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.

150,000+ students reached out in 500 schools from 70 cities across the country.

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.

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

- 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.
**YOUTH DEVELOPMENT PROGRAMME**

**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 complete community service projects aligned with United Nations Sustainable Development Goals (UNSDGs).

---

**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.

---

**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.

---

**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 including educational institutes, youth organizations and associations, federal government etc. to promote student engagement activities.
- Run digital advocacy campaigns through student-led and donor funded campaigns to sensitize online community about environmental challenges.

Environment Education Programme is aligned with United Nations Sustainable Development Goals.

For further information, please contact:
Islamabad: 051-8857771-6
Lahore: 042-35465972-7
Karachi 0213-4544791-2