



INDUS RIVER DOLPHIN CONSERVATION: A 25-YEAR JOURNEY

WWF-Pakistan marked 25 years of Indus River Dolphin conservation at an event in Islamabad, celebrating a conservation success story. Once on the brink of extinction, the Indus river dolphin population has nearly doubled to an estimated 2,000 individuals, reflecting decades of sustained conservation action made possible with the support of partners including Engro Foundation, Darwin Initiative, National Marine Mammal Foundation, Forestry, Environment and Wildlife Department Khyber Pakhtunkhwa, Punjab Irrigation Department, Planning and Development Board, Government of the Punjab, Department of Fisheries, Government of the Punjab, Punjab Wildlife and Parks Department, UVAS, Environmental Protection Agency Punjab, Environment Protection Agency Sindh, and Bank Alfalah. Federal Minister for Climate Change, Senator Musadik Malik, reaffirmed the government's commitment to coordinated, long-term efforts to ensure the species' survival at the event.

Click here to discover the story of science, solidarity, and survival behind Reviving Bhulan.



Field-based engagement and community stewardship continued to strengthen conservation outcomes under the Indus River Dolphin Conservation Project (IRDCP). World River Dolphin Day was celebrated in Taunsa and Sukkur, bringing together more than 150 participants, including students, teachers, fisher communities, and government officials, to raise awareness and build local ownership for dolphin protection.

To support sustainable livelihoods linked to conservation, eco-tour guide training was provided to 10 local boatmen at the Taunsa Barrage Conservation and Information Centre, enhancing skills for responsible dolphin-watching tourism. Awareness was further reinforced through the installation of 10 protected area signages highlighting river dolphin habitats across Engro-adopted schools in Ghotki.

Community outreach extended beyond formal events, with an awareness session conducted using the rescue ambulance in Zafarabad, Taluka Faiz Ganj, District Khairpur, directly engaging residents on dolphin conservation. Under the Bhulan Dost Project, a traditional fishing boat was converted into an eco-tour vessel, bringing the total to three eco-tour boats supporting sustainable, community-led dolphin-watching tourism.



MAPPING TREES, MEASURING IMPACT

This quarter, WWF-Pakistan launched a GIS-powered Plantation and Carbon Sequestration Dashboard, enhancing transparency and public access to conservation data.

Want to **see** what's being planted, where it's growing, and the impact it's making? Now you can track it all in real time!

To learn more about how the GIS plantation dashboard works, **watch** the explainer video



BUILDING A SUSTAINABLE AND TRACEABLE LEATHER INDUSTRY IN PAKISTAN

WWF-Pakistan hosted a multi-stakeholder workshop on Traceability and the European Union Deforestation Regulation (EUDR) for Pakistan's leather sector, showcasing the country's first digitally traceable leather jacket developed under the SMEP project. The event included representatives from the United Nations Conference on Trade and Development (UNCTAD), University of Veterinary and Animal Sciences (UVAS), International Trade Union (ITU), Sustainable Leather Foundation, and Leather Working Group.



WATER AT THE HEART OF RESILIENCE

During the quarter, integrated solutions, combining policy dialogue, nature-based infrastructure, and community engagement, advanced safer, more water-sensitive cities and healthier communities across Pakistan.

- Under the Australia–Pakistan Water Security Initiative (APWASI), WWF-Pakistan advanced water resilience in urban areas through sustained multi-stakeholder engagement. The 12th City-Wide Partnership (CWP) Forum in Peshawar focused on "From Urban Flooding to Groundwater Recharge: Nature-Based and Engineering Solutions for Water Sensitive Cities", bringing together government entities, municipal agencies, academia, and development partners to explore integrated and sustainable approaches for urban water management. Community-level awareness remained a cornerstone.
- In Farash Town, Islamabad, women's awareness sessions on clean drinking water, handwashing, and health reached 25 participants, strengthening a house-level playground and hygiene practices. In the same community, a water-sensitive playground was inaugurated by H.E. Tim Kane, Australian High Commissioner, reinforcing community ownership of sustainable urban water solutions under APWASI.
- Health and hygiene outreach was further strengthened through targeted medical camps. In Faisalabad, a camp benefited 120 community members, including persons with disabilities, through medical check-ups and awareness on water-borne diseases. A second medical camp at Sher Shah Shrine, Multan, reached 221 community members, promoting hygiene practices and the safe use of clean water.



