

The background of the cover is a deep blue gradient. A dark silhouette of a bare tree branch extends from the bottom left towards the center. Two birds are perched on the branch, facing right. A small, bright yellow circular light is visible in the upper right portion of the sky.

CORPORATE PARTNERSHIPS REPORT

WWF-Pakistan
FY19

For further information on specific partnerships, please contact WWF-Pakistan
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WWF is one of the world's largest and most experienced independent conservation organizations, with over 5 million supporters and a global network active in more than 100 countries. WWF's mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature, by conserving the world's biological diversity, ensuring that the use of renewable natural resources is sustainable, and promoting the reduction of pollution and wasteful consumption.

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TAKING BOLD COLLECTIVE ACTION

The time to act is now. We have put in place a global conservation strategy that reflects the way the world is changing, meets the big environmental challenges of the age and helps us simplify, unite and focus our efforts for greater impact.

WWF will continue to deliver locally in crucial ecoregions around the world, but sharpen our focus on six global goals – wildlife, forests, oceans, freshwater, climate and energy, and food – and three key drivers of environmental degradation – markets, finance and governance. We are creating global communities of practice for each of the goals and drivers composed of specialists from WWF and key external partners. This will foster greater collaboration and innovation, incubating new ideas and taking promising ones to scale, as we unite our efforts toward making ambitious targets a reality.

We know that one organization alone can't effect the change needed. That is why our work on the goals and drivers includes our partnerships with institutions and corporations, both local and global. The changes we want to see in the world can only come about through the efforts of many actors: local communities and national and multinational corporations, governments and NGOs, finance institutions and development agencies, consumers and researchers.

There has never been a stronger sense of urgency for action. In WWF we are defining new ways of working together to make a difference at a scale that matters. We know we must redefine humanity's relationship with the planet. And together we passionately believe we can.



OUR WORK WITH THE CORPORATE SECTOR

WWF's mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature. As the [2018 Living Planet Report](#) demonstrates, the

challenges that the global environment is facing today are too big, too interconnected and too urgent for any one organization to solve alone.

Therefore, WWF seeks to work with those who have the greatest potential to reduce the most pressing threats to the diversity of life on Earth and together find solutions to conservation challenges such as deforestation, over-fishing, water scarcity and climate change. The corporate sector drives much of the global economy, so we consider that companies also have a specific responsibility to ensure that the natural resources and ecosystems that underpin their business are used sustainably. Companies are also primed to lead on rapid adaptation and on the innovative solutions needed to drive change.

By working with the corporate sector, WWF aims to change behaviour and drive conservation results that would not be possible otherwise.

More specifically, our work with the corporate sector aspires to do this by:

- promoting better production and responsible sourcing of raw materials that otherwise drive deforestation or unsustainable use of water;
- encouraging a switch away from fossil fuels to 100 per cent renewable energy and away from fossil fuels;
- engaging jointly on public policy;
- supporting the equitable sharing of natural resources;
- redirecting financial flows to support conservation and sustainable ecosystem management;
- raising awareness of the need to consume more wisely; and
- protecting some of the world's most ecologically important places.

We do this in a variety of ways, including supporting regulations that stop illegal or unsustainable activities, encouraging companies and industry platforms such as the [UN Global Compact](#), [Science Based Targets](#), the [Consumer Goods Forum](#) to make ambitious commitments (and to engage in public policy discussions at global and local level, and supporting credible certification schemes (e.g. [Forest Stewardship Council \(FSC\)](#), [Marine Stewardship Council \(MSC\)](#) [Aquaculture Stewardship Council \(ASC\)](#), [Roundtable on Sustainable Palm Oil \(RSPO\)](#), [Roundtable on Responsible Soy \(RTRS\)](#)). We also publish scorecards and reports on company or sector performance (e.g. [palm oil scorecard](#); [soy scorecard](#), and [sustainable cotton ranking](#)), mobilize public pressure through high-profile campaigns on issues related to business activities (e.g. [Seize Your Power](#), [Virunga](#), [Reviving the Oceans Economy](#)), as well as work in partnership with individual companies.

This report presents an overview of the partnerships that WWF-Pakistan has with individual companies.

