HISTORY

- The World Wide Fund for Nature (WWF) came into being in 1961 in Gland, Switzerland.
- Globally, it is the leading conservation organization with its presence in over 100 countries.
- WWF-Pakistan was established in 1970.
- Since 1980, WWF-Pakistan has sensitized children and youth in various ways to acknowledge the benefits and values of our natural resources.

OBJECTIVES OF ENVIRONMENT EDUCATION PROGRAMMES

- Building awareness and understanding among young generations for nature conservation.
- Developing capacity and instilling the right skills required for practicing and promoting sustainable living.
- Enabling meaningful engagement for driving positive change towards building a sustainable future.

CAMPAIGNS UNDER THE ENVIRONMENT EDUCATION PROGRAMMES

SPELLATHON

- Proudly celebrating 25 years of success, the Spellathon campaign has been a pioneer in the field of environment education.
- A nationwide spelling competition organized for students from grades 1 to 8.
- Engages students about key environmental challenges and needed conservation efforts through storytelling.
- Provides grade-specific content that enhances students' language skills, such as comprehension and vocabulary.

GREEN SCHOOL PROGRAMME

- Pioneer environmental school certification initiative.
- The structured annual certification programme engages students enrolled in grades 6 to 8.
- Activities include: paper making workshop, clean up drives, outdoor adventures, tree plantation, story telling, arts competition, documentary screening, inter-school competitions, The Panda Challenge and much more.

35,000+ students reached out in 50 schools from 30 cities across the country.

5,000 students participated from over 50 schools across Pakistan.

OBJECTIVES OF ENVIRONMENT EDUCATION PROGRAMMES

- Members of nature clubs are sensitized about various environmental issues and are educated about environmental conservation.
- Members can learn about native plants and animals by visiting local nature reserves.

50 Nature Clubs have been established in different schools across Pakistan.
Student Ambassadorship Programme

Every year, 15 students join the **Student Ambassador cohort**

- Platform for young passionate individuals who aspire to work for the conservation of the planet’s natural resources.
- Student Ambassadors facilitate WWF-Pakistan in environmental education and fundraising initiatives for conservation action.
- Together with the Student Ambassadors, WWF organizes events, fundraisers, training workshops, and outdoor education programmes to foster environmental activism among youth.

Eco Internship Programme

- Flagship programme functional since 2009 which aims to integrate field and classroom experience.
- Helps empower and engage youth (aged 15 to 30 years) in creating a positive influence on society.
- Eco Interns participate in 3-5 sessions comprising interactive modules pertaining to WWF practice areas and United Nations Sustainable Development Goals.

5000+ students

Participate in the programme annually

Outdoor Education Programme

- Provides a platform to stimulate admiration for the natural world and to explore the amazing biodiversity of Pakistan.
- Participants not only learn to identify species richness, but also identify intricate patterns which connect humans to the natural environment.
- Activities include: hiking, cleanup drive, bird watching, species identification, and plantation.
- Under the Programme for Vultures in the Nagar Parkar district of Tharparkar, Sindh, around 1,900 students from 30 different schools and universities have completed training. Similarly, for snow leopards and common leopards trainings have been held in Rawalpindi, Islamabad, Abbottabad, Nathiagali, Haripur, Karachi, Mirpur, and Lasbela.

Other Initiatives

- Around 20 office based opportunities are provided to the students to enhance their knowledge and skill in the area of nature conservation.
- MoUs are signed with relevant stakeholders to promote student engagement activities.
- Social media campaigns are launched to sensitize the general public.