



# WATER STEWARDSHIP TO ADDRESS SHARED WATER CHALLENGES

## UNILEVER PAKISTAN FACILITY AND CATCHMENT AREA

Implementing Partner: WWF-Pakistan | Funding Organisation: Unilever Europe BV

### BACKGROUND

Water is a shared and increasingly scarce resource, vital for communities, ecosystems, and businesses. In response to the growing global water crisis, Unilever has committed to implementing Water Stewardship Programmes in 100 water-stressed locations worldwide by 2030, as part of its broader sustainability agenda.

Unilever's Water Stewardship Programme adopts a holistic approach, addressing water management both within factory operations and beyond the fence line. Within facilities, the focus is on reducing, recycling, and reusing water to improve efficiency and minimise consumption. Beyond operations, the programme supports the conservation and replenishment of local water resources by engaging communities and stakeholders across the catchment.

In Punjab, WWF-Pakistan, in collaboration with Unilever, is advancing this vision through targeted interventions that promote responsible water use, ecosystem health, and community resilience. These efforts aim to generate lasting environmental and social benefits while contributing to Unilever's global water stewardship goals.

### PROJECT OBJECTIVES



Address shared water challenges in the Lahore catchment area



Contribute to Unilever's global water stewardship targets by improving local water balance



Strengthen community and stakeholder engagement for sustainable water management



PROJECT DURATION : JULY 2025 – DECEMBER 2028

ANNUAL WATER CONSERVATION AND REPLENISHMENT TARGET **67,500 m<sup>3</sup>**

# KEY INTERVENTIONS

## 1. MANAGED AQUIFER RECHARGE

Purposeful recharge of rainwater into aquifers to support long-term availability, reduce surface runoff, and improve local water balance.

## 2. WATERCOURSE IMPROVEMENT

Lining and rehabilitation of farmers' community water channels to improve conveyance efficiency and ensure more equitable water access for both head- and tail-end user.

## 3. COMMUNITY OUTREACH, AWARENESS, AND ENGAGEMENT

Awareness-raising and behaviour change initiatives aimed at promoting sustainable water use and strengthening community ownership of water resources.

## PLANNED ACTIVITIES



Community awareness sessions on safe water use, household water treatment, and hygienic storage



Tree plantation drives to support ecosystem restoration and groundwater recharge



Engagement of schools and youth as water stewardship ambassadors through learning activities and competitions



Farmer training on efficient irrigation, water conservation, and climate-resilient practices



Medical outreach camps integrated with WASH messaging to highlight links between water, hygiene, and public health



Capacity-building sessions to support the operation, maintenance, and long-term sustainability of water intervention.

### LINKED SDGS



### FOR MORE INFORMATION, PLEASE CONTACT:

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