WWF's CORPORATE PARTNERSHIPS

Our cooperation with partners is based on a common understanding of issues, shared ambitions or activities, and a willingness to speak out in public. In general, we distinguish three types of partnerships with companies:

1. Driving sustainable business practices;
2. Communications and awareness raising; and
3. Philanthropic partnerships.

Driving sustainable business practices

Our partnerships aim to deliver direct conservation results on key issues or in priority places by changing practices throughout a company's operations and value chain. These intend to reduce the major environmental impacts of some of the world's largest companies, achieve conservation results that would not otherwise be possible, and influence related sectors and markets.

Communications and awareness raising

The second way that WWF partners with the private sector is by raising awareness of key environmental issues and mobilizing consumer action through communications and campaigns (including cause-related marketing campaigns). These partnerships also aim to highlight the beauty and uniqueness of WWF's priority places and species. This approach includes, for example, consumer actions to encourage the purchase of sustainable products such as MSC-certified fish, or results in companies supporting campaigns that inspire action in favour of special places such as the Arctic or endangered species like the tiger.

Philanthropic partnerships

The third approach is articulated through specific programmes with companies to fund conservation projects and the institutions that deliver them. Philanthropic relationships with companies raise money for the conservation of key places and species, and the capability and tools to deliver such conservation impact.

WWF partners on a philanthropic or awareness-raising level with companies that are undertaking substantial action to improve their sustainability performance, or that have negligible environmental impacts.

As this report shows, many partnerships with companies use a combination of these approaches.

WWF works with companies to achieve our conservation goals. NGO and company partnerships involve engaging in constructive dialogue while challenging each other with real issues. As such, they involve opportunities and risks for both parties. At WWF, we manage the risks by having clear guidelines and criteria in place, including a due diligence process. In all relationships, we maintain and exercise the right to public commentary.

TRANSPARENCY AND ACCOUNTABILITY

Results and impact, both qualitative and quantitative, are essential for us. We advocate transparency in action by all stakeholders as a crucial step toward sustainability. We believe that accountability for results and transparency to our supporters and our members on how we deliver those results are key to our approach of working in a constructive, cooperative manner with all our partners, including the corporate sector.

We want all our partnerships with companies to deliver the greatest impact possible, with the goal of creating lasting results at scale. We have, therefore, started a process of deeper and more systematic assessment of the targets and the outcomes we achieve in our work with the private sector and specifically through our bilateral partnerships.

All WWF offices are committed to continue reporting publicly on all our company relationships, their intent, objectives and impacts, of which this report is one part.

WWF-PAKISTAN'S LARGEST CORPORATE PARTNERSHIPS

All WWF offices are committed to continue reporting publicly on all our company relationships, their intent, objectives and impacts, of which this report is one part.

- 1. Company Name: ZRK Group
- Industry: Wood Panels
- Type of Partnership: Driving sustainable business practices
- Conservation Focus: Forests
- FY18 Budget range (EUR): 25,000 – 100,000

Study to Ascertain the Role of ZRK Group and Medium Density Fibreboard Industry in the Extent and Diversity of Wood Grown under Agroforestry or Farm Forestry Systems in Sindh, Punjab and Khyber Pakhtunkhwa

WWF-Pakistan conducted a study on the relationship between Medium Density Fiberboard (MDF), the particle board industry and agroforestry under the project Protection of Natural Forests and Promotion and Expansion of Agroforestry in Pakistan. The study investigated farmers' perceptions and factors that influence their decision-making process on agroforestry on their land. About 85 per cent of farmers selected tree species for plantation based on the maximum potential of financial return. About 90 per cent of farmers showed willingness to focus more on agroforestry if the planting stock is easily available and a good financial return is offered. Multiple issues that hinder the development of agroforestry were also highlighted and include lack of technical knowledge, financial support, unavailability of good quality planting stock and an unfair pricing mechanism. The project study and findings will enable better planning for agroforestry projects in Pakistan in the future.

