



QUARTERLY NEWSLETTER

APRIL-JUNE 2025

UNITED FOR NATURE CRICKET MEETS CONSERVATION

In a powerful collaboration bridging sports and sustainability, WWF-Pakistan partnered with Islamabad United to launch the United for Nature campaign. The campaign featured a symbolic tree plantation drive and a visit to the Wildlife Rescue and Rehabilitation Centre by Islamabad Wildlife Management Board, bringing visibility to wildlife protection efforts and inspiring cricket fans to champion environmental causes.

Watch the highlights now!



FRESHWATER, INNOVATION AND INCLUSIVE CONSERVATION

In partnership with International Water Management Institute (IWMI), WWF-Pakistan brought smart water sensors to farmers in Chitta Batta. During a live field demo in April, farmers saw how real-time data can help reduce water waste and improve crop yields—a step for climate-smart agriculture.

Under Phase II of the Pakistan Beverage Limited (PBL) project, an Ablution Water Reuse System (AWRS) was inaugurated in Jama Masjid Hanfia Alamgir, landhi town, Karachi. Treated water from the system is now being used to irrigate public parks—encouraging institutions and city authorities to adopt sustainable urban water reuse practices. An additional AWRS was installed at Khair-ul-Amal Masjid in Karachi, enabling water reuse to support urban greening within a religious space. In Farash Town and James Town, APWASI water awareness sessions reached over 50 community members, encouraging greywater reuse and conservation practices.

NATURAL FILTERS FOR CLEAN WATER

In Gilgit-Baltistan, gravel-based filters were installed in three schools—bringing clean, glacier-fed water to a total of over 2,200 students and nearby residents. These include:

- Government Girls Primary School, Mominabad
- Government Girls Higher Secondary School, Askurdas
- Government Boys Middle School, Gareth

A gabion structure was also completed in Kanjukshal, Nagar, enhancing irrigation for local farming.



CLIMATE ACTION AND COMMUNITY RESILIENCE

- Through the BMZ project, 150 households in the Indus Delta were equipped with home-based solar energy systems—cutting down reliance on fossil fuels.
- In Morder, Upper Chitral, the Water Resource Accountability (WRAP) project led to the plantation of over 6,000 native saplings. With UK International Development's support, the campaign also fostered local engagement in forest restoration.



SUSTAINABLE COTTON, REGENERATIVE AGRICULTURE AND WOMEN’S EMPOWERMENT

A REGENERATIVE MILESTONE IN BAHAWALPUR

The Sapphire Regenerative Agriculture Project earned a 100% score under Regenagri certification, spanning 2,011 acres and 189 farmers.

See how a farmer in Mouza Abbas Nagar, Bahawalpur is turning livestock waste into organic fertilizer—boosting crop productivity and adopting regenerative practices to restore soil and save water.

ORGANIC COTTON: LOCAL ROOTS, GLOBAL STANDARDS

In collaboration with Artistic Milliners, the Organic Cotton Project in Kohlu saw:

- 9,566 acres certified under USDA-NOP & EU standards
- 1,859 farmers involved
- 6,866 metric tons of organic seed cotton produced

Across Pakistan in the 2024–25 season, 25,213 MT of organic cotton was harvested. This saved \$56.6 million in foreign exchange and reduced GHG emissions by 107,548 MT CO₂E, while earning farmers an 8% price premium.

KNOWLEDGE IN THE FIELD

- 4,800 farmers in Punjab and Sindh were trained via 120 SMD van sessions on water stewardship and climate-smart agriculture.
- Botanical pest extractors in Bahawalpur helped reduce pesticide use by 30–50%.
- Over 5,500 farmers trained in soil improvement techniques under the BMZ project, with 500 soil samples tested to reduce over-fertilisation.



WILDLIFE, INNOVATION AND SPECIES PROTECTION

COLLABORATIVE CONSERVATION PLANNING

WWF-Pakistan hosted a major workshop in Islamabad focused on drafting a Multi-species Action Plan for 26 bustard species. Experts from IUCN, CMS, Ministry of Agriculture Hungary, Bustards Without Borders, the Swiss Ornithological Institute, and nine countries participated in this regional dialogue for species protection.



TECHNOLOGY FOR WILDLIFE PROTECTION

In collaboration with the KP Wildlife Department, AI-enabled camera traps were installed across key sites in Nathiagali and Ayubia National Park. These advanced systems aim to gather real-time data on wildlife presence, species movement, and potential poaching threats, supporting evidence-based conservation efforts. Learn more about how this technology is saving wildlife, as featured on **BBC**.



