Expected Outcomes by 2029

Place-Based Impact (Karachi & Lahore)

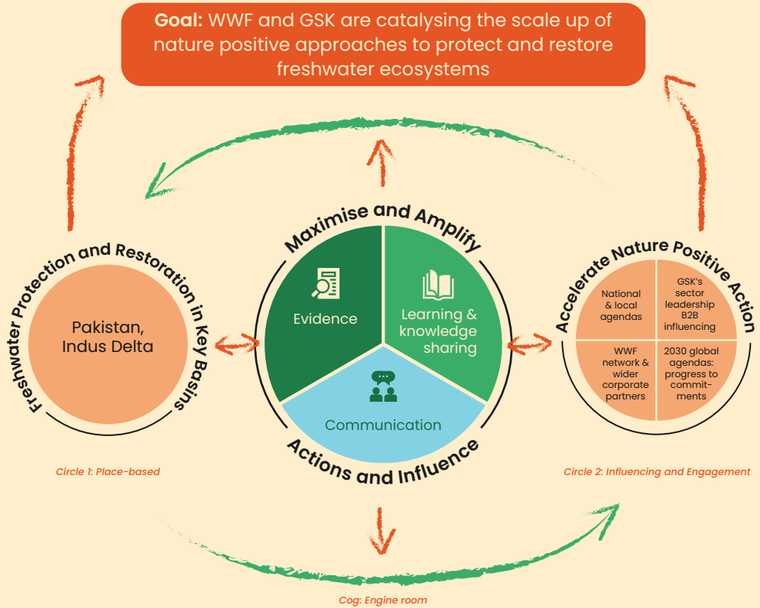
- Improved, fair access to water in both cities.
- Target areas show greater climate resilience.
- Ecosystems like Keenjhar Lake, Indus Delta, and Ravi River begin to recover through community-led restoration.
- Stronger local governance and community involvement in water management.
- Municipalities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


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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

Kilometers
0 500 1,000



Keenjhar Lake



Lahore



Karachi



Indus Delta

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.

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

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