

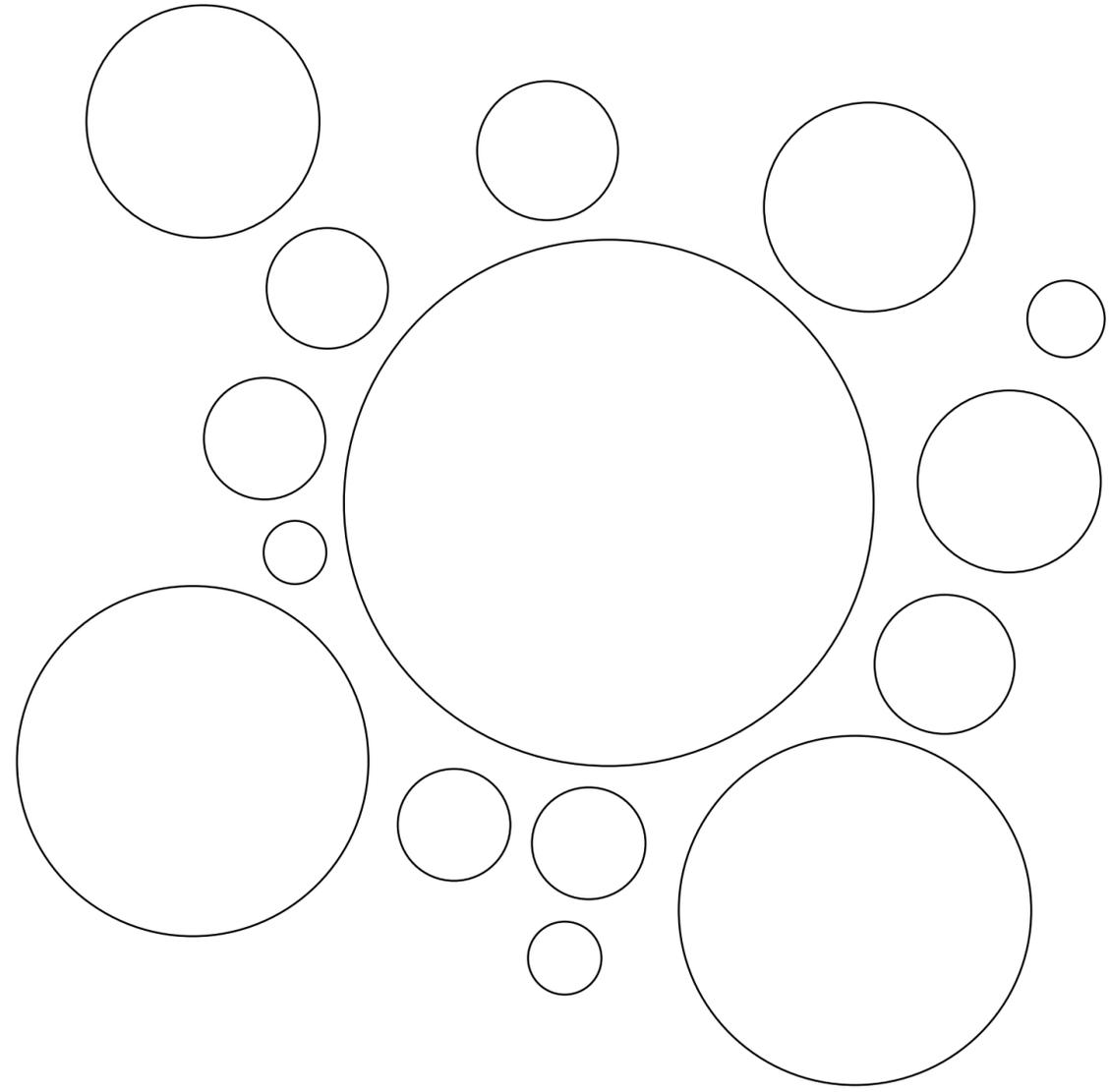
WWF-Pakistan came into being in 1970, and has been working to conserve Pakistan's natural resources ever since.