Check dams constructed in Namli Maira, Abbottabad, enhanced groundwater recharge while reducing flash-flood risks.



In Chak 70 R.B., Faisalabad, WWF-Pakistan completed a floating treatment wetland, improving wastewater management and contributing to better environmental quality and community wellbeing.

EMPOWERING COMMUNITIES FOR SUSTAINABLE WATER AND CLIMATE ACTION



Under the Water Resource Accountability in Pakistan (WRAP) initiative, funded by Foreign, Commonwealth and Development Office (FCDO), WWF-Pakistan delivered a series of water conservation trainings and community engagement activities to strengthen local water stewardship and climate resilience:

- Vegetable processing training for 60 rural women and community water conservation sessions in Sabhral village, Soon Valley, promoting sustainable water use and livelihoods.
- Natural resource management awareness in Soon Valley, engaging 225 farmers on responsible land and water practices.
- WRAP Khyber Pakhtunkhwa (KP) initiatives included kitchen gardening training for 100 women in Chitral, installation of a recharge well at Hazara University, and cherry cultivation training in Sachan, Mansehra.



The bore project at the University of Baltistan reached a depth of 100 feet, with groundwater encountered at 40 feet. In Shaman village, a 50 running-feet drainage channel was successfully restored to improve water management. A drinking water intervention was also launched in Chipurson, improving access to safe water, while grafting training was conducted in Astore and Ghizer.

Recharge Pakistan community awareness activities in Dadu, Jhal Magsi, and D.I. Khan reached 1,100 community members, including 573 women, through Tribal Elder Consultations, promoting Ecosystem-based Adaptation (EbA) and green infrastructure. **Watch** the video to know more about Recharge Pakistan's on-ground impact.



NURTURING LAND, LIVELIHOODS, AND CLIMATE RESILIENCE

WWF-Pakistan continued to strengthen sustainable agriculture and rural livelihoods through integrated interventions across water, soil, and community skills development.

SUSTAINABLE WATER AND SOIL MANAGEMENT

Under the BMZ Project, WWF-Pakistan rehabilitated 850 metres of an unimproved watercourse, directly benefiting 27 climate-smart farmers and supporting efficient water use at the farm level. Complementing this, laser land leveling under the INDITEX Project improved water efficiency, soil health, and crop productivity across 22 acres in Rahim Yar Khan, demonstrating the tangible benefits of precision farming practices.



LIVELIHOODS, SKILLS AND ENTERPRISE DEVELOPMENT

Empowering communities remains central to WWF-Pakistan's approach. Financial literacy and marketable skills training equipped rural women with the tools to enhance their economic resilience. Under the Better Cotton Initiative, livestock management sessions supported 120 farming families in Bahawalpur, Khanewal, Lodhran, and Shujabad, strengthening sustainable farming practices. Additionally, digital and financial literacy training was delivered to 117 rural women entrepreneurs under the Circle Digital Literacy Program, fostering entrepreneurial skills and sustainable rural livelihoods.



REGENERATIVE PRODUCTION LANDSCAPE COLLABORATIVE PAKISTAN

WWF-Pakistan advanced landscape-level sustainability through baseline assessments across Punjab and Balochistan, establishing partnerships with eight corporate entities and five civil society organisations. These partnerships promoted sustainable sourcing practices across 80,000 hectares, laying the groundwork for long-term impact on agricultural landscapes and market systems.



PROTECTING PAKISTAN'S BIODIVERSITY, TOGETHER

From mountain landscapes to community spaces, WWF-Pakistan continued to strengthen biodiversity conservation through science, technology, and people-led action.

- Biodiversity monitoring in Hunza and Nagar documented the presence of snow leopards, Himalayan ibex, and 39 bird species, with drone photography enabling improved habitat assessment and planning. Progress under the Pakistan Snow Leopards Project included an inception workshop, an AI-powered camera trap roundtable at LUMS, and the development of Standard Operating Procedures (SOPs for predator deterrence) to support coexistence between communities and wildlife.
- Kate Vanelli, Lead of WWF-International's Living with Big Cats Initiative, explores AI camera traps in Khyber Gojal. **Watch** her video from the site!
- Forest restoration and monitoring continued across all Engro restoration sites in Jhelum under the Engro Carbon Offsetting Initiative, with protection and watering activities ensuring plant survival and improved vegetation recovery.



