

MAND BARGAN

Saving nature since 1970

Quartely News Update January-March 2023



For 20 years, WWF and IKEA have been working side by side on forests, cotton, water and climate; making efforts to protect landscapes, enhance biodiversity, and empower local communities.

WWF-Pakistan has been working with IKEA to test innovative methods to protect entire landscapes around cotton farms. By focusing on sustainable production, we are reducing water and pesticide use and improving soil health, and ensuring a more stable livelihood for cotton farmers by enabling better access to finance and improving supply chains.

Click here for Irum's story one of the beneficiaires of this partnership.

Addressing Fisheries Threats to Freshwater

In partnership with the International Whaling Commission, and supported by the Engro Foundation, WWF-Pakistan brought together experts from Asian range countries to discuss and address threats posed to river dolphins, particularly from unsustainable fishing practices.



Click here to read Daphne Willem's (Global Lead, River Dolphin River Initiative) article as she recounts her experiences and takeaways from her visit to Pakistan.







WWF-Pakistan at COP27



Harnessing Innovation for Conservation

In December 2022, our wildlife experts, in collaboration with the Arid Agriculture University, tagged one of the four pangolins rescued from poachers by the Islamabad Wildlife Management Board (IWMB) and the Wildlife and Fisheries Department of AJK. A radio telemetry device was successfully installed on one of the rescued pangolins to monitor its home range and activity pattern in collaboration with the IWMB and Arid Agriculture University.

In light of the devastating floods in Pakistan, WWF-Pakistan pushed the agenda on loss and damage at Sharm El Sheikh and presented the Pakistan Climate Crises Charter.

Click to watch a media briefing on 'Lessons from Pakistan'.

Click to access the Pakistan Climate Crises Charter.

Promoting Best Environmental Practices in the Leather Sector

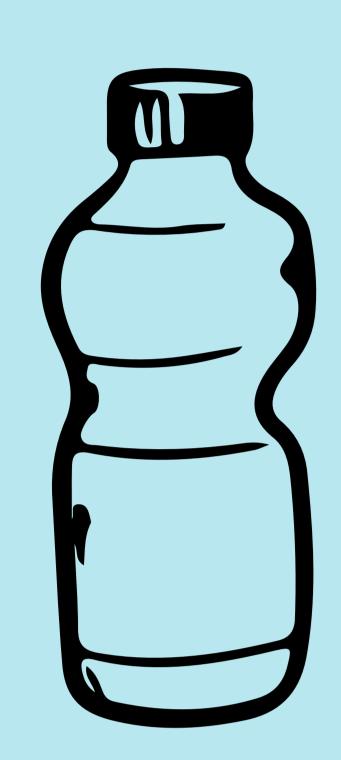
WWF-Pakistan helped arrange an exposure visit to Indonesia for representatives from the leather sector to observe resource efficient cleaner production practices in leather manufacturing and promote green productivity and sustainable economic growth in the leather sector. The knowledge gained will help tanners benchmark models of productivity in the domains of raw material, water, energy, etc.



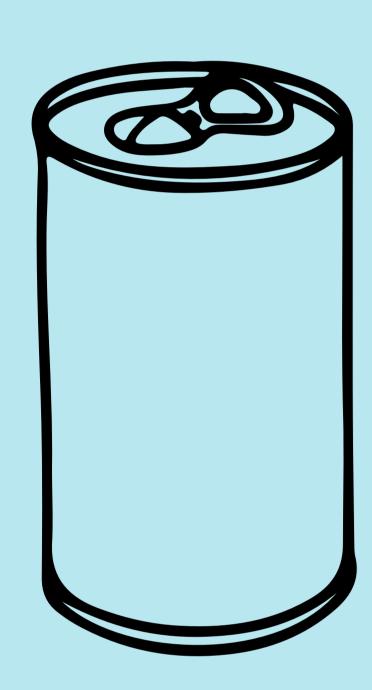


b. Tackling Recyclable Solid Waste

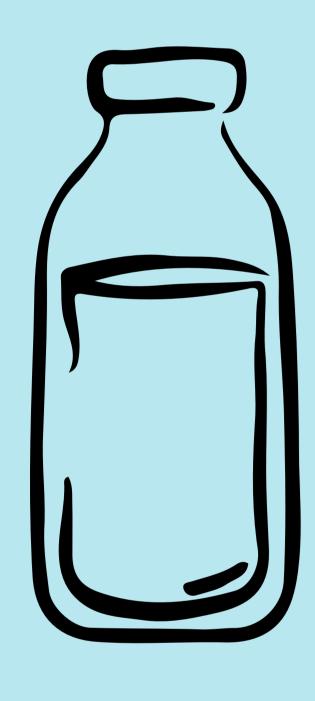
With the support of the The Coca Cola Export Corporation, we conducted a baseline study across six cities of Pakistan to understand waste management and consumption and disposal patterns of PET, aluminum and glass.