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

WWF-Pakistan has an average annual income of USD 6 million.

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.

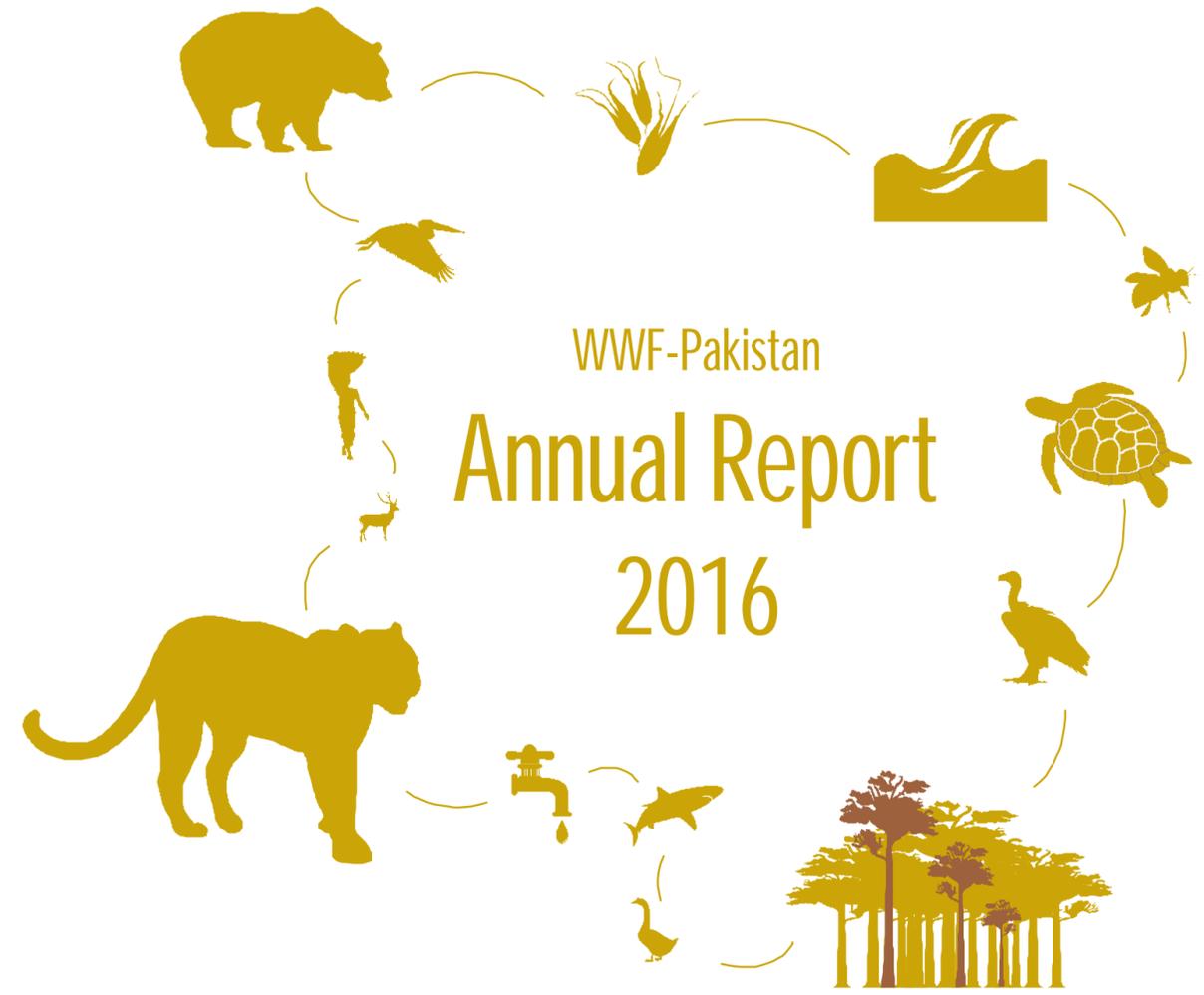
WWF-Pakistan carries out conservation work according to the Global Programme Framework which includes biodiversity and human footprint meta goals.



