Expected Outcomes by 2029

Place-Based Impact (Karachi & Lahore)

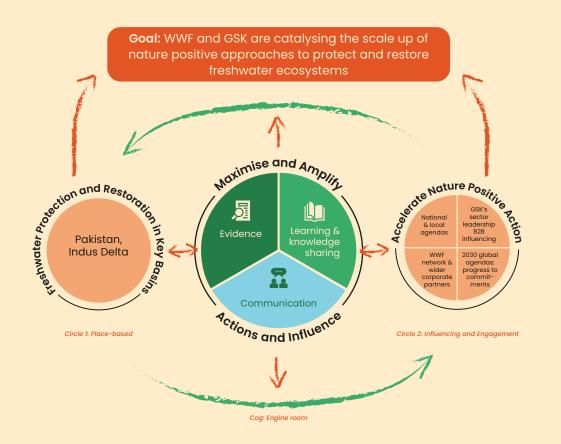
- Improved, fair access to water in both cities.
- Target areas show greater climate resilience.
- Ecosystems like Keenjhar Lake, Indus Delta, and Ravi River begin to recover through community-led restoration.
- Stronger local governance and community involvement in water management.
- Municipalities and businesses adopt better policies for water, biodiversity, and climate targets.

Influence & Engagement

- Progress toward global 2030 freshwater goals.
- O Businesses take nature-positive action to reduce ecosystem harm.

Engine Room

O Drives and supports the above efforts in both circles.





Target Stakeholders

- Government Bodies
- Local Communities and Indigenous Groups
- Academia and Researchers
- Private Sector (Industries, Water Users)
- Civil Society Organisations (CSOs)
- Farmers and Rural Communities
- Municipal Authorities and Corporations

Global & National Alignment

Supports Pakistan's Sustainable Development Goals (SDG 3, SDG 6, SDG 9, SDG 12, SDG 13, SDG 14, SDG 15, SDG 17), National Biodiversity Strategy, and Freshwater Challenge.

















Aligned with WWF's Freshwater and Governance Practices, Global Biodiversity Framework, and the Ramsar Convention.

For more information:

SOHAIL ALI NAQVI

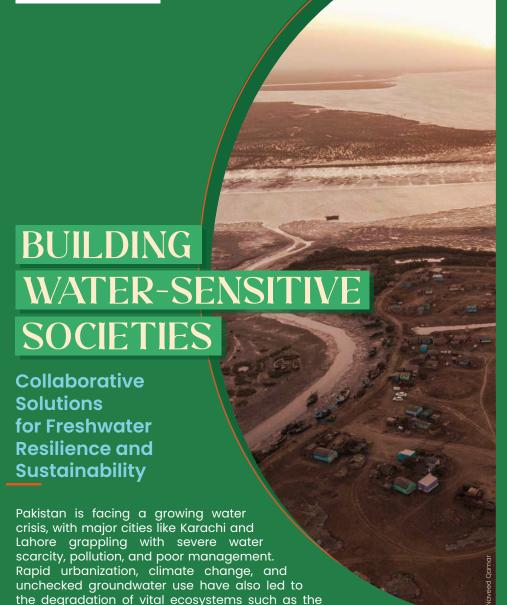
Director Freshwater Programme, WWF-Pakistan sanaqvi@wwf.org.pk



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

together possible ..





Indus Delta, Keenjhar Lake, and the River Ravi.

WWF-Pakistan, in partnership with GSK, is launching a five-year project (1 January 2025 – 31 December 2029) aimed at transforming the way urban areas manage, protect, and restore their freshwater resources.

Project Locations



Legend

River
International Boundary
Line of Control
Working Boundary

Province Boundary

efficient water use.

Project Objective

GSK Project Site



Karachi

Keenjhar Lake

Lahore



Indus Delta

 Enhancing climate resilience through ecosystem restoration.

 Improving water quality and availability in urban areas through better management and

- Improving water resource management to benefit local communities, biodiversity, and habitats.
- Promoting inclusive collaboration and capacity building.
- Influencing municipal-level policies for systemic change and advocating at national, provincial, and regional levels for accelerated action towards the 2030 Agenda.

THEORY OF CHANGE - A Broader Perspective

WWF x GSK Partnership Goal

Catalyze the scale up of nature positive approaches to protect and restore freshwater ecosystems, benefitting biodiversity and local communities



Pakistan Programme Outcome

By 2030, Improved water resource health in Karachi and Lahore enhances quality, quantity, and productive use, demonstrating the benefits of nature-based solutions through climate-resilient management, collaborative approaches, and sustainable governance



Improving
Water Quality
& Availability
in Urban
Areas
through
Improved
Management
and Efficiency
of Water Use

Improving Climate Resilience through Ecosystem Restoration Improving
Water
Resource
Management
Benefitting
Local
Communities,
Biodiversity &
Habitat

Inclusive Collaboration and Capacity Building

Level Policy Influence; Systematic Change; Influencing at National / Provincial / Regional Level for Accelerated Action for 2030 Agendas

Municipal

Improving Integrated Freshwater Governance

for inclusive, multistakeholder (business, government and civil society) management of climate smart, nature positive approaches

Thought Leadership, Research and Storytelling

Global Engagement to Showcase Pakistan
Case Studies and Success Stories



Influencing and Engagement

Influence Policy / System Change and
Mobilizing Business Leadership

Core Interventions



Constructed Wetlands and Wastewater Treatment Plants



Ablution Water Reuse Systems in Mosques



Recharge Wells and Rainwater Harvesting Systems



Nature-based Solutions (Urban Greening and Sponge Cities)



Safe Drinking Water Filtration Plants



Flood Protection Bunds and Early Warning Systems



Awareness Campaigns and Community-Led Conservation



Improving Access to Water, Sanitation, and Hygiene (WASH)



Water Stewardship in Agricultural Practices



Community-Based Biodiversity Monitoring and Wetland Habitat Conservation



Sustainable and Alternate Livelihoods