PET bottles



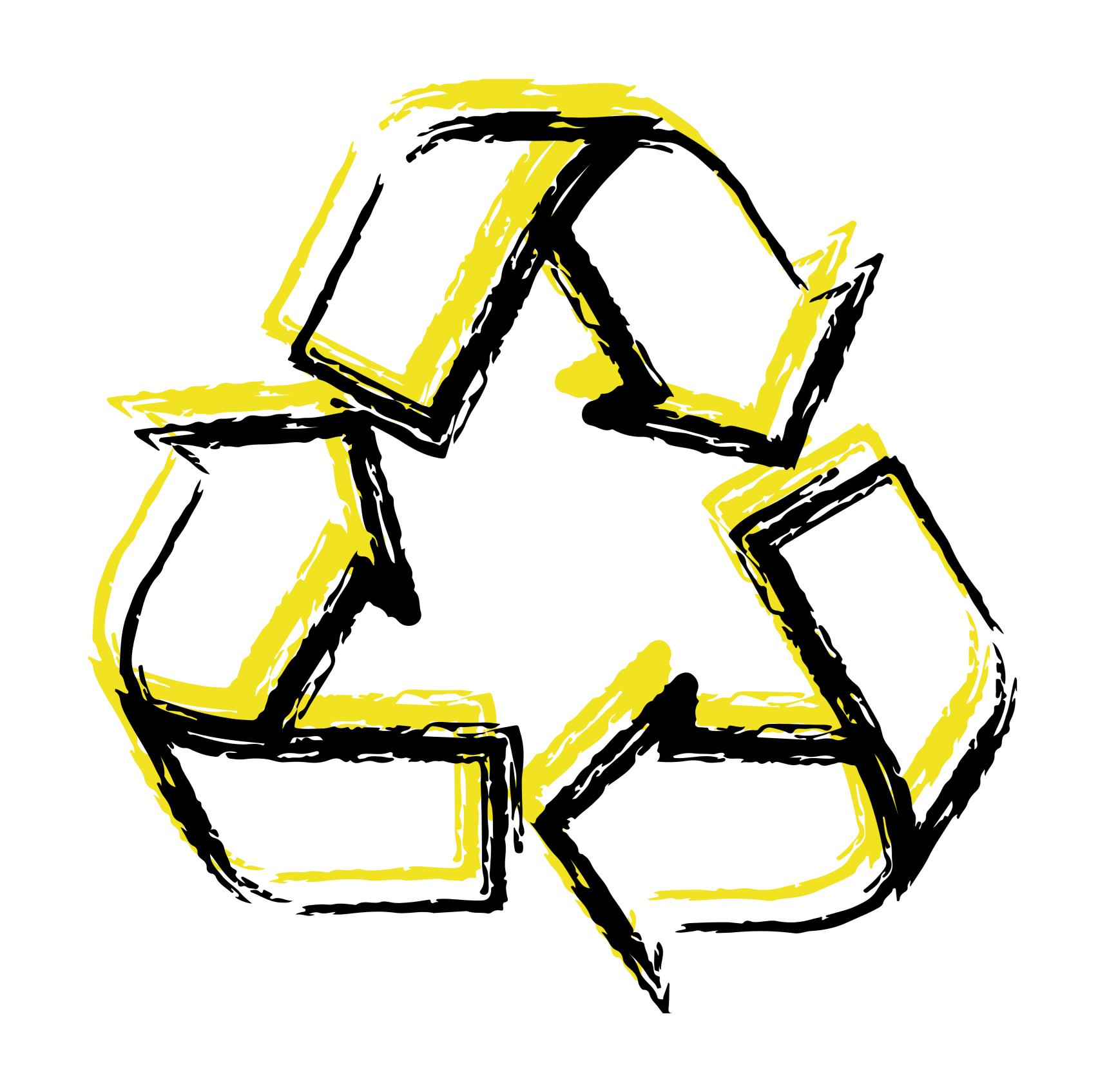
Aluminium cans



Glass bottles

Facilitating Sustainable Workplaces

Between October and December 2022, five companies joined WWF-Pakistan's Green Office Programme; which helps organizations save costs, reduce waste, make better procurement choices, and reduce its ecological footprint.





a. Launch of the Ocean CleanUp Project

Through this community-led project, which aims to collect 5,000 tonnes of waste, citizens of Karachi city, including the fishermen community, will be sensitized about the need for recycling and cleanup along Karachi's coastline.

To mark the launch of the project, representatives from both organizations held a clean up drive at Sea View, where they collected and disposed of around 2,000kg of waste.

