. MirpurKhas Sugar Mills Ltd
23. Mitchells Fruit Farms Limited
24. National Food Limited
25. Naveena Exports Limited
26. Pak Kuwait Textile Limited
27. Pakistan Cables Pvt. Limited
28. Pharmajin
29. Samira Fabrics Pvt.
30. Seasons Edible Oil
31. Service Sales Corporation
32. Shahtaj Sugar Mills Limited
33. Shezan International Limited
34. Siddiq Leather Works (Pvt) Limited
35. Tariq Glass Industry Limited
36. Tepal Tea

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

Nazifa Butt/ Head of Corporate Partnerships and Fundraising / [nbutt@wwf.org.pk](mailto:nbutt@wwf.org.pk)

**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.**



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

together possible™ [wwfpak.org](http://wwfpak.org)