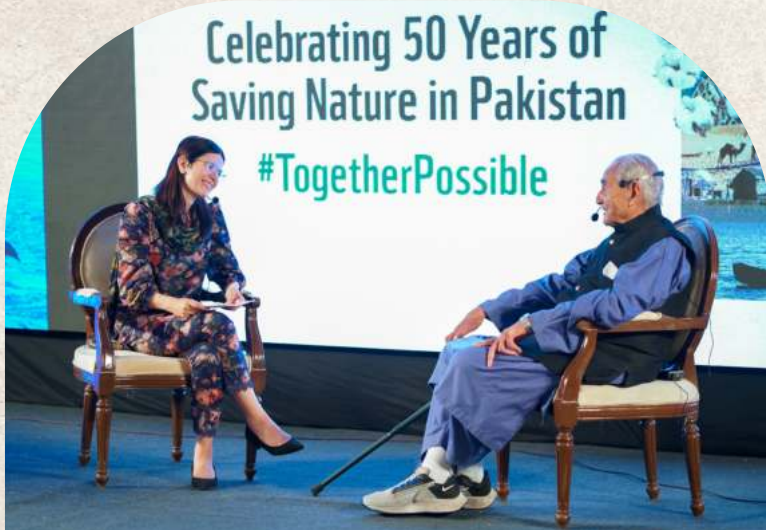




QUARTERLY NEWSLETTER

JANUARY-MARCH 2023



50 YEARS OF WWF-PAKISTAN

President Emeritus WWF-Pakistan hosted a dinner in Karachi to celebrate 50 years of WWF-Pakistan. Titled 'Together Possible', the event was attended by industry leaders, corporate partners, board members, and goodwill ambassadors, among others. The guests reflected on five decades of impactful partnerships and pledged towards new approaches and technologies for a sustainable future.

Click here to join the conversation as Dr Fozia Parveen and Syed Babar Ali discuss the organization's journey.

60 EARTH HOUR

For Earth Hour 2023, WWF-Pakistan partnered with the Ministry of Information and Broadcasting, Bachaa Party, United Bank Limited (UBL), PTV, FM91 and Tapmad, to remind governments, businesses and citizens about the urgency of addressing climate change and protecting natural resources. The campaign's varied activities engaged people of all ages and backgrounds. Some of the key highlights included:

- A week-long installation at Bachaa Party, Emporium Mall, Lahore, featuring activities and competitions for children which culminated in the 'switch off' event on 25 March at 8:30 pm.
- WWF-Pakistan's social media platforms featured messages from Goodwill Ambassadors Ushna Shah, Anoushay Ashraf, and Sophie Anjum as they highlighted the 'power of the hour'; and a comic strip for younger audiences (developed in collaboration with Bachaa Party).
- UBL and WWF-Pakistan employees held a clean-up drive and plantation activity at WWF's Wetland Centre in Karachi.
- Notable government officials including Prime Minister Shahbaz Sharif, Minister for Climate Change Sherry Rehman, and Chairman Senate Muhammad Sadiq Sanjrani shared messages supporting the campaign.
- PTV's animated characters 'Planet Champs' supported the Earth Hour campaign and the channel ran tickers and updates throughout the day.





CONSERVING THE INDUS RIVER DOLPHIN

WWF-Pakistan launched its 'Bhulan Dost Programme', a citizen science initiative which will engage over 200 men and women fishers.

WWF is also collaborating with the veterinary experts of National Marine Mammal Foundation, USA to train the staff of Sindh Wildlife Department on conducting health assessments of dolphins for improving their welfare during the rescue and safe release. Additionally, trials of acoustic deterrent devices (pingers) are continued in Punjab and Sindh to test their effectiveness to reduce dolphin mortality caused by the entanglement in fishing gear.



PROTECTING OUR WILDLIFE

Under the National Geographic funded project, teams from WWF-Pakistan and LUMS upgraded the Predator Early Warning System which aims to mitigate human-wildlife conflict. **[Click here](#)** to see what our camera traps have captured.

As part of the World Without Nature campaign for World Wildlife Day, WWF-Pakistan partnered with seven leading brands, including Engro Corporation, Sapphire Textile, and Lotus PR, to highlight nature loss.

In response to the unfortunate incident involving a leopard in DHA, Islamabad, WWF-Pakistan spearheaded a social media campaign to highlight that wild animals, particularly big cats, are meant to roam freely in the wilderness and not be confined to small spaces. WWF Goodwill Ambassadors and other influencers, celebrities, bloggers and media houses participated in this campaign.

WWF-Pakistan's experts also published an article highlighting the gaps in the country's illegal wildlife trade mechanisms which allow exotic animals to be kept as pets. **[Click here](#)** to read the article.

**NOT AN
ENTERTAINER.
NOT A PET.
NOT MEDICINE.**

Wild animals belong in the wild.



