



WWF-Pakistan Corporate Partnership Report Financial Year 2020



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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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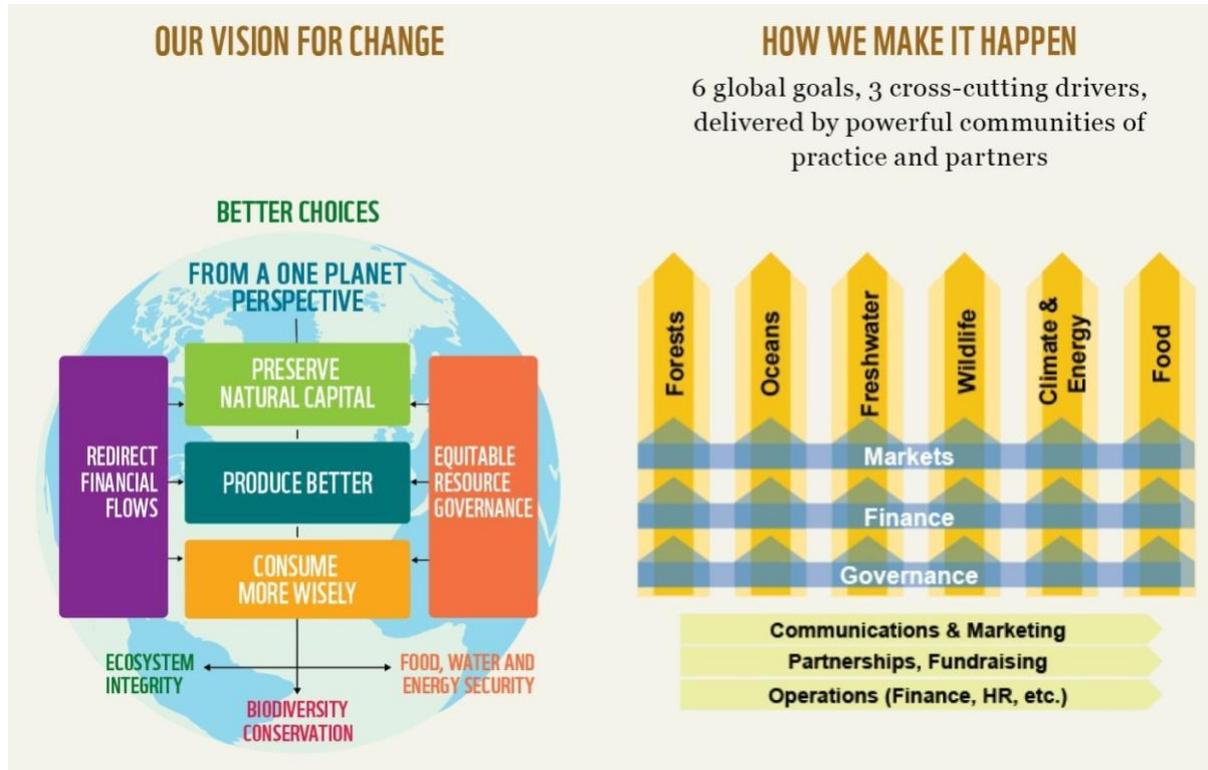
TAKING BOLD COLLECTIVE ACTION

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 [2020 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: The Coca Cola Foundation
Industry: Beverages
Type of Partnership: Driving sustainable business practices
Conservation Focus: Climate and Energy
FY20 Budget Range (EUR): 25,000 - 100,000

Integrated Watershed Management and Livelihood Improvement Project in Selected Sub-catchments of Khanpur Dam - Phase III

WWF-Pakistan and The Coca-Cola Foundation initiated a joint effort with an overall goal of improving sustained flow of freshwater in local springs, streams, and ultimately in Khanpur Dam's reservoir. This proposal builds upon the first and second phases' interventions and proposes scaling-up of successful interventions, with a focus on watershed protection and water for productive use interventions that are needed for effective integrated watershed management and livelihoods improvement in the area.

2. Company Name: Levi Strauss and Company (LS&Co.)
Industry: Clothing
Type of Partnership: Driving sustainable business practices
Conservation Focus: Freshwater
FY20 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.

