



2025-2030 ROADMAP

OBJECTIVE 1

THRIVING
BIODIVERSITY

OBJECTIVE 2

STRENGTHENING
FOOD AND
AGRICULTURE
SYSTEMS

OBJECTIVE 3

CLIMATE CHANGE
AND RESILIENCE

OBJECTIVE 4

ELEVATING
NATURE

OBJECTIVE 5

LOCALLY LED
CONSERVATION

OBJECTIVE 6

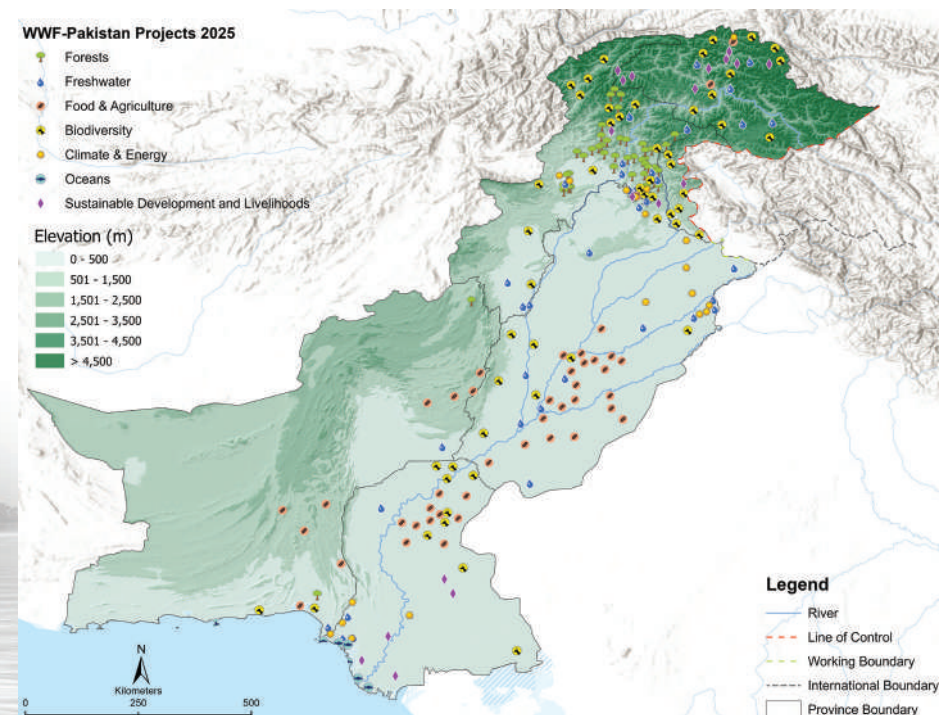
MOBILISING
FINANCE

ABOUT US

Since 1970, WWF-Pakistan has grown into the country's largest environmental organisation, with over 300 team members across 30+ offices nationwide. As part of WWF's global network, WWF-Pakistan works to address critical environmental challenges through initiatives focused on freshwater conservation, forest restoration, sustainable agriculture, ocean protection, climate action, and infrastructure sustainability.

Our vision is to build a future in which people live in harmony with nature.

OUR PRESENCE



Focal Species




Mammals:

-  Indus river dolphin
-  Snow leopard
-  Common leopard
-  Black bear
-  Brown bear
-  Indian pangolin

Birds:

-  White-rumped vulture
-  Long-billed vulture
-  Red-headed vulture
-  Great Indian bustard
-  Sociable lapwing
-  Demoiselle crane
-  Egyptian vulture
-  Alexandrine parakeet
-  Peregrine falcons
-  Saker falcons

Flora:

-  Commiphora wightii (Guggulu)
-  Taxus wallichiana (Burmi)
-  Fraxinus axelsior (Sum)

THRIVING BIODIVERSITY

PROTECTION, MANAGEMENT, AND RESTORATION STRATEGIES

New Protected and Conserved Areas (PCAs) established and effectively managed, management of existing PCAs improved, sustainable co-management of natural resources, human-wildlife conflict management, land/sea/river scape restoration, reduce illegal wildlife trade, regulatory transformation

Newly protected area (ha):		Area under sustained management (ha):		Area under improved management (ha):		Area under restoration (ha):	
374,105		541,040		235,560		188,600	
Freshwater	Grassland	Freshwater	Marine	Freshwater	Freshwater	Marine	
43,020	300,000	6,000	26,300	73,520	6,000	2,600	
Forest	Rivers	Rivers	Grassland	Forest	Rivers	Grassland	
20,085	6,000	7,000	300,000	150,360	10,000	100,000	
Other terrestrial		Forest		Grassland	Forest		
5,000		201,740		11,680	70,000		

Connectivity between PCAs and other critical habitats improved via protection management and restoration of the ecological corridors, population of focal species supported, human-wildlife coexistence ensured.