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.

www.wwfpa.org info@wwf.org.pk WWFPAK WWFPAK





WWF-Pakistan  
Annual Report  
2016

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#### Editorial board:

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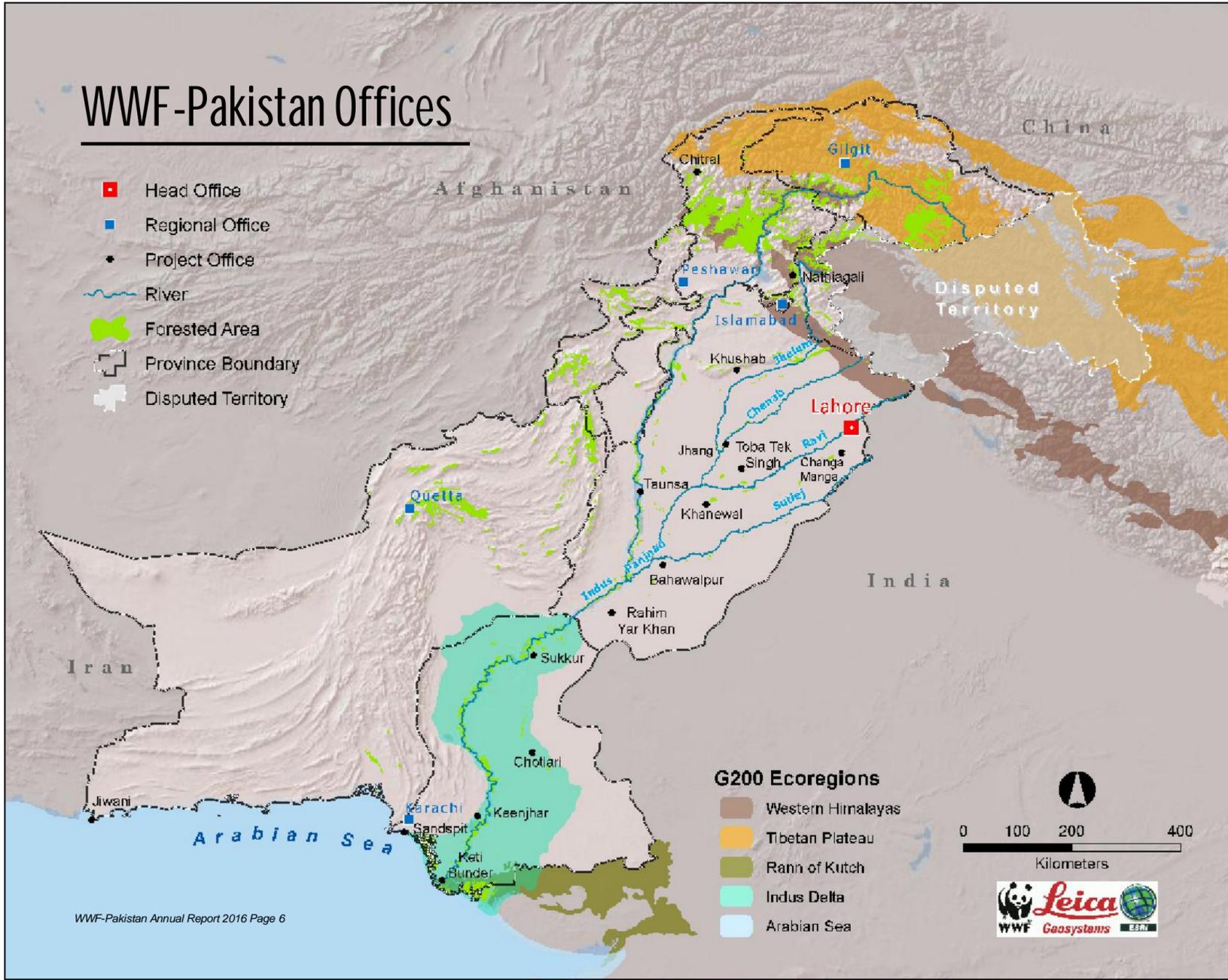
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# WWF-Pakistan Offices