3. Company Name: PepsiCo, Pakistan
Industry: Beverages
Type of Partnership: Driving sustainable business practices
Conservation Focus: Freshwater
FY20 Budget Range (EUR): 25,000 - 100,000

Community Water Stewardship: Replenishing Groundwater Resources in Lahore and Multan Districts

To call for an action, the following concept note proposes Community Water Stewardship through replenishment of water resources in and around the vicinity of Lahore and Multan districts. Under the proposed concept, WWF-Pakistan intends to partner with PepsiCo. and relevant government organizations, such as Pakistan Council of Research in Water Resources (PCRWR), Water and Sanitation Agencies 1 Population Census of Pakistan (2017), Pakistan Bureau of Statistics (PBS). 2 Source: Indus River System Authority (IRSA) 3 Shah Meer Baloch. (2018, June 07). Water crisis: Why is Pakistan running dry?. Deutsche Welle: Made for minds. (WASAs), Parks and Horticulture Authorities (PHAs), Wildlife and Forest Department, Govt. of Punjab etc. to replenish water resources through multiple interventions including direct and indirect water conservation methods, reliant on Nature based Solutions (NbS). It is estimated that a combination of the proposed interventions will allow replenishment of 241,000 m³ /annum in Lahore and 117,000 m³ /annum in Multan districts, respectively once the interventions will be fully operational.

4. Company Name: Coca-Cola Beverages Pakistan Limited (CCBPL)
Industry: Beverages
Type of Partnership: Driving sustainable business practices
Conservation Focus: Freshwater
FY20 Budget Range (EUR): 25,000 - 100,000

Installation of Water Filtration Plants for Communities in Punjab and Sindh

To increase the access of drinking water to low lying communities of Pakistan, WWF-Pakistan, in collaboration with Coca Cola Beverages Pakistan limited (CCBPL), is going to install four water filtration plants in different low lying communities of Pakistan. These plants will be handed over to the communities with a sustainable model. It will also help with raising and increasing their awareness.

5. Company Name: IKEA through WWF-Sweden
Industry: Retail
Type of Partnership: Driving sustainable business practices
Conservation Focus: Agriculture/Markets
FY20 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 fields 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.

6. Company Name: IKEA through WWF-Sweden
Industry: Retail
Type of Partnership: Driving sustainable business practices
Conservation Focus: Agriculture/Markets
FY20 Budget Range (EUR): 100,000 - 250,000

E-Smart Farming solutions for Cotton Value chain

The project is aimed towards the promotion of Information & Communication Technologies (ICT) among cotton growing communities of Pakistan. E-agriculture involves the conceptualization, design, development, evaluation and application of innovative ways to use ICTs in the rural domain, with a primary focus on agriculture. Provisions of standards, norms, methodologies, and tools as well as development of individual and institutional capacities, and policy support are all key components of e-agriculture.

7. Company Name: IKEA through WWF-Sweden
Industry: Retail
Type of Partnership: Driving sustainable business practices
Conservation Focus: Agriculture/Markets
FY20 Budget Range (EUR): 250,000 - 500,000

More Crop Per Drop

More Crop per Drop project is continuation of WWF-Pakistan efforts to strengthen Water Stewardship in Agriculture for long-term sustainability of water resources. The project aims to improve water use efficiency through reduction of conveyance/distribution losses and ground water extraction in irrigation systems to improve water equity among shareholders. On and off farm water management consequently enhance water use efficiency by reducing conveyance, distribution, application and finally crop management losses to maintain water security, mitigate water scarcity, and enhance crop water productivity. The project is being implemented in Bahawalpur district of Punjab, Pakistan.