Habitat loss, degradation and fragmentation reduced

Climate change threat reduced (reduced GHG emissions and building resilience to climate)

Overexploitation including illegal wildlife trafficking reduced

ULTIMATE IMPACT



Biodiversity maintained and/or improved



Ecosystem services improved



Human wellbeing improved

National Conservation Priorities

4 Wildlife Corridors Established

Technology based monitoring systems on 43,987 hectares

2.5 million m³ conserved through on-farm water efficiency

1.25 million m³ replenished through groundwater recharge

0.75 million m³ wastewater treated and reused

0.5 million m³ treated through nature-based and engineered solutions

0.4 million m³ of streamflow realigned for flood resilience

10% reduction in illegal logging

Implement Voluntary Carbon Market (VCM) projects



STRENGTHENING FOOD AND AGRICULTURE SYSTEMS

Sustainability of agri-food systems by implementing nature-positive production practices



Increase in soil organic matter, crop water productivity, net farm income and reduction in GHG emissions per hectare

Reduce food loss and waste



Hospitality businesses and food retailers adopt responsible practices
Raising awareness on food loss, waste reduction and sustainable diets

Support sustainable production and consumption



Brands/businesses engaged in sustainable raw material sourcing
Policy recommendations developed and shared with relevant stakeholders

Area under nature positive agriculture 500,000 ha



250,000 farming families supported in key agri-commodities, i.e. rice, sugarcane, maize, horticulture, and agroforestry



Enabling environment for nature positive agriculture



Supporting socio-economic and environmental resilience



CLIMATE CHANGE AND RESILIENCE

Total carbon stored

283.08
MtCO₂

GHG emission
reduced/removed

2.185
MtCO₂

Area under NbS

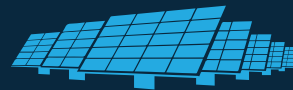
8,900
ha



Forests and rangelands protection,
management and restoration



Sustainable cities, No Plastic in
Nature Initiative



Just energy transition, Sustainable
Climate-Smart Tourism Corridors



Institutional capacity building and
knowledge dissemination



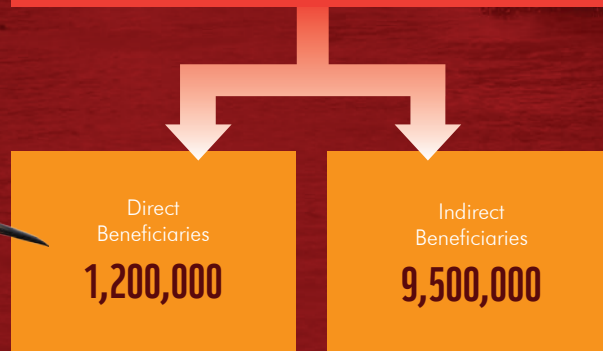
Mangroves and coral reef
restoration and improved watershed
management



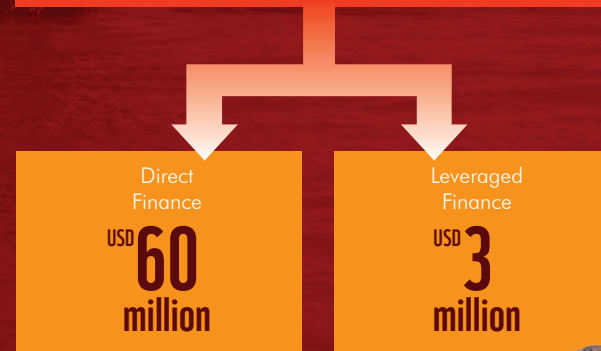
ELEVATING NATURE



LOCALLY LED CONSERVATION



MOBILISING FINANCE



ELEVATING NATURE THROUGH POLICY SUPPORT

National decisions, policies, and commitments

National Forest Policy, Carbon Market Policy, National Rangeland Policy, Provincial Rangeland Policies, Carbon Market Guidelines, NPOA Sharks & Rays, Marine Turtle Conservation Strategy, National MPAs Management Plan, notification of two KBAs, Policy recommendations on Recycling of Water, Policy Guidelines for Trading in Carbon Market, EV and RE Policy, National Adaptation Plan (NAP), National and Provincial Clean Air Policies, EPR, National and Provincial Plastic Management Policies, National and Provincial Climate Change Policies, Smog Policy, Organic Agriculture Policy, Bio-pesticide policy

International decisions, policies, and commitments

Freshwater challenge, Development of the Multispecies Action Plan for the conservation of African, Eurasian and Australian bustards worldwide

Global decisions, policies, and commitments

Forest and Climate Leaders Partnership (FCLP), Convention on Biological Diversity (CBD), Global Biodiversity Framework (GBF), Convention to Combat Desertification (CCD), CITES, Conservation of Migratory Species of Wild Animals (CMS), Conference of the Parties (CoPs), Global Biodiversity Framework Fund (GBFF), Bustards MsAP Vultures MsAP, International working group for Dalmatian pelican (SSAP of Dalmatian Pelican), International working group for Sociable lapwing (SSAP for Sociable lapwing), MoU-CMS-IOSEA, IOTC bycatch resolutions, BBNJ, Basel Convention, Paris Agreement, Montreal Protocol



Working to sustain the natural world for the benefit of people and wildlife.

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SDGs

PRIORITY



SECONDARY