- 2. Company Name: IKEA
- Industry: Retail
- Type of Partnership: Driving sustainable business practices
- Conservation Focus: Agriculture/Markets
- FY18 Budget range (EUR): 25,000 – 100,000

Agroforestry for Livelihood Improvement, Climate Change Mitigation, and Biodiversity Conservation in Selected Cotton Growing Areas of Pakistan

Agroforestry is an opportunity for farmers to earn extra income without disturbing their regular land management system and cropping pattern. Besides income generation for rural communities, forest plantations are a source of increase in the productivity of land and soil. The project endeavoured to develop landscape conservation linkages with green infrastructure on cotton farms and creating economic opportunities for entrepreneurship for female members of cotton farming families. Interventions increased biomass production by creating favourable on-farm environment for natural regeneration due to plantation of indigenous species and therefore higher income generation.

The capacity of 5,000 cotton farmers over 20,000 acres of cotton cultivation was improved for sustainable forest management/agro-forestry. Plantations of at least 100,000 trees of indigenous species by participating farmers on their cotton farms were carried out.

- 3. Company Name: IKEA
- Industry: Retail
- Type of Partnership: Driving sustainable business practices
- Conservation Focus: Sustainable Agriculture/Markets
- FY18 Budget range (EUR): 25,000 – 100,000

Crop Residue Management - Improving Soil Health through Clean Disposal of Agriculture Residues with Tangible Economic Benefits

The main objective of the project was to explore viable solutions to reduce rice crop residue burning and adding economic value to agriculture residue as well as using crop residues to produce bio-manure to enhance soil fertility. Agricultural residue burning on field is a common practice in many parts of the world to eliminate waste after harvesting. Open burning of biomass causes loss of soil carbon and nutrients. It is estimated that approximately 19 million tonnes of crop are set afire in different provinces of Pakistan.

In order to mitigate the adverse effects of the burning of crop residue, the project explored technologies for sustainable crop residues management in cotton-wheat and rice-wheat cropping systems. Marketing opportunities were also examined for crop residue by-products so that residue attains some value in the market. Further, the project explored fast composting of crop residue for bio-fertilizer production in order to boost crop yield and capacity building of rice farmers equipping them with techniques to enhance soil fertility.

- 4. Company Name: Levi Strauss and Company (LS&Co.)
- Industry: Clothing
- Type of Partnership: Driving sustainable business practices
- Conservation Focus: Freshwater
- FY18 Budget range (EUR): 25,000 – 100,000

Basin Assessment Scenario Intervention Tool (BASIT) – Phase II

WWF-Pakistan initiated the first phase of this project in January 2017 in collaboration with WWF-US, Levi Strauss and Company (LS & Co.), Arizona State University (AZU) and Earth Genome. The second phase of the project was initiated in October 2018. The project developed a geo-spatial decision support tool to understand the current and projected health of the Ravi River watershed.

The project also established a hydrological modelling foundation to develop science and context based goals, while identifying and prioritizing a minimum of two potential policy intervention options aimed at improving watershed health for all stakeholders. The foundation for these targets was a set of scientifically rigorous, data-driven estimates of basin scale supply and demand as well as quantified aquifer recharge coming from Ravi River and irrigation canals. WWF-Pakistan conducted stakeholder

mapping and data collection for the proposed tool whereas AZU and Earth Genome utilized their expertise in constructing the hydrological model for the river.

Numerous meetings were conducted with stakeholders to discuss the project and inform them about the development of this tool. Data collection was initiated from different government departments such as Water and Sanitation Agency (WASA), Irrigation Department, and the Geological Survey of Pakistan. Earth Genome and AZU carried out hydrological modelling of Lahore’s groundwater based on this data.

- 5. Company Name: The Coca-Cola Foundation
- Industry: Beverages
- Type of Partnership: Driving sustainable business practices
- Conservation Focus: Climate & Energy
- FY18 Budget range (EUR): 100,000 – 250,000

Tackling Pakistan’s Plastic Pollution

WWF-Pakistan initiated a baseline study in collaboration with The Coca-Cola Foundation to outline the current production, consumption pattern, collection and recycling rates of PET. The study surveyed Lahore, Karachi, Islamabad, Peshawar, Gilgit, Rahim Yar Khan, Murree, Faisalabad, Gujranwala and Multan. Stakeholders included players in the PET supply chain, formal and informal waste management companies, scavengers, junk dealers, recyclers as well as household consumers, hotels, restaurants and educational institutes. A coastal cleanup drive activity was also organized at Sea View, Clifton, Sandspit and Hawksbay beaches in Karachi. More than 800 participants including academia, students, volunteers and concerned citizens joined the activity. A total of 500 bags and 1,032 kg of garbage were collected by participants from a 10.5 km stretch of the beach.