8. Company Name: IKEA through WWF-Sweden
Industry: Retail
Type of Partnership: Driving sustainable business practices
Conservation Focus: Agriculture/Markets
FY20 Budget Range (EUR): 250,000 - 500,000

Standardization of Post-Harvest (Boll to Bale) Processes and Practices to Improve the Social, Economic and Environmental Sustainability of Pakistan's Cotton and Textile sector

Boll to Bale project is working towards value addition to the cotton supply chain, through standardization of harvest and post-harvest processes and practices to improve social, economic and environmental sustainability of Pakistan's cotton and textile sector. Project adds value to sustainable cotton production from farm including intermediary supply chain, during transportation, handling, storage and gin level by; improving access, reliability of supply, and quality of cotton to gins and traders, building the capacity of sustainable cotton farmers and the intermediary supply chain including Middlemen, Commission Agents and Seed Cotton Transporters to add value to seed cotton through adopting best practices pertaining contamination prevention, trash abatement and fiber quality preservation for picking, handling, storage, transportation, building the capacity of ginning sector for procurement, process and trade quality cotton and lint and by scaling up the impacts of improved cotton quality through linkage development, communication and dissemination among supply chain actors. The project is being implemented in Khanewal, Bahawalpur and Lodhran districts of Punjab and Sukkur district of Sindh province of Pakistan.

9. Company Name: IKEA through WWF-Sweden
Industry: Retail
Type of Partnership: Driving sustainable business practices
Conservation Focus: Agriculture/Markets
FY20 Budget Range (EUR): 250,000 - 500,000

Strengthening Climate Resilient Cotton Production through Climate Resilient Sustainable Agriculture

The project aims at reducing the vulnerability of cotton crop and growers to climate risks, add knowledge about climate resilient cotton production in Pakistan leading to improve the capacity of growers to respond effectively to climate change impacts on cotton crop.

Climate change is a serious threat to agriculture due to the dependency of the latter on climate and weather conditions making it quite vulnerable to climate change. Extreme weather conditions and improbability in rainfall patterns are negatively affecting the agricultural crops and the communities associated with agriculture. Traditional farming methods have increasingly proven to be ineffective to combat changing climatic conditions requiring farming practices to be modified in accordance with changing weather patterns. Climate Resilient Crop Production (CRCP) project is enhancing the resilience of the farming sector to combat climate change through building their capacities on climate-smart agricultural practices. Climate-smart solutions are enabling the farming communities to reduce risks of negative climate change impacts on their lives and livelihoods (crops, livestock etc.). Along with climate resilience, CRCP is also focusing on enhancement of their economic resilience through adoption of alternate income generation sources.

Project is focusing on three core areas:

- Development, validation and demonstration of climate smart practices;
- Promotion of climate smart farm technologies; and
- Enhancing the adaptive capacity and economic resilience of farming communities.

10. Company Name: Laudes Foundation

Industry: Textile

Type of Partnership: Driving sustainable business practices

Conservation Focus: Agriculture/Markets

FY20 Budget Range (EUR): 100,000 – 250,000

Organic Cotton Cultivation Promotion with Small and Marginal Tribal Farmers in Pakistan

The project aims to catalyse a shift from conventional farming methods to organic agriculture for economic, social and environmental benefits for cotton farming communities in Balochistan, Pakistan. The project particularly focuses on building the capacities of 6000 small farmers and DAE Balochistan on standard practices of organic cultivation and certification. The project also concentrates to create an enabling environment of organic agriculture in Balochistan and a transparent supply chain of organic products. The project also includes to promote soil and water conservation practices among the programme farmers as well as empower women folk through skill enhancement and establishment of women led home based small businesses to improve the livelihoods of poor farming families.

11. Company Name: Engro Foundation

Industry: Conglomerate

Type of Partnership: Driving sustainable business practices

Conservation Focus: Oceans

FY20 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 the 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.

12. Company Name: Sui Northern Gas Pipeline Ltd. (SNGPL)

Industry: Energy

Type of Partnership: Driving sustainable business practices

Conservation Focus: Climate & Energy

FY20 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 alternative 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.

13. Company Name: The Coca-Cola Foundation

Industry: Beverages

Type of Partnership: Driving sustainable business practices

Conservation Focus: Climate & Energy

FY20 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.

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 training for staff to educate them on environmental issues. In addition to cost savings, a participating office also improves its corporate image. At present, 80 offices are implementing the programme and are working actively with WWF-Pakistan.