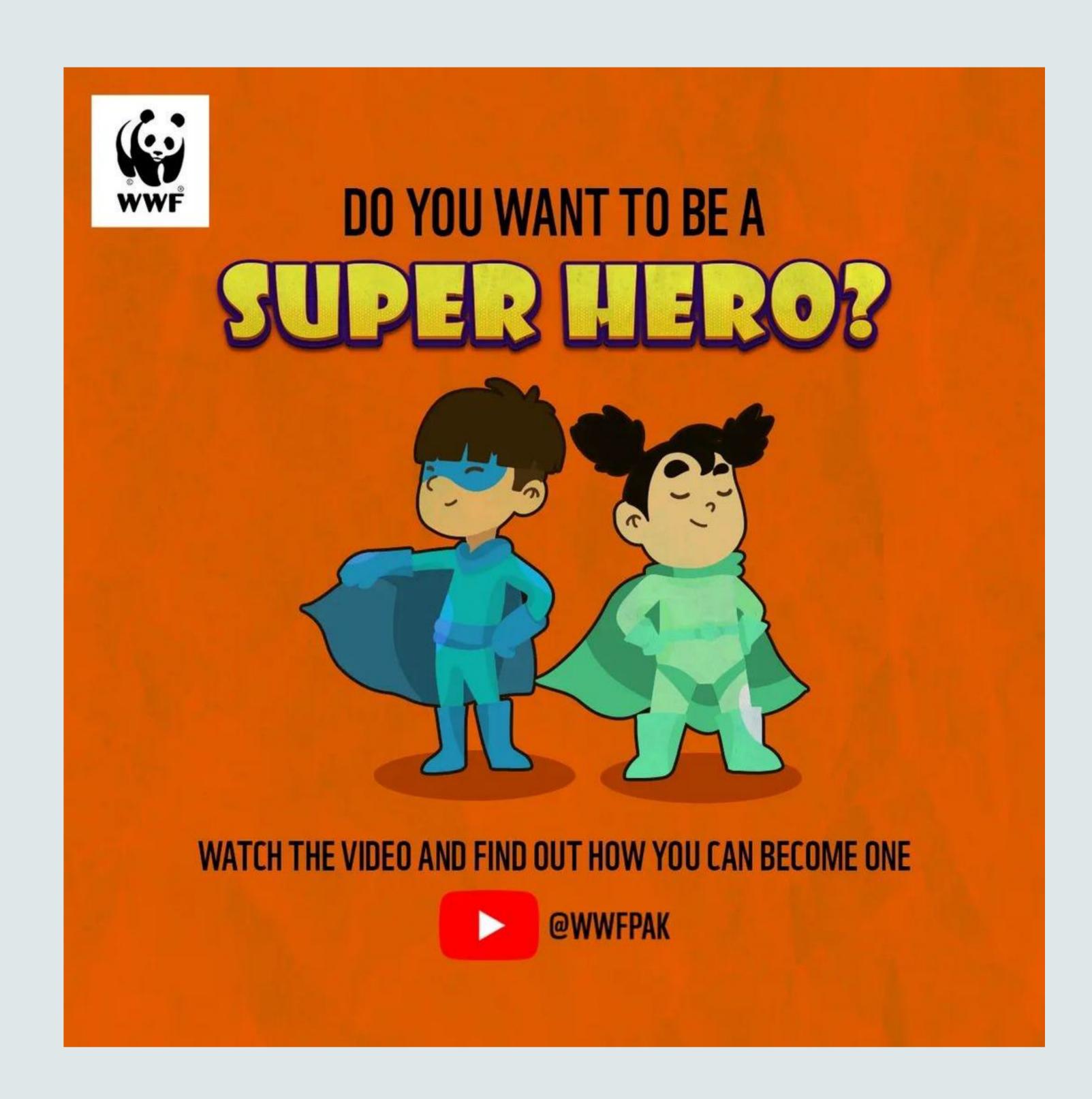
"There is a need for public private partnerships for developing an integrated approach to plastic waste management that consists of upstream and downstream solutions leading to plastic circularity."

Nazifa Butt, Senior Manager, Climate and Energy Programme, WWF-Pakistan

c. The 3 Rs

Under the Nestle for Healthier Kids programme, Nestle Pakistan partnered with WWF-Pakistan to teach the younger generation a more sustainable approach to managing waste. Awareness sessions were launched at Silver Oaks schools, which included information about reducing waste, segregation, reusing, recycling, etc.

Click to watch an animated video on waste management.



d. Ipsos Report on Global Attitudes Towards a Plastic Pollution Treaty

According to a survey conducted via Ipsos' Global Advisor Online Platform, in conjunction with WWF and the Plastic Free Foundation, seven in 10 people across 34 countries support global rules to stop plastic pollution. Click here to find out about the survey findings.

Click here to access our quarterly magazine 'Natura', which contains an explainer on microplastics by Nazifa Butt, Senior Manager Climate and Energy WW-Pakistan, and reveals some hidden sources of plastic in our everyday lives.

> Winners of the ICAC Twitter Competition



WWF-Pakistan's short animated video, which focused on a day in the life of Razia, a cotton picker, was one the winning entries of the International Cotton Advisory Committee (ICAC)'s Twitter competition.

Click here to watch the video.

Sarmad Khoosai Joins as Goodwill Ambassador



Renowned actor, director and producer Sarmad Sultan Khoosat has officially joined WWF-Pakistan's panel of goodwill ambassadors! Click here to watch Sarmad's video message and how he wishes to be part of WWF-Pakistan's conservation work.

Team Earth Campaign



WWF-Pakistan's Goodwill Ambassadors and influencers including Sophiya Anjam, Adan Malik, Ushna Shah, Ali Rehman, Aisam ul Haque, Samar Khan, Hajra Khan, and DG Hammad Naqi Khan were a part of the 'Team Earth' international campaign with messages supporting #TeamEarth at the FIFA World Cup 2022.