PROTECTING PANGOLINS IN KHYBER PAKHTUNKHWA

- Two pangolins were rescued and released in Peshawar and Charsadda, with support from local communities and Kohat Wildlife Division.
- Two training sessions in Nowshera and Swat reached 85 wildlife officials.
- In Abbottabad, 130 officers were trained on pangolin monitoring at KP Forest School.



HABITAT BOOST IN HUNZA AND NATHIAGALI

- In Hunza, WWF-Pakistan catalogued native plant species—like poplar, walnut, and cherry—to improve habitats for native and migratory birds.
- A livestock insurance pilot in Nathiagali is aiming to reduce human-wildlife conflict.



TREES, BIRDS, AND LANDSCAPES

- At Khabeki Lake and Kenhatti Garden in Soon Valley, Khushab, plantation events were held with local communities, supported by Tourism Development Corporation of Punjab (TDCP) and UK International Development.
- In Bahawalpur and Khairpur, 3,750 native tree saplings were distributed under the Sapphire Organic Cotton and ECO-Sindh projects. 150 bird nests were also installed to attract pollinators and improve biodiversity.



BHULAN DOST IN ACTION

- Supported by Bank Alfalah, local fishers helped convert a traditional boat into a colourful dolphin-watching eco-tour vessel on the Indus River this quarter.
- At Taunsa Barrage, over 90 participants—including media, officials, and community members—joined a unique dolphin safari to raise awareness about biodiversity and ecotourism.

TRAINING LOCAL ECO-GUIDES

10 boatmen in Sukkur were trained in visitor management, first aid, and biodiversity storytelling to boost eco-tourism safely and sustainably.



CORPORATE PARTNERSHIPS WITH TANGIBLE IMPACT

Under the Rung Do Pakistan movement, WWF-Pakistan continued to forge impactful partnerships to revive urban green spaces and restore natural habitats:

- In collaboration with Meezan Bank, a plantation drive of 10,000 trees was launched in urban Yazman, Bahawalpur, with a mix of native and fruit trees.
- Coca-Cola International also contributed by planting 21,000 plants in Faisalabad and Haripur.
- Artistic Milliners and Ibex celebrated global environmental days by planting 1,000 mangroves each, while also engaging employees in forest treks and hands-on sustainability workshops.
- Askari Bank collaborated on the plantation of 2,000 plants in Islamabad and Jhelum, contributing to urban reforestation efforts.
- EFU Life partnered with WWF-Pakistan to plant 1,000 mangroves and engaged 80 employees in activities at the WWF-Pakistan’s Wetland Centre.

To mark World Environment Day, partners across Pakistan joined forces with us to celebrate nature and raise awareness:

- Hutchison Ports Pakistan installed 10 wooden bird nests to support native bird species in urban areas. Their workshop included DIY activities like bird feeders and handcrafted nests.
- Contour Software hosted an e-awareness session titled “Our Power, Our Planet” on Earth Day, exploring practical ways to adopt energy-efficient and planet-friendly habits.



EDUCATING FUTURE ECO-LEADERS

- Now in its fifth year, the Tetra Pak x WWF Recycling Awareness Campaign continues to drive sustainability in schools. In this quarter, 22 sessions were held in Karachi and Lahore, educating 1,870 students about the 6Rs of sustainability and engaging them in an interschool UBC (Used Beverage Carton) collection competition.

200+ eco-interns enrolled from across major cities to learn about sustainability, biodiversity, and climate action.

- In Gilgit-Baltistan, Nestlé Pakistan partnered with WWF-Pakistan to deliver 14 interactive sustainability sessions, engaging 1,700 students—from nursery to grade 10—in hands-on environmental learning.

POLICY TO PRACTICE: ENGAGING FOR CHANGE

WWF-Pakistan’s outreach on subsidy reform engaged 600+ stakeholders across 10 districts, helping build momentum for a shift toward nature-positive agriculture—a critical step toward sustainable food systems.



STORYTELLING FOR CONSERVATION

WWF-Pakistan hosted engaging storytelling sessions at the British Council Library and The Last Word Bookstore. These sessions used storytelling, crafts, and interactive play to teach children about the Indus River Dolphin and the importance of species conservation.

SPOTLIGHT ON SUSTAINABILITY

Unlocking Green Energy: Nazifa Butt, Director Climate Action and Sustainability, WWF-Pakistan, explains how renewable energy is key to Pakistan’s future.
Read the article in The News on Sunday.

