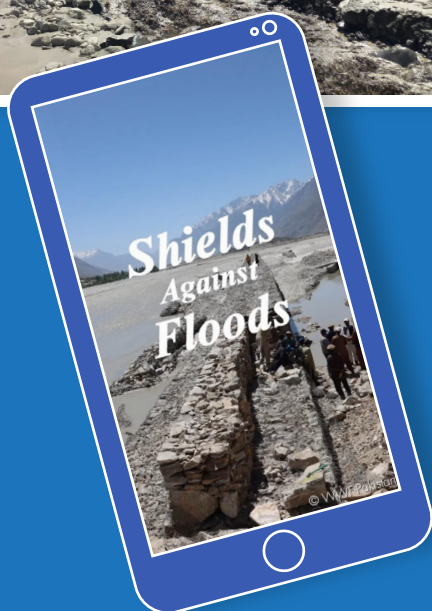




QUARTERLY NEWSLETTER

JULY – SEPTEMBER 2025



RESPONDING TO THE FLOODS: NATURE, PEOPLE, AND PREPAREDNESS

Between June and September, heavy monsoon rains and flash floods swept across Pakistan, inundating farmlands, displacing families, and testing the country's resilience to climate extremes.

WWF-Pakistan's ongoing investments in nature-based solutions, and community engagement proved critical in mitigating impacts. Flood diversion walls, check dams, and restored drainage channels under the Water Resource Accountability in Pakistan (WRAP) project successfully protected 90 hectares of farmland and residential land in Khyber Pakhtunkhwa, while gabion structures in parts of Gilgit-Baltistan and in Mansehra shielded vulnerable households from rising water levels.

In South Punjab, WWF-Pakistan's Better Cotton Initiative team provided emergency support to 66 flood-affected families, while reforestation and watershed management interventions helped slow runoff and reduce soil erosion.

Together, these actions reflect WWF-Pakistan's commitment to long-term climate adaptation, demonstrating how healthy ecosystems were strengthened, prepared communities, and timely support in times of crisis collectively form the first line of defense against natural **disasters**.

FLOODS FROM ABOVE: A SATELLITE VIEW

Satellite imagery (25 August–7 September 2025) reveals the scale of inundation across the Ravi, Chenab, and Sutlej rivers, a stark reminder of Pakistan's growing climate vulnerability. [Click to view](#)



WWF-Pakistan's report reveals how the loss of forests intensifies flood risks across Pakistan, calling for urgent reforestation and integrated watershed management to restore nature's defenses. [Click to read](#)



WATER-SENSITIVE CITIES AND COMMUNITY RESILIENCE

INCLUSIVE ACCESS TO CLEAN WATER AND SANITATION

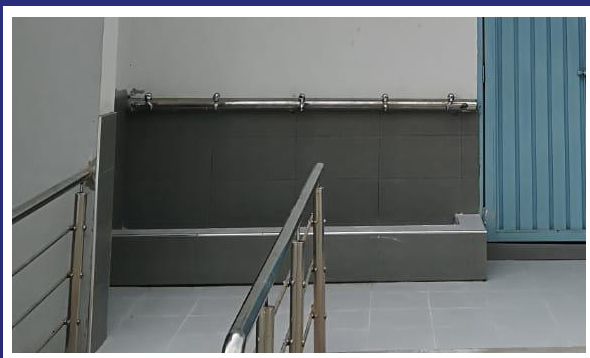
In Farash Town, Islamabad, a community awareness session was held on Understanding and Promoting WASH Rights for People with Disabilities, engaging persons with disabilities and their guardians in inclusive water and sanitation dialogue.

H.E. Neil Hawkins, Australian High Commissioner to Pakistan, inaugurated the seventh APWASI filtration plant in Farash Town. The event was attended by representatives from the Australian High Commission, EU Delegation, World Bank, and government departments, underscoring international collaboration in sustainable water management. To find out more about our work in Farash Town and James Town, [watch](#) our latest documentary here.

Under the Reckitt Phase II, two filtration plants were installed at Junior Model Government School, Khudadad Colony in Karachi, and Government Gareebabad School, Lyari, ensuring access to safe drinking water for students and communities.