The WWF Green Office Initiative (GOI) is a family of 80 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 2020, the network added 21 more companies, which includes Mahmood Textile Mills Limited, Dawood Hercules, DIC Pakistan Limited, Saudi Pak Industrial and Agriculture Investment Company Limited, Soorty Enterprises – Denim kind Units 5 and 6, Harbin Electric International, K-electric Korangi Power Complex, K-electric KGTGPS, K-electric SGTGPS, Bulleh Shah Packaging Private Limited, Tri Pack Films Ltd, IGI General Insurance Limited - Lahore, IGI Life Insurance Islamabad, IGI Life Insurance Karachi, Packages Convertors Limited - Regional Office Islamabad, Packages Convertors Limited - Regional Office Karachi, Kamal Textile Mills Limited, Bank Al Habib Limited, Packages Real Estate (Pvt) Limited, Veer Sports (Pvt) Limited, Nizam Apparel. Starting from 2009 until now, different Green Offices reduced approximately 8,870 mT of CO₂ emissions. More than 2,700 employees participated in environmental training workshops conducted in various companies across the country.

The ten successful years of Green Office in Pakistan were celebrated in an event in 2020. The event was aimed at celebrating the enormous success of the initiative over the past decade and also to recognise the key participants that have contributed in making the Green Office Initiative an integral part of the corporate sector's zeitgeist. The corporate partners, public sector leaders, academia and industry practitioners from across Pakistan attended this event. Awards and certificates of appreciation were presented to companies, which showed substantial reductions of carbon emissions through the programme.

FUNDRAISING EVENTS:

Climate Diplomacy Day 2019:

For the fourth year, the European Union Delegation to Pakistan and WWF-Pakistan jointly commemorated Climate Diplomacy Day in September 2019. The event kicked off with the participants cycling on a designated route as a symbolic gesture to raise awareness to curtail the growth of greenhouse. A documentary screening which shed light on the role of businesses in building a sustainable future was screened.

To discuss the impacts of climate change and bring forth practical solutions, a speech competition was held on the theme 'Youth for Climate Action' amongst students. A total of 30 youngsters from 10 private and government colleges and universities, in the 14 to 22 years age group, participated in the competition. The best young speaker received a cash prize of PKR 25,000 and an acknowledgement certificate by the chief guest.

Rung Do Pakistan:

WWF-Pakistan launched its Rung Do Pakistan campaign in August 2018 - the biggest plantation campaign that is being carried out throughout Pakistan. Over-achieving the benchmark of planting trees in the first year of the Rung Do Pakistan campaign. This year, more than 1.3M trees were planted in collaboration with various partners. These included Oxfam, UNODC, Ciklum, Habib Metro Bank, Careem, Akhuwat Foundation, Carrefour, Ibrahim Fibres, The Bank of Punjab, JS Bank, K-Electric, L'Oreal and Crescent Steel and Allied Products.

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. WWF-Pakistan organized a virtual Earth Hour event which reached nearly 150,000 people with an engagement of 100,000 people.

SCHOOL OUTREACH PROGRAMME:

Green School Programme:

In order to foster a sense of individual responsibility towards nature conservation the Green School Programme collaborated with more than 14 different schools this year. The programme engaged over 3,000 students from different branches of Roots Millennium Schools, Beaconhouse School System and Froebel's International School. At the start of their term session, they were provided with the Green Student Habit Tracker, which allowed them to develop more environmentally friendly habits through a year-round tracker. They also got to participate in different activities such as poster making and documentary screenings, as well as workshops of Seed Ball making.

Green School Programme (GSP) aims to educate them to become eco-friendly citizens. The programme engages students and teachers in a structured environment awareness curriculum that is specifically tailored to each school's academic calendar. Green School Programme awards registered schools WWF-Pakistan's accreditation of a 'Green School' after fulfilling specific criteria.

Students were encouraged to take care of nature around them by making them understand the importance of areas such as the Margalla Hills through The Great Outdoors activity. The Green School Programme constantly strives to increase its outreach to more students in order to enable them to take more responsible decisions for our planet

The Panda Challenge 2020:

Following the success of The Panda Challenge 2019, The Coca-Cola Foundation collaborated with WWF-Pakistan through its 'World Without Waste' initiative that spread the message of action against plastic pollution to 100 different schools around the country.