- Head Office
- Regional Office
- Project Office
- River
- Forested Area
- Province Boundary
- Disputed Territory



# Who We Are

WWF came into being in 1961 in Gland, Switzerland. Today it is the leading and most respected conservation organization in the world, with a global network active in over 100 countries.

WWF-Pakistan was established in 1970 in order to address the growing environmental issues facing the nation. It is now the leading conservation organization in the country and amongst the largest national offices in the WWF Network.

WWF-Pakistan works to enable the government, private sector and civil society as a whole to help ensure the conservation of unique ecological areas and to significantly impact the present state of the environment in the country. With approximately more than 185 million people, Pakistan faces numerous economic, environmental and social challenges that are exacerbated by its rapidly increasing population. Urban challenges include pollution, overcrowding and urban sprawl, and vulnerability to extreme weather events while rural concerns are community dependence on natural resources for their daily needs and livelihoods to name a few. Further, both urban and rural areas face increasing power shortages that cause economic losses for industries and negatively impact household users, contributing to an increased reliance on wood or alternate resources to meet energy needs. A rapidly growing population, poverty, and lack of education not only present development challenges, but also adversely impact the environmental situation within the country, giving rise to concerns related to food, water, and energy in addition to conservation issues.

We continue to address these challenges through our mission – which 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;
- Promoting the reduction of pollution and wasteful consumption.

WWF carries out conservation work according to the Global footprint meta-goals. To maintain a living planet and secure conservation priorities into six Global Goals and

Our greatest responsibility is to so that future generations can

Programme Framework, which includes biodiversity and human clean water, food and energy for all, WWF has evolved its three drivers to enhance its impacts.

lead the way in conserving Pakistan’s rich natural diversity continue to benefit from them.



## A MESSAGE FROM Ahmer Bilal Soofi

President of WWF-Pakistan



We live in a time where mankind has stretched the planetary boundaries for his own prosperity. The human race has hard-pressed them to such an extent that beyond these we risk inducing abrupt changes that will push our planet into a state that is hostile to every living organism.

According to the latest Living Planet Report released by WWF International in 2016, global wildlife could plunge to a 67 per cent level of decline in just the fifty-year period ending this decade as a result of human activities. Additionally, the report's findings provide further evidence that the planet is entering completely uncharted territory in its history in which humanity is shaping changes on the Earth, including a possible sixth mass extinction. It is imperative that we understand why we are moving into this new epoch - only then will we be able to identify solutions to restore the ecosystems we depend upon.

Put simply, we have exhausted the planetary life-support systems. We have only one planet and its natural capital is limited; but humanity continues to use natural resources more than what the Earth can replenish, equivalent to 1.6 Earths to meet its needs. Under a business-as-usual path, by 2020 humanity will be using the equivalent of 1.75 Earths.

We have seen the effects an industrialization path based on non-renewable energy has had on the world, with climate change now a scientifically proven phenomenon and a clear and present danger to our future existence. Pakistan, a country currently undergoing economic development and contributing only a fraction to global carbon emissions, must commit to adopt renewable energy sources if the country is to thrive. The China Pakistan Economic Corridor (CPEC), one of the largest investment programmes in the last year, promises great economic opportunity for Pakistan; however, an equal priority to environmental issues must also be given by integrating conservation into long term development plans. Also in the last year, the defining case of Leghari v. Federation of Pakistan set a precedent as an important judicial decision directing a national government to take action on climate change based on fundamental legal principles.