Additionally, two one-day consultative workshops were held in Lahore and Karachi to bring all stakeholders together to discuss issues in the current process of PET collection and recycling. Participants also discussed how to reduce the occurrence of plastics from the environment, behavioral changes to segregate waste at source in addition to engaging all relevant sectors to formulate a practical strategy to lift scavengers from poverty and improve their health.

- 6. Company Name: Engro Foundation
- Industry: Conglomerate
- Type of Partnership: Driving sustainable business practices
- Conservation Focus: Oceans
- FY19 Budget range (EUR): 100,000 – 250,000

Sustainable Fisheries Entrepreneurship in Pakistan – Phase II

WWF-Pakistan with the financial support of Engro Foundation implemented the second phase of the project Sustainable Fisheries Entrepreneurship: a citizen-based approach to saving Pakistan’s unique marine environment. The project partners with the existing and new fisher groups, Sindh and Marine Fisheries departments and other relevant government departments, and private sector. This phase

mainly focused on substantial reduction in post-harvest losses; significant decrease in use of illegal gear and unabated fishing effort thus discouraging fishermen to avoid harmful fishing practices.

The project also promoted improved fisheries management in two coastal union councils of Karachi, namely, Ibrahim Hyderi and, Rehri Goth. As part of the crew-based observer programme, around 80 observers are engaged by the project. The observers collected fisheries data and shared it with WWF-Pakistan on a regular basis.

To improve the quality of fish catch, the project provided 120 iceboxes to poor fishermen. The provision of these iceboxes helps fishermen reduce post-harvest losses and keep the quality of fish high in the supply chain. As a result, the fishers earn a good market price of their catch hence improving their economic conditions. A significant reduction has been observed in the expenses rendered for the purchase of ice from the local market. Moreover, 50 toolkits with a set of standard tools are provided to identified poorest fishermen in order to help increase engine maintenance efficiency and reduce costs of such maintenance.

To promote sustainable fishing practices, a total of four vessels were converted to longline gears. The data provided by the observers for the entire fishing season showed that a total of 14,300 kg fish was caught. With the significant lesser number of bycatch and non-targeted fish catch, the collected data clearly indicated that the longline fishing is a more sustainable, eco-friendly, and targeted fishing practice, which needs to be adopted by other fishers. Furthermore, as part of the alternative livelihood programme, the project has supported female fishers through the establishment of fish processing and packaging units. The facility has helped local women earn money and become social entrepreneurs.

7. Company Name: Sui Northern Gas Pipeline Ltd. (SNGPL)
Industry: Energy
Type of Partnership: Driving sustainable business practices
Conservation Focus: Climate & Energy
FY19 Budget range (EUR): 25,000 – 100,000

Agro-Waste Community Enterprise for Provision of Alternate Energy for Households and Small Businesses (AWARE) – Phase I

WWF-Pakistan in collaboration with Sui Northern Gas Pipeline Limited (SNGPL) initiated the project in February 2018. The Agro-Waste Community Enterprise for Provision of Alternate Energy for Households and Small Businesses (AWARE) project promotes the use of agro and forestry waste as alternate fuel sources for domestic energy requirements in Punjab, KP and Gilgit-Baltistan. More than 300 gasifier units were distributed among rural families in selected areas. This is paving the way not only to strengthen collective efforts to reduce pressure on natural resources but is also helping reduce greenhouse gas emissions.

OTHER CORPORATE PARTNERSHIPS

WWF's Green Office is an environmental management system for offices. The aim of the programme is to reduce carbon dioxide emissions and workplaces' ecological footprint. Green Office is suited to offices in private companies, the public sector and other organisations.

The initiative, launched in 2009, is a practical and simple environmental management system specifically for office conditions to reduce carbon emissions. Its implementation helps offices cut energy costs; reduce solid waste, travel, and water; make better procurement choices and conduct trainings for staff to educate them on environmental issues. In addition to cost savings, a participating office also improves its corporate image. At present, 50 offices are implementing the programme and are working actively with WWF-Pakistan. Apart from local companies, Banglalink Digital Communications Limited is the first international company to were certified as a Green Offices by WWF-Pakistan.