The Panda Challenge is an interschool activity that brings together students allowing them to engage in healthy competition while tapping into their intellectual selves. The activity catered to participation of students from grade 1 to 8, through a set of different sub-activities of poster making, poems, flash facts quiz and rapid fire round, creative writing, speeches, and lastly, debates.

Regional finales of The Panda Challenge 2020 took place in Lahore, Karachi and Islamabad during February 2020. These grand finales were the third and final stage, prior to which orientations and activities took place in schools involving more than 36,000 students. Through this, the Green School Programme not only brought together students onto one platform, but also polished their skills of arts, writing, public speaking, dialogue and advocacy.

SPELLATHON: Environment Education through Spellings:

Spellathon, one of WWF-Pakistan's flagship campaigns, kicked off for another year in September 2019, 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, Tetra Pak and Unilever collaborated for Spellathon 2020. The campaign outreached 40,000 students hailing from 400 educational institutes across Pakistan.

More than 1,000 students from government schools enrolled in the Urdu version of Spellathon campaign sponsored by Pakistan Telecommunication Company Limited (PTCL).

Recycling Session & Awareness in Schools:

In collaboration with Tetra Pak more than 60 awareness sessions on recycling were conducted in schools situated in Lahore, Pakistan. We observed a tremendous influx as more than 8,000 students from grade 1 to 8 participated in those sessions.

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.

WWF-Pakistan held its first Tech Camp in association with the US Embassy in Lahore 27th February 2020. The event aimed to highlight Air Pollution as a pertinent issue in Pakistan. The event provided a platform for different stakeholders from academia, government sector, private and industrial sector to come together and establish consensus on the roles, responsibilities and actions required in pursuance of a cleaner environment. An exhibition, open to the public, was also held, to introduce and promote innovative ideas to abate or manage air pollution.

YOUTH DEVELOPMENT PROGRAMME:

ECO Internship Programme (EIP):

Owing to COVID-19 pandemic, education institutes across Pakistan were forced to closed. This posed an unprecedented challenge for the Youth development programme team due to which digital version of EIP was launched. This initiative turned out to be a massive success as the team enrolled over 4,100 students. More than 60 community service projects have been developed for a greater impact. Challenges such as water scarcity, energy crisis and solid waste management were the main areas of focus for projects.

Citizen Journalism:

With an aim to empower youth to raise their voice on prevailing environmental challenges, a workshop, 'Citizen Journalism: A New Era for Environmental Advocacy' was launched with the local universities which engaged 50 young students and professionals, who aspired to become environmental advocates. Participants were trained on fundamentals of citizen journalism, storytelling, the art of retrieving authentic information, ethics of journalism, use of digi-tools and environmental journalism.

Education exposure trips:

The YDP team organized nature excursions, engaging more than 700 environmental enthusiasts from various educational institutes. These excursions entailed activities like community meetups, beach clean-ups, plantation drive, forest trekking and green workshops.

OXFAM GB (PAKISTAN) COLLABORATION:

Oxfam GB (Pakistan) collaborated to transform and promote alternate livelihoods of the coastal community present in Karachi with a focus on women empowerment. Through this project, more than 35,000 mangroves were planted in Kakapir village involving the local community of the area.

Ration bags were also distributed among the deserving 250 families of the Kakapir community. These families faced necessities problems due to the coronavirus pandemic and lockdown situation.

Earth Day and World Environment Day was celebrated by conducting webinars to create awareness among the participants regarding biodiversity conservation, environmental sustainability, climate change, global warming and knowledge sharing on the impacts of COVID-19 on natural ecosystems.

CORPORATE CLUB:

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. The Coca-cola Export Company
7. Ibrahim Fibres Limited
8. Mirpur Khas Sugar Mills
9. Sufi Group of Companies
10. Pak Elektron Limited
11. Combine Spinning (Private) Limited
12. Curexa
13. Malik Auto & Agriculture Industries
14. Pak Kuwait Textiles Limited
15. Samira Fabrics
16. Seasons Edible Oil Limited
17. Service Sales Corporation (Private) Limited
18. Shezan International
19. Siddiq Leather Works (Private) Limited

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 30+ offices, including five regional offices, and a team of over 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.

INCOME

WWF-Pakistan has an average annual income of USD 7 Million.



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

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