This shows that even though we have the necessary frameworks in place to act as responsible citizens we must also be committed to support conservation, and organizations like WWF. We cannot afford to be lackadaisical anymore, for waiting will only intensify the imminent threats we face today.

## A MESSAGE FROM Hammad Naqi Khan

Director General of WWF-Pakistan



For WWF-Pakistan this year presented exceptional opportunities in the face of unprecedented risks and challenges. We addressed the very serious issue of illegal wildlife trade, carrying out much needed baseline studies to uncover trade patterns and networks, which have helped drive policy change. Under the area of water, WWF-Pakistan initiated the process for Alliance for Water Stewardship certification among companies in order to promote responsible freshwater use. We also continued to work with corporate partners through the Green Office Programme to assist them in making environmentally conscious choices and reduce their carbon footprint. Most importantly, we sustained our interaction with millions of people through our digital media, sharing our successes and creating awareness on the challenges we all face together.

With an ever-evolving scenario of Pakistan, our goals and targets need to be well adapted to maximize our outputs. As in previous years, national fundraising remained a difficult task. Considering security issues, WWF-Pakistan's Nature Carnival was cancelled in Islamabad along with various other outdoor youth engagement activities. With conservation a low development priority, it was also a difficult year to get support from international donors.

This year was also critical for the WWF Network. As the nature of global challenges change, the transition of WWF to six practices and three drivers meant that we are now more solution oriented than ever before. With this new approach, we have a clear understanding of the science behind our challenges, with years of successful experiences to build on and influential partnerships to support our ambitious goals.

Despite the challenges we face, the coming year brings in new and exciting opportunities. WWF-Pakistan is starting a project with the International Labour Organization (ILO) to promote sustainable and inclusive growth in Pakistan by supporting economic integration regionally and globally, and improving compliance with labour and environmental standards along with increased competitiveness.

I am also very pleased to share that we are fostering new partnerships with local businesses, helping them take action as responsible organizations and citizens of Pakistan. Recognizing this time as a moment of paramount importance for our county - and our planet, these partnerships and collaborations, along with the support of our people, will shape the future.

We hope you will also be our partner in these exciting times ahead, whether as a policymaker, corporate entity, or individual supporter.

## Board Members

### July 2015 - June 2016

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Hammad Naqi Khan  
Director General  
WWF-Pakistan



*“WWF Pakistan’s mission is to educate people to protect the environment and wildlife on land, in air and water. This is an unending endeavour.”*

Syed Babar Ali

*“WWF-Pakistan has been working for conservation of nature since almost five decades and has ensured the continued existence of wildlife and wilderness over all these years, which is so important to the quality of human life. I hope the organization continues to conserve nature and ecosystems with zeal and diligence.”*

Brig. (R) Mukhtar Ahmed

## DONORS

### WWF Network

WWF-Austria  
WWF-Germany  
WWF International  
WWF-Netherlands  
WWF-Sweden  
WWF-US

### Public Sector Funding

Government of Pakistan  
European Union  
Department for International Development, UK  
United States Agency for International Development

### International Organizations

Dutch Sustainable Trade Initiative  
Food and Agriculture Organization  
Global Environment Facility  
Interchurch Organization for Development Cooperation (ICCO)  
International Centre for Integrated Mountain Development (ICIMOD)  
Solidaridad  
United Nations Development Programme (UNDP)  
The Asia Foundation

### Corporate Sector

Coca-Cola Beverages Pakistan Limited  
Fauji Fertilizer Company  
IKEA  
Rabobank  
Nestlé Pakistan  
Tetra Pak Pakistan Limited



### Trusts and Foundations

The Coca-Cola Foundation  
C&A Foundation  
Disney Conservation Fund  
International Association for Bear Research  
and Management  
Keidanren Nature Conservation Fund  
Prince Bernhard Nature Fund  
The Hawk Conservancy Trust

### Others

Earth Journalism Network  
Human Welfare and Nature Conservation Society  
Marine Mammal Commission



In FY16, support from donors was approximately PKR 400 million, which is 70.3% of WWF-Pakistan's total annual income.



