

Expected Outcomes by 2029

Place-Based Impact (Karachi & Lahore)

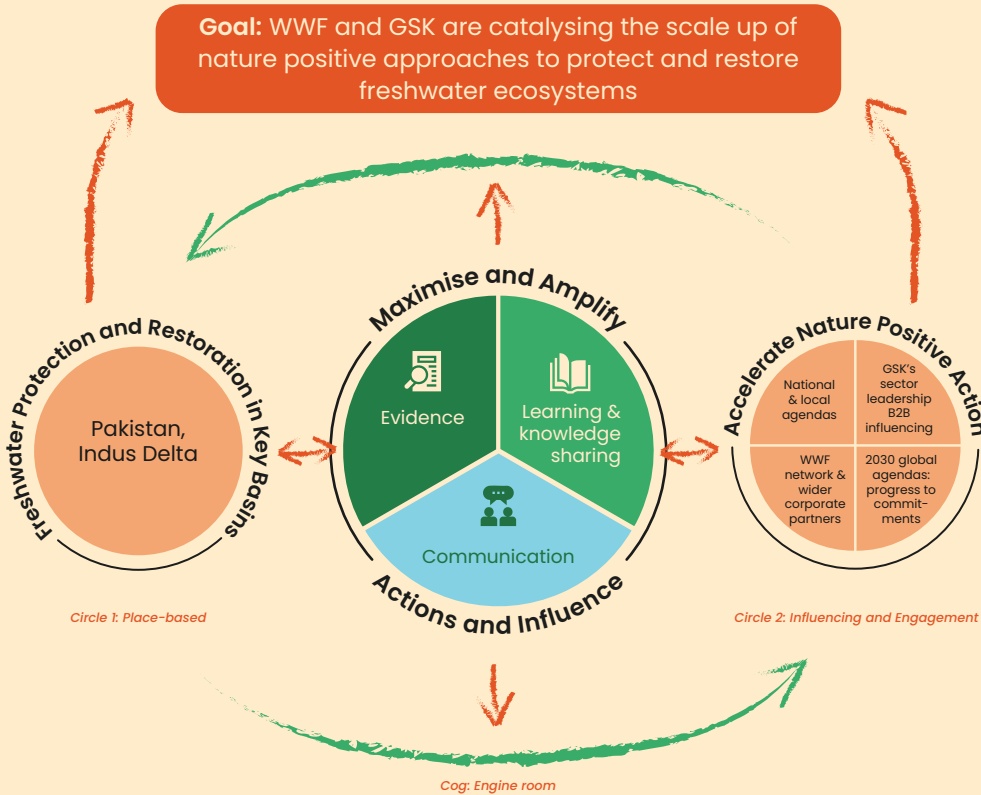
- Improved, fair access to water in both cities.
- Target areas show greater climate resilience.
- Ecosystems like Keenjhar Lake, Indus Delta, and Ravi River begin to recover through community-led restoration.
- Stronger local governance and community involvement in water management.
- Municipalities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

Influence & Engagement

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

Engine Room

- 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:

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BUILDING WATER-SENSITIVE SOCIETIES

Collaborative Solutions for Freshwater Resilience and Sustainability

Pakistan is facing a growing water crisis, with major cities like Karachi and Lahore grappling with severe water scarcity, pollution, and poor management. Rapid urbanization, climate change, and unchecked groundwater use have also led to the degradation of vital ecosystems such as the 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

- GSK Project Site
- River
- International Boundary
- Line of Control
- Working Boundary
- Province Boundary

Project Objective

- Improving water quality and availability in urban areas through better management and efficient water use.
- Enhancing climate resilience through ecosystem restoration.
- 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.