WWF-Pakistan launched the GSK-funded Building Water-Sensitive Societies project in Karachi and convened its third workshop on collective action for water stewardship. The five-year initiative promotes flood protection, wetlands restoration, wastewater treatment, and water reuse in Karachi and Lahore.



INNOVATIVE WATER SOLUTIONS AND FLOOD PROTECTION

Under the WRAP project, WWF-Pakistan continued strengthening water security and community resilience across Khyber Pakhtunkhwa. An Ultra-Filtration (UF) unit was inaugurated in Abbottabad and handed over to the Water and Sanitation Services Company (WSSCA). The system, with a capacity of 1,200 gallons per hour, supplies clean water to 1,500 households using UF membranes and UV sterilisation, a chemical-free, low-maintenance solution to improve public health.

COMMUNITY ACTION AND CAPACITY BUILDING

With support from Reckitt, ablution water reuse systems were installed at Al-Noor Masjid (North Nazimabad) and Al-Aqsa Masjid (Liaquatnagar), Karachi. In Mansehra, gabion walls were constructed along the Siran River, safeguarding 60 acres of farmland and 100 households.

In Siran Valley, students celebrated World Water Week through clean-up drives, speeches, and interactive sessions under the student-led Nature Club, while farmers in Soon Valley attended training sessions on improving water productivity.

FIRST-OF-ITS-KIND INITIATIVE TO SUPPORT ETHICAL SOURCING

WWF-Pakistan marked a major milestone in promoting transparency and traceability within the country's leather sector. The first batch of 800 digitally traceable hides, with verifiable links to direct suppliers and farms, successfully reached the project's partner tannery, a landmark achievement for Pakistan's leather industry. This breakthrough sets the foundation for a transparent and responsible leather value chain, positioning Pakistan to meet the upcoming EU Deforestation Regulation (EUDR) requirements and strengthening its access to global sustainable markets.



SUSTAINABLE AGRICULTURE AND FOOD SECURITY

WWF-Pakistan advanced its commitment to sustainable cotton and regenerative farming through strong research partnerships and farmer engagement. In partnership with the Nuclear Institute for Agriculture and Biology (NIAB), Faisalabad, and the Central Cotton Research Institute (CCRI), Multan, two research trails were launched under the Organic Cotton Project in Bahawalpur to develop high-quality, non-Bt cotton varieties for organic farming systems.

Under the IKEA-funded Regenerative Agriculture for Sustainable Tomorrow (RASTA) project, 350 farms covering 1,503 hectares were certified in regenerative agriculture by Regenagri, a globally recognised certification body - marking a significant step toward scaling climate-smart and soil-friendly farming practices across Pakistan’s cotton belt.

EMPOWERING RURAL WOMEN AND COMMUNITIES

Under Milliner Cotton Initiative’s (MCI) alternative livelihood interventions, female beneficiaries advanced economically through lentil cultivation. In Balochistan, 30 rural women received training in fabric painting, screen printing, and block printing under the IDH-Gender project, promoting income generation and creativity.

In collaboration with Artistic Fabric Mills, WWF-Pakistan established a computer lab equipped with six systems and a 10 KW solar system at a school in Barkhan under the Organic Cotton Project, supporting children’s digital literacy and renewable energy awareness.

COLLABORATIVE PLATFORMS FOR AGRICULTURAL TRANSFORMATION

The Regenerative Production Landscape Collaborative (RPLC) convened the second Balochistan Compact meeting in Quetta, uniting the Agriculture Department, Forest and Wildlife Department, academia, research institutions, corporate partners, and farmer organisations to strengthen regenerative agriculture in the province. This quarter, the second National Council Meeting in Islamabad brought together stakeholders from across sectors to advance regenerative practices nationwide.



BIODIVERSITY CONSERVATION AND ECOSYSTEM RESTORATION

YOUTH ENGAGEMENT AGAINST ILLEGAL WILDLIFE TRADE

At the University of Veterinary and Animal Sciences (UVAS), Lahore, an awareness seminar on how illegal wildlife trade upsets harmony with nature and what youth can do inspired students to take action against illegal wildlife trade.

WWF-Pakistan continued its efforts to restore and protect Pakistan’s freshwater ecosystems and peatlands. During the From Mountains to Coast: Safeguarding Pakistan’s Lakes and Wetlands webinar hosted by the National Institute of Maritime Affairs (NIMA), Senior Manager Biodiversity, WWF-Pakistan, highlighted ongoing restoration initiatives and the importance of wetland conservation for climate resilience. Complementing these efforts, surveys were initiated under the WRAP biodiversity component at Broghil National Park, Gobor, and Kalash Valleys to inform Management Plans and Ramsar Information Sheets (RIS), laying the groundwork for strengthened peatland protection in northern Pakistan.

SPECIES PROTECTION AND COMMUNITY OUTREACH

Under the Pakistan Vulture Restoration Project, WWF-Pakistan engaged over 100 participants from QAU, NUST, COMSATS, AuratTech, and Community World Service Asia to promote vulture conservation.

In Karachi, over 80 participants, including Karachi University students and fishing community members, attended an awareness event on illegal wildlife trade and planted 20 mangrove saplings, linking conservation learning with hands-on restoration.



FORESTS AND NATURAL RESOURCE MANAGEMENT

This quarter, we continued large-scale restoration and ecosystem monitoring efforts across forested landscapes. In Padhri, a community-led seedball campaign dispersed 24,000 seedballs across degraded lands, promoting natural regeneration and local stewardship. Following the monsoon floods, plantation assessments were carried out at Wagh (Sites 1 & 2), Pind Sawika, and Garh Mahal, covering 171 hectares, of which approximately 30 hectares were damaged. Complementary field visits in Abbottabad, Mansehra, Haripur, Kohistan, and Torgar examined patterns of habitat fragmentation and deforestation, providing data-driven insights to guide future restoration and conservation planning.



CLIMATE ACTION AND CORPORATE SUSTAINABILITY

GREEN OFFICE CERTIFICATION AND EXPANSION

Under WWF-Pakistan's Green Office Initiative, certification and surveillance audits were conducted at Jubilee General Insurance Head Office, Karachi, and FAST Cables Head Office, Lahore.

Mondelez (Hub Office), Bank Al Habib (Centre Point Building, Karachi), and Bank Islami (Executive Tower, Dolmen City, Karachi) joined the Green Office Programme, while Beaconhouse National University (BNU) was certified as an Eco-Smart Campus.

BUILDING CLIMATE-SMART POLICIES AND ESG CAPACITY

A national workshop on Mainstreaming Nutrition, Sustainable Consumption, and the Climate-Diet Nexus into Pakistan's NDCs and Policy Framework was held in Islamabad in collaboration with the Global Alliance for Improved Nutrition (GAIN).

In partnership with the International Finance Corporation (IFC) and Spectreco, WWF-Pakistan launched its first ESG (Environmental, Social, and Governance) training in Lahore. 40 professionals from banking, manufacturing, consultancy, and service sectors were trained on ESG standards, risk management, and sustainability reporting.

Orientation sessions for Bank Islami and Packages Group further built staff capacity for implementing Green Office initiatives.



PARTNERSHIPS FOR A GREENER PAKISTAN

Through the Rung Do Pakistan campaign, WWF-Pakistan continued its nationwide effort to restore green cover and strengthen climate resilience through corporate partnerships.

KEY HIGHLIGHTS:



Over 240 employees from Fast Cables, United Towel Exporters, Lotte Kolson, Mövenpick, and Habib Metropolitan Bank participated at the Wetland Centre in Karachi, pledging to plant 4,000 mangroves and 1,000 urban trees.



In Lahore, Servier Pakistan partnered with WWF-Pakistan to plant 1,000 native trees, with 40 employees joining a symbolic event at the Expo Centre.



WWF-Pakistan's long-term partnership with Hutchison Ports has so far planted 300,000 mangroves, with a target of 100,000 more in 2025.



Indus Motor Company (IMC) pledged 6,000 mangroves, while Coca-Cola İçecek Pakistan committed to 8,000 indigenous saplings in Rahim Yar Khan.



Indigo Textile supported the plantation of 1,000 mangroves across Ketu Bunder and Shah Bunder.



Bank Alfalah, in collaboration with WWF-Pakistan, progressed toward its goal of 100,000 mangroves, with 28,000 planned for this year and 40,000 already planted in the past two years.