## WWF-Pakistan's Projects July 2015- June 2016

	Project Title	Donor
<b>FORESTS</b>		
1	Improving Sub-watershed Management and Environmental Awareness around Ayubia National Park (G200 - Western Himalayas) (Phase 7)	The Coca-Cola Foundation
2	Preparation of Action Plan and Capacity Building for a National Forest Monitoring System (NFMS) for REDD+	Food and Agriculture Organization (FAO)
3	Analysis of Forest Cover and Change in WWF Priority Places	WWF-Germany
4	Forest Fire Control	Government of Pakistan
<b>WATER</b>		
5	Raising Awareness and Capacity of Civil Society on Transboundary Water Governance in Pakistan and India	The Asia Foundation
6	City-wide Partnership for Sustainable Water Use and Water Stewardship in SMEs in Lahore, Pakistan	European Commission under the SWITCH-Asia Programme
7	Water Stewardship in Pakistan	WWF International
8	Improving Livelihoods of Fishermen Communities of Central Indus Wetlands Complex, Pakistan through Effective Natural Resource Management	Global Poverty Action Fund under the Department for International Development (DfID)

9	Environmental Baseline Survey and Monitoring of Rehabilitation and Modernization of Jinnah Barrage under Punjab Barrages Improvement (Phase 2)	Irrigation Department, Government of Punjab
10	Installation of Drinking Water Facilities in the City of Lahore for Local Communities	Coca-Cola Beverages Pakistan Limited
11	Alliance for Water Stewardship Standards	Nestlé Pakistan
<b>FOOD / MARKETS</b>		
12	Sustainable Cotton Production in Pakistan's Cotton Ginning SMEs	European Commission under the SWITCH-Asia Programme
13	Pakistan Sugarcane Improvement Programme (Phase 2)	Solidaridad
14	Better Cotton Fast Track Fund (BCFTF) – Jhang, Sukkur/Ghotki, Rahim Yar Khan	The Dutch Sustainable Trade Initiative (IDH), Rabobank, Interchurch Organization for Development Cooperation (ICCO)
15	Pakistan Sustainable Cotton Initiative (Phase 5)	WWF-Sweden, IKEA
16	Promotion of Water Stewardship in Cotton Growing Areas of Punjab, Pakistan	WWF-Sweden, IKEA
17	Exploring Possibilities of Organic Seed Cotton Production in Pakistan (Phase 1 and 2)	C&A Foundation
<b>WILDLIFE</b>		
18	Gyps Vulture Restoration Project	The Hawk Conservancy Trust

19	Conserving the Critically Endangered Gyps Vulture through Effective Habitat Protection and Community Based Livestock Management	Prince Bernhard Nature Fund, Disney Conservation Fund
20	Conserving Snow Leopard and Alpine Wetlands – A Strategy to Manage Qurumber National Park, Ghizer, Pakistan	Keidanren Nature Conservation Fund (KNCF)
21	Community Based Conservation of the Snow Leopard and Improved Watershed Management	WWF-US
22	Common Leopard Conservation Project	Human Welfare and Nature Conservation Society
23	Combating Illegal Wildlife Trade by Establishing a National Monitoring Network that Benefits Local Communities and Environment	USAID Small Grants and Ambassador's Fund Program (NRSP-SGAFP)
24	Conservation of Asiatic Black Bear Population in Mansehra	International Association for Bear Research and Management (IBA)

## OCEANS

25	Indian Ocean Skipjack and Bait Fish Management	WWF-Germany
26	Implementing Maldives Pole and Line Tuna Port Sampling Project and VMS/AIS Analysis within the Pakistani Gillnet Fleet	WWF-Germany
27	Socio-economic Impact Evaluation for Indian Ocean Tuna FIPs and Marine Stewardship Council	WWF-Germany
28	Promoting the Conservation of Large Whales in Northern Indian Ocean Focusing on the Arabian Sea Population of Humpback Whales	Marine Mammal Commission
29	Areas Beyond National Jurisdiction- Bycatch in Indian Ocean	WWF-US, FAO, Global Environment Facility