CLIMATE ACTION THROUGH BUSINESS AND POLICY

WWF-Pakistan continued to advance climate and energy goals by strengthening corporate sustainability practices, building ESG capacity, and supporting environmental accountability through policy and legal action.

- The Green Office Programme expanded with Pakistan Kuwait Investment Company joining and CCL Pharma renewing participation. B.Braun Pakistan also joined WWF-Pakistan's Green Office network. Certification and surveillance audits were conducted at Jubilee General Insurance, Sybrid, Packages Convertors Limited, DIC Lahore, and Engro Fertilizer offices.
- The ESG and Sustainability Reporting Training (2nd cohort) in Karachi engaged 54 professionals from 28 organisations to mainstream sustainability reporting. As part of the collaboration with Tetra Pak, UBC waste collection from six schools contributed to circular economy efforts.

DRIVING PARTNERSHIPS AND INSPIRING ACTION

In collaboration with the Beaconhouse School System, WWF-Pakistan organised the Cyclathon: Pedalling for Climate across Lahore, Karachi, and Islamabad to mark Beaconhouse's 50th anniversary. The nationwide event engaged over 900 students, parents, and teachers, promoting sustainable transport and climate awareness. The Cyclathon concluded with strong enthusiasm, reflecting a shared commitment to climate action and sustainable living.

CORPORATE ENGAGEMENT AT A GLANCE

This quarter, WWF-Pakistan delivered dynamic outreach and meaningful conservation impact across the country:



2,778+ students engaged through eco-excursions, Spellathon, theatre, volunteer and ambassador programs, Tetra Pak sessions, and eco-internships.



110+ corporates reached out, with 46+ actively engaged partners.



15+ new individual members, including one lifetime member joined WWF-Pakistan this quarter.



KEY PARTNERSHIPS AND MILESTONES:

- APWASI Water Clubs Initiative successfully concluded with a multi-stakeholder Education for Sustainable Development (ESD) forum, engaging 50+ education, government, and civil society leaders, advancing water-sensitive city education.
- L'Oréal onboarded for sustainable employee engagement initiatives.
- Crescent Steel expanded engagement with two-day excursions and planted 1,000 mangroves.
- Meezan Bank completed a 10,000-plant plantation drive in Bahawalpur.



INSPIRING CONSERVATION IN ACTION

- Launched The Treasure Hunt, a magical children's theatre experience engaging 2,000+ students, nurturing early conservation values.
- DIY Bird Feeder Workshop with United Towel Exporters, installing 30 bird nests at Aga Khan University.
- Mobilised Youth for Sustainable Food by Food for Thought Certified Workshop engaged 118 students in eco-innovation and green cooking challenges.
- Spellathon Championship engaged 250+ students from 15+ schools nationwide.

STRENGTHENING RESILIENCE IN MOUNTAIN COMMUNITIES

WWF-Pakistan enhanced community resilience in Gilgit-Baltistan by combining cultural engagement, livelihood support, and nature-based solutions to improve water security, climate adaptation, and sustainable development.

ENGAGING COMMUNITIES AT KOHQAF FESTIVAL IN HUNZA

WWF led panel discussions, cleanliness drives, and an autumn plantation, using culture as a tool to promote diplomacy, climate resilience, and sustainable development.

CELEBRATING CLIMATE AND CULTURE AT BAM-E-DUNYA FILM FESTIVAL

In partnership with the Gilgit-Baltistan government, WWF brought together filmmakers, artists, activists, and climate experts. 22 films were submitted and judged locally and internationally, using film to advance education, advocacy, and cultural preservation.



CONNECTING PEOPLE WITH NATURE THROUGH DATA AND STORIES

WWF-Pakistan strengthened public awareness and transparency by combining technology, storytelling, and community engagement to highlight conservation efforts across the country.

- Real-time air quality data from 10 sensors in Faisalabad, supported by EPIC, was made publicly available via AirGradient and OpenAQ.
- WWF-Pakistan highlighted nature-based solutions, women rangers, and innovative conservation technologies at the launch of the UK-Pakistan Green Compact.

Have you seen the stunning wildlife captured by the winners of WWF-Pakistan's 2026 Calendar Photography Competition? [Click here.](#)

