

Benefits of the EcoSmart Campus Certification Programme

- Significant resource and carbon footprint reduction, leading to substantial cost savings
- Opportunity to calculate and offset emissions, contributing to a greener environment.
- Mentorship from WWF-Pakistan as a co-supervisor in the final year projects of the students.
- Feature blogs on WWF-Pakistan's webpage, showcasing youth perspectives on environmental issues.
- Publication of research papers in collaboration with WWF-Pakistan on topics related to environmental sustainability.
- Acknowledgement of the top performers working under the EcoSmart Campus Team by WWF-Pakistan.
- Opportunity for students and staff to participate in WWF-Pakistan events at least once a year, facilitating networking.
- Collaboration opportunities for students and staff to showcase their sustainable practices in WWF-Pakistan's quarterly newsletter and on other platforms.
- Well-informed, eco-conscious staff and students.

Scoring Index



Silver



Gold



Platinum



Our Mission

WWF's mission is to halt the degradation of our planet's natural environment and foster a future where humans live in harmony with nature by:

- Conserving global biodiversity
- Ensuring the sustainable use of renewable resources
- Promoting the reduction of pollution and wasteful consumption

FOR FURTHER DETAILS:

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

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WWF-Pakistan's EcoSmart Campus Certification Programme

EMPOWERING MINDS FOR A SUSTAINABLE FUTURE.

About WWF

The World Wide Fund for Nature Pakistan (WWF-Pakistan), established in 1970, is working to stop the degradation of the planet's natural environment and to build a future where people and nature can thrive. One of the key approaches to achieving this mission is through environmental education, which encourages students and faculty across academic institutions to adopt and promote sustainable practices.

Objectives

- 1 Conserve natural resources and reduce environmental footprint, leading to monetary benefits, and enhanced environmental performance.
- 2 Empower students and staff to drive change, raising awareness and promoting sustainability.
- 3 Transform the campus into a green zone with eco-friendly practices, including plantation and establishment of plastic-free spaces.

Performance Metrics



Energy



Paper



Waste



Reusables vs
Disposables



Water &
Wastewater



Fuel &
Travel



Environmental
Awareness



Biodiversity

Services Offered

- Guidance and support for the development and implementation of a tailored Environmental Management System (EMS).
- Conduct regular capacity building sessions for the EcoSmart Campus Team.
- Deliver awareness sessions and lectures on sustainable initiatives and eco-friendly practices for students and staff.
- Carry out regular audits, assessments and inspection visits to ensure compliance and continual improvement.
- Calculation of the campus's carbon footprint and guidance on offsetting emissions.
- Provision of a Certificate and right to use EcoSmart Campus logo upon fulfillment of criteria.
- Informative materials such as eco-tips/newsletters to enhance environmental awareness.
- Recognition as a sustainability leader on WWF-Pakistan's website.
- Subscription to Natura, our flagship quarterly magazine, showcasing success stories and insightful articles on environmental conservation.

What is the EcoSmart Campus Certification Programme?

EcoSmart Campus is a certification programme that fosters sustainability in academic institutions by integrating environmental education and empowering students as change leaders, promoting stewardship across campus life.

By adopting eco-friendly practices, EcoSmart Campuses will significantly reduce their environmental impact, promote circular economy principles, and create low-carbon zones and an eco-conscious society. Campuses meeting the minimum criteria will be recognised with the EcoSmart Campus Certificate and Logo.

Advancing Sustainable Development Goals through EcoSmart Campus Certification Programme