30	Pakistan Yellowfin Tuna FIP	WWF-US
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## CLIMATE AND ENERGY

31	Himalayan Climate Change Adaptation Programme (HICAP) in Upper Indus River Basin, Pakistan	International Centre for Integrated Mountain Development (ICIMOD)
32	Building Capacity on Climate Change Adaptation in Coastal Areas of Pakistan	European Union
33	Enhancing the Value of Hydrological Resources for Livelihoods, Youth Employability and Resilience, an R&D Pilot in Gilgit-Baltistan, Pakistan	United Nations Development Programme (UNDP)
34	Agricultural Water, Energy and Hazard Management in the Upper Indus Basin for Improved Livelihood	International Centre for Integrated Mountain Development (ICIMOD)
35	Rural Livelihoods and Climate Change Adaptation in the Himalayas (Himalica)	International Centre for Integrated Mountain Development (ICIMOD)
36	Study on Carbon Emissions for the Selected BRT Line and Potential for Clean Development Mechanism	United Nations Development Programme (UNDP)

## OTHERS

37	Study to Determine the Percentage of Used Beverage Cartons in Mixed Paper Streams in Pakistan	Tetra Pak Pakistan Limited
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## Forests

Pakistan has many different types of forests, including ecologically significant varieties such as juniper, chilghoza, and mangroves. Unfortunately, the country also has one of the highest rates of deforestation in Asia. Between 2000 and 2010, the annual rate of deforestation was 43,000 hectares or 2.2 per cent. The significance of forests is known – not only do they provide important ecosystem services, they also provide a habitat for various species. The annual costs of deforestation have been estimated to be PKR 206 million to PKR 334 million.

## Forests

### Improving Sub-watershed Management and Environmental Awareness in and around Ayubia National Park (G200 -Western Himalayas)

The Western Himalayan Ecoregion plays a critical ecological role as part of the Himalayan ecosystem, with interconnected processes supporting species, communities and nature. The steep mountain slopes and contiguous habitat, alongside sustaining populations of the common leopard and snow leopard, also serve as one of the Endemic Birds Areas of the World (EBA). The region, the main catchment area of glacier-melt runoff into the Indus River, is under great stress from rapid climate change and is exposed to tremendous erosion and weathering processes.

Realizing the need to protect this unique ecosystem and to improve the sustained flow of clean water, WWF-Pakistan initiated its watershed management in 2008. With the aim of introducing suitable land use management practices that will contribute to improved quality and quantity of freshwater, the project has replenished 215 million litres of water per annum into the hydrological system of the region. With vegetation cover improved by 4.6 per cent the project has successfully minimized the erosion and weathering processes.

Prior to the initiation of the project, poor socio-economic conditions compelled impoverished local communities to engage in destructive activities that led to the ecological degradation of the region. The problems were further exacerbated due to lack of sustainable livelihood and weak surveillance from concerned authorities. Therefore the project is also helping improve livelihoods of forest dependent communities and has so far conducted 23 trainings on improved agricultural practices, established three vocational centres that have trained 118 women in various skills, 25 men as eco-tourist guides, provided 510 units of improved poultry, built one large and 70 small to medium scale water filtration units, installed 83 solar water heaters in public places (mostly schools and mosques), provided 18 households roof/wall insulation and 510 fuel-efficient stoves to communities.

To further train the youth to become future agents of change in conservation, the project has successfully engaged teachers and students in over 80 schools. As a result of environmental education and awareness interventions 55 schools have active nature clubs with five batches of volunteer eco-guardians. These eco-guardians are students selected on the basis of their performance and interest, and are trained to help sensitize tourists regarding the ecological importance of the region.



The project initiatives have positively impacted about 28,000 individuals every year since 2008.