WWF-Pakistan, with support from the Engro Foundation, is implementing a project aimed at improved management of marine resources, including the safe release of bycatch. This involves the adoption of modified fishing gear and an increased awareness of sustainable fishing practices. **[Click here](#)** to read an article about this in the Third Pole.

WWF-Pakistan and Rescue 1122 have signed an MoU to devise ways, including establishing a helpline, to monitor and report illegal wildlife trade. The collaboration will also see the sharing of equipment for animal rescue and handling in the future.



HARNESSING TECHNOLOGY TO DETECT FOREST FIRES

WWF-Pakistan, in collaboration with LUMS, developed an early warning system for forest fire detection, which was installed in Forest Division Kaghan and Agror Tanawal in Khyber Pakhtunkhwa. **Listen to** Muhammad Waseem, Senior Manager Conservation, as he elaborates on this technological innovation which can save lives and precious flora and fauna.

MOBILIZING PARTNERS AND COMMUNITIES

A City-Wide Partnership Forum was held under the Australia-Pakistan Water Security Initiative project, where findings from the International Water Management Institute's report on the policy landscape of the urban water sector were shared with representatives from Ministry of Water Resources, Australian High Commission (AHC), IWMI-Pakistan, HARC-Australia, subject specialists, and the project community members.

Field staff of the sustainable sugarcane production project received training on soil sampling and fertilizer calculation using the Khad Hisab Android application. This training equipped staff with technical knowledge for accurate results and supported farmers in optimum fertilizer application.

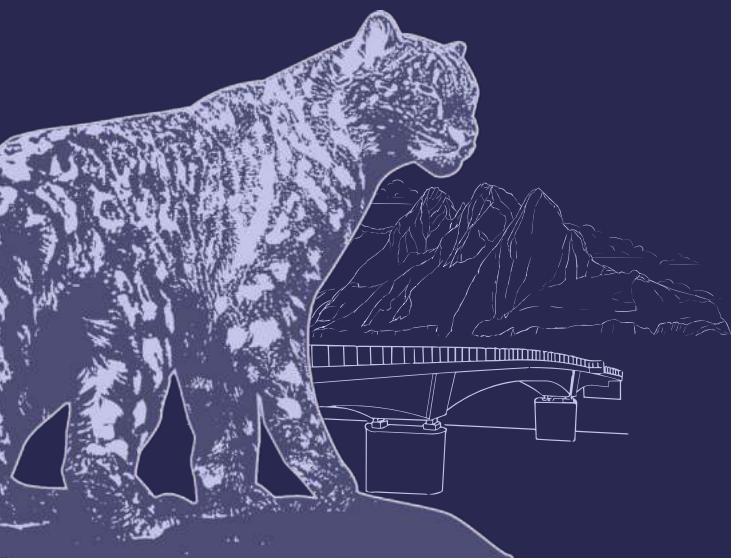
A training and exposure visit on green financing and decarbonization of the textile sector was held in Karachi. Representatives from Pakistani banks participated and visited two factories to gain insights and identify investment opportunities for energy efficient technologies.

WWF-Pakistan has been supporting women and families in Khanewal in adopting sustainable sources of livelihood, including apiculture. **Click here** to watch a video package about this.



SUSTAINABLE INFRASTRUCTURE

WWF-Pakistan launched its Sustainable Infrastructure Initiative, which was attended by leading policy experts. WWF's research was presented and collaborations were explored to strengthen research, provide technical support and influence policy to ensure that ecological and environmental preservation is at the heart of infrastructure projects in Pakistan. To further this, an MOU has been signed with Sustainable Development Policy Institute (SDPI) which stresses on the need of re-evaluating the way infrastructure is built and aims to pave the way for the green transition of future infrastructure projects.



COMMUNICATING ON CLIMATE CHANGE

Under the Third National Communication, a Climate Change Bulletin was launched that focuses on COP-27 in the context of Pakistan. To access the bulletin [click here](#).

As part of Pakistan's Third National Communication under the UNFCCC (TNC) Project, WWF-Pakistan held a workshop on Climate Change Education, Training, and Public Awareness at the Pakistan Engineering Congress in Lahore to discuss Punjab's climate change-related policies and identify solutions to address gaps in implementation. WWF-Pakistan's teams also conducted surveys on climate change awareness in Islamabad and Lahore's educational institutions, engaging over 450 participants.



With the support of UKAID, WWF-Pakistan launched a documentary titled **'Water Resource Accountability in Pakistan'**, which highlights how nature-based solutions are being incorporated to build climate-resilient infrastructure, conserve forests, and restore water resources.



[Click here](#) to read 'Rains and Thunderstorms and Dry Barren Days', a WWF International Exposure story, which documents the effects of climate change on Pakistan's agriculture communities and how interventions are helping farmers like Ijaz adapt.