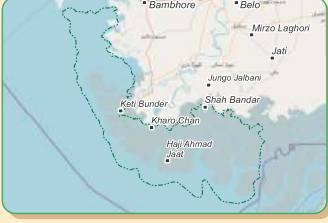
Keenjhar Lake



Lahore

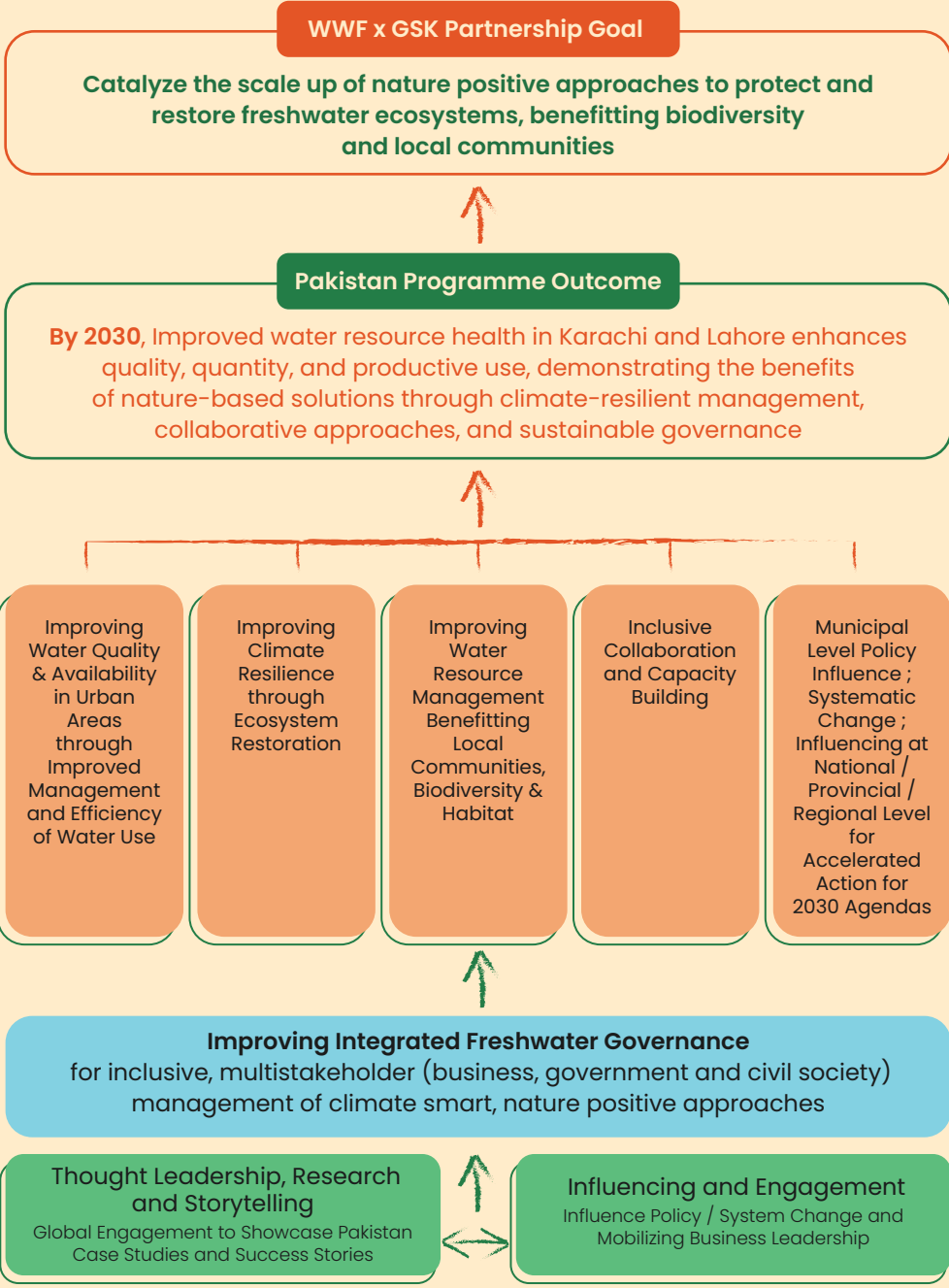


Karachi



Indus Delta

THEORY OF CHANGE - A Broader Perspective



Core Interventions