### Third Party Monitoring of Billion Tree Tsunami Afforestation Project in Khyber-Pakhtunkhwa

The Billion Tree Tsunami Afforestation Project (BTTAP), implemented by the Khyber-Pakhtunkhwa Forest Department, involves planning, designing, and implementation of the Green Growth Initiative. To ensure transparency, quality, and effective and judicious utilization of development funds, WWF-Pakistan was assigned the task to independently monitor project interventions.

During the monitoring phase until August 2015, over 200 hectares of central model nurseries were established, of which 138 were monitored. In tube nurseries, around 50 million seedlings were verified, which had a survival rate of 83 per cent. About 3,000 units, each consisting of 25,000 plants of private nurseries were established. From this, about 1,340 units were monitored, of which 87 per cent were raised by men and 13 per cent by women. In private potted nurseries, 18 million seedlings survived out of which 57 per cent were ready for planting. In private bare rooted nurseries the survival rate was 78 per cent. Out of the total allocated stock of 7.9 million the net survived stock was 6.6 million out of which 5.5 million were ready to plant.

Over 6,500 hectares of block plantations and 500 hectares of roadside and canal-side plantations were carried out by the end of the monitoring period. The average survival rate of block plantations was 86 per cent while it was 79 per cent in roads and canal side plantations.

The BTTAP project successfully executed the establishment of enclosures to improve natural forests. A total of 411 enclosures were established out of which 210 enclosures were monitored. Over 13 different indigenous species were regenerated, which also included endangered species such as *Taxus wallichiana*.

Based on monitoring results it was concluded that a good effort has been made in achieving the ambitious targets of the BTTAP project.



Over 215 million litres  
of water replenished  
to nature through improvement in  
groundwater recharge

in selected sites of Ayubia National Park

Previously, WWF-Pakistan contributed towards the Millennium Development Goals (MDGs). As the MDGs are replaced by the Sustainable Development Goals (SDGs) WWF-Pakistan has now aligned its strategy with the SDGs to maximize the impact of its conservation initiatives.

WWF-Pakistan's Forest work recognizes that one of the primary drivers of deforestation is energy and thus strongly focuses on SDG 7 – Affordable and Clean Energy. However, its greatest contribution will be to the targets of SDG 15 – Life on Land.



## Water

As an arid country, Pakistan relies mostly on glacial melt and monsoon rains for its water needs. Both sources follow the natural water cycle and processes of recharge – and are heavily impacted by climatic variations, inefficient governance and practices, and increasing demand in the agriculture and industrial sector. Mismanagement of water resources and poor agricultural and industrial practices impact both the quality and quantity of water, leading to environmental challenges such as groundwater contamination and water scarcity.

# Water

## City-wide Partnership for Sustainable Water-use and Water Stewardship in SMEs in Lahore, Pakistan

The project City-wide Partnership for Sustainable Water-use and Water Stewardship in SMEs in Lahore, Pakistan focused its interventions on the four most polluting industries in Pakistan, namely leather processing, paper and pulp, sugar and textile. It worked with 35 SMEs, which were audited and provided customized water and environmental management plans. Another 75 SMEs received capacity building training in Lahore and Faisalabad on Best Water Management Practices (BWMPs). Around 300 SMEs were introduced to the economic and environmental benefits of implementing BWMPs through awareness seminars organized in Lahore, Faisalabad, Sialkot and Karachi in collaboration with relevant chambers of commerce and industrial associations.

Siddiq Leather Works (SLW), a well-established leather production unit in Pakistan, was selected as one of the 35 SMEs for gap analyses and implementation of BWMPs when WWF-Pakistan launched this project in collaboration with Cleaner Production Institute (CPI) and WWF-UK.

Salman Butt from SLW, the focal person coordinating with the project team, believes that the project helped enhance efforts on improving the environmental sustainability of the business: "We were already working on improving our water efficiency; however, the efforts were not streamlined. WWF-Pakistan and CPI helped us identify the exact areas where gaps existed, and