Together, these partnerships are restoring vital coastal habitats, protecting biodiversity, and helping communities adapt to climate change.



CONNECTING BUSINESS WITH CONSERVATION

Corporate volunteering remained central to WWF-Pakistan's engagement efforts this quarter, offering employees immersive experiences that connect corporate responsibility with conservation action. In collaboration with Unilever, WWF-Pakistan organised a DIY Bird Feeder Workshop for 30 employees, promoting urban biodiversity through creative upcycling activities. With S&P Global, employee engagement spanned multiple locations — 28 participants joined a hands-on session in Lahore blending creativity, learning, and environmental awareness, while over 50 employees took part in Global Volunteer Week at the Wetland Centre, Karachi, engaging in mangrove plantation and sustainability workshops. In Nathiagali, 28 employees gained field exposure to leopard monitoring and water replenishment sites, linking corporate volunteering with tangible conservation impact across diverse ecosystems.

INSPIRING THE NEXT GENERATION OF CHANGEMAKERS

Under the Australia-Pakistan Water Security Initiative (APWASI), WWF-Pakistan's Environmental Education team organised a Training of Trainers (ToT) for over 50 educators in Rawalpindi and Islamabad to build capacity for water conservation and promote water-sensitive behaviour among students.

With support from Avery Dennison, WWF-Pakistan established Nature Clubs in five cities across Khyber Pakhtunkhwa, Punjab, Sindh, and Gilgit-Baltistan, equipping youth with green skills and entrepreneurial tools to tackle local environmental challenges.

In collaboration with Tetra Pak, 46 recycling awareness sessions reached over 5,600 students in Karachi, Rawalpindi, Wah Cantt, Islamabad, and Lahore. Students participated in the Used Beverage Carton (UBC) Collection Competition, collecting 546 kg of cartons to promote recycling and sustainable habits.

YOUTH DEVELOPMENT: CULTIVATING LEADERSHIP AND ACTION

Through its Youth Development Programme, WWF-Pakistan conducted more than 65 interactive sessions (in-person and digital), reaching over 2,000 students nationwide. Nearly 700 eco-interns collaborated with communities on initiatives including water filtration, biodegradable plastic alternatives, forest restoration, and waste reduction.

WWF-Pakistan's Individual Membership Programme also gained momentum in its first month, with 42 new members, including 20 lifetime members, joining to support environmental conservation.

Our Corporate Membership Programme (CMP) continued expanding its network of environmentally committed companies. Parwaaz Financial Services Limited joined as a new member, while Tariq Glass, Servis, English Biscuit Manufacturers, Tri-Pack, Education Service Group, and Samira Fabrics Pvt. Ltd. renewed their memberships — reaffirming long-term corporate partnerships for a sustainable future.



COMMUNITY-LED CONSERVATION IN GILGIT-BALTISTAN

In the mountains of Gilgit-Baltistan, WWF-Pakistan strengthened its partnerships with communities and institutions to restore degraded slopes, conserve water, and build resilience against a changing climate. We facilitated community engagement in Hunza, Nagar, and Ghizer to promote water conservation and nature-based solutions. Additionally, in collaboration with the Forest Department and volunteers, plantation drives were carried out to restore degraded slopes and riverbanks. In Nagar, over 1,000 native saplings were planted by students and local communities.

A cleanup drive in Soq Valley, Kachura, Skardu, organised with the Ismaili Boys and Girls Scouts and the Gilgit-Baltistan Waste Management Company, demonstrated local ownership in environmental stewardship.

A consultative session in district Ghanche engaged local officials and communities to strengthen interventions in climate-vulnerable areas.



COMMUNICATING CONSERVATION

The latest issue of Natura, WWF-Pakistan's quarterly magazine, explores how individuals and communities are rediscovering their bond with the natural world, choosing harmony over control and coexistence over conflict. **Click to read**

WWF-Pakistan's booklet 'Hidden Figures: Women Rangers and Their Stories of Saving Biodiversity in Pakistan' celebrates the courage and resilience of women rangers protecting the country's forests, rivers, and wildlife reaffirming our commitment to gender equality and inclusivity in conservation. **Click to read**