The WWF Green Office Initiative (GOI) is a family of 70 offices in Pakistan working towards the common objective of reducing carbon emissions, cutting energy costs, reducing wastage and water consumption while making better procurement choices. In the year 2019, the network added 10 more companies, which includes Unilever Pakistan Limited (Lahore sales office), Comfort Knitwear Private Limited, Rajby Industries, Nazran Private Limited, Pakistan Red Crescent Society, Fauji Fertilizer Bin Qasim Limited (head office and plant office), Fauji Meat Limited (head office), Fauji Foods Limited (Lahore), Nurpur Fauji Foods Limited (Bhalwal), Masood Textile Mills Limited, Engro Polymer and Chemical Limited (Lahore regional office) and Tetra Pak Limited (Saudi Arabia). During the reporting period, different Green Offices reduced approximately 2,700 Mt of CO₂ emissions. More than 1,000 employees participated in 20 environmental training workshops conducted in various companies across the country.

The Annual Green Office Conference 2018 titled 'From Fog to Smog: A Deadly Transition' was held in Islamabad. The aim of the event was to develop a consensus between the public and private sectors to improve air quality in Pakistan. Awards and certificates of appreciation were presented to companies, which showed substantial reductions of carbon emissions through the programme.

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In order to provide safe drinking water to communities of Sonehri and Abdullah Gandhro villages in Thatta district, WWF-Pakistan and Titans Autographs and Memorabilia collaborated to set up two ultra-filtration water plants. Both villages, with a population of 9,870 individuals, have benefitted from these facilities, which not only provide safe drinking water to local communities but have helped improve their health.

FUNDRAISING EVENTS

Climate Diplomacy Day 2018

WWF-Pakistan organizes various fundraising and awareness raising events throughout the year. For the past three years, the European Union Delegation to Pakistan has partnered with WWF-Pakistan to raise awareness among the diplomats of European states, which fall under the jurisdiction of the union, on climate change. This year, Climate Diplomacy Day was celebrated in October 2018 and kicked off with a cycle ride from the Pakistan National Council of the Arts (PNCA) as a symbolic gesture to raise awareness to curtail the growth of greenhouse emissions by promoting eco-friendly modes of transportation. This was followed by the screening of a documentary and an art competition.

Rung Do Pakistan

Pakistan lost an average of 43,000 hectares of forests (equivalent to half the size of Islamabad) every year between 2000 and 2010. In response to the urgent need to increase forest cover of the country, WWF-Pakistan launched its Rung Do campaign on 14 August 2018 with its goodwill ambassadors Call the Band to plant 1.4 million native tree species across the country. A music video, which showcased the diversity of Pakistan, encouraged individual action to plant trees.

Partners included PTCL, JS Bank, Habitt Home Store, Adam Smith International, Lilly Pharmaceuticals, Samba Bank, Ibex Global, HUBCO, International Steel Industries, K-Electric, Toyota (Indus Motor Company) and Crescent Steel and Allied Products. The ride hailing service Careem operated a special Rung Do ride from 14 August to 30 September where customers were able to donate directly to WWF while booking a ride.

The campaign not only focused on plantation but on post-care for the initial three years that saplings are planted, which is critical for their survival. WWF-Pakistan is also monitoring and ensuring proper maintenance so that plantations have a measurable and real impact. WWF-Pakistan surpassed its target and successfully planted approximately 1.7 million trees throughout the country.

Uniting People to Protect the Planet - Earth Hour

Earth Hour was celebrated globally on the last Saturday of March 2019. It is a worldwide movement organized by WWF, one of the year's biggest voluntary actions to tackle climate change by switching off all unnecessary lights for an hour, symbolizing a commitment to positive change. The event was celebrated at the National Assembly of Pakistan in Islamabad, Sindh Assembly in Karachi, WAPDA House in Lahore as well as various offices of WWF-Pakistan including Bahawalpur, Khanewal, Faisalabad, Quetta, Peshawar, Nathiagali, and Sukkur where students, families, members of civil society organizations, corporates and representatives of government departments participated.

Environment Education Through Spellings

WWF-Pakistan engages with youth through various environmental awareness and education campaigns. One of the oldest and most successful of these campaigns is Spellathon, which was launched in 1997. The nationwide spelling competition is a means of engaging children of grades 1 to 9 in a fun and easy manner. Students learn about key environmental challenges and the need for conservation of natural resources as well as about various species, their respective habitats and why these are important for the environment.

Spellathon, kicked off for another year in September 2018, and received an overwhelming response from schools across the nation. Each year, participating students from early years to grade 8 learn spellings from storybooks covering local environmental issues. This year, close to 40,000 students registered from more than 400 educational institutes across the country including 9,600 students under Early Years. Sponsors this year included Morinaga, Seasons Oil, Tetra Pak, PTCL, Oxfam Pakistan and Sui Southern Gas Company (SSGC). A total of 1,000 students from Mashal Model School and Pehli Kiran School, Islamabad participated in the Spellathon campaign with the financial support of PTCL, with the aim to educate less privileged students who have limited knowledge of nature conservation. More than 12,500 students from Thatta and Karachi districts also participated in Spellathon and learned about the importance of mangroves under an Oxfam supported activity.

With the aim to digitize the now more than 20 year-old Spellathon campaign, WWF-Pakistan signed an agreement with Micronox to develop a web-based application to conduct the test to ensure efficiency, accessibility and reduction in paper consumption. With e-Spellathon, WWF-Pakistan aims to enhance knowledge and create environmental awareness on an even larger scale.

5s Sustainable City: Clean and Green Drive

WWF-Pakistan and Indus Motor Company collaborated this year to promote Karachi as a sustainable city by implementing the 5S methodology and creating awareness among 100,000 young citizens by running cleaning drives, reducing plastic pollution and planting trees. Under this programme, 100,000 saplings are being planted throughout the city by engaging students and encouraging them to plant trees in their schools.

Corporate Clubs

WWF Corporate or Business Clubs are membership programmes that provide a platform for companies locally or regionally to support WWF's work. Membership in such clubs does not create a partnership between WWF and the company, and does not imply an endorsement of any nature by WWF of the company or its products and services.

The following list represents all companies, which are WWF-Pakistan corporate members with an annual budget of less than EUR 5,000.

1. Beaconhouse School System
2. Hilton Pharma
3. JDW Sugar Mills
4. Naveena Export Limited
5. The Bank of Punjab
6. Bestway Cement
7. Chiesi Pharmaceuticals
8. Ibrahim Fibres Limited
9. Kingcrete Builders
10. Mirpur Khas Sugar Mills
11. Pharmagen Limited
12. Sufi Group of Companies
13. EFU Life Assurance Limited
14. ICI Pakistan
15. International Brands Limited
16. International Industries Limited
17. JS Bank
18. Jubilee General Insurance
19. Tariq Glass
20. Mitsubishi Corporation
21. Naurus (Private) Limited
22. Oxford University Press
23. Pakistan Cables Limited
24. PCI Automotive
25. Tapal Tea
26. Thal Limited-Pakistan Papersack Division
27. The Hub Power Company Limited
28. ZIL Limited
29. BASF Pakistan
30. Century Paper Board Mills Limited
31. Fauji Fertilizer Company Limited
32. KAPCO
33. Malik Auto & Agriculture Industries
34. Mukhtiar Engineering
35. Murrree Brewery Company Limited
36. Pak Kuwait Textiles Limited
37. Seasons Edible Oil Limited
38. Siddiq Leather Works (Private) Limited
39. Anis Ahmed & Brothers
40. Artistic Milliners

1970

WWF-Pakistan came into being in 1970, and has been working to conserve Pakistan's natural resources ever since.

300

The organization works through 22 offices, including five regional offices, and a team of close to 300 dedicated staff members.



FUTURE GENERATIONS

Our greatest responsibility is to lead the way in conserving Pakistan's rich natural diversity so that future generations can continue to benefit from them.

GLOBAL GOALS

WWF-Pakistan carries out conservation work according to six Global Goals which includes wildlife, oceans, freshwater, food, forests and climate and energy.



Why we are here:

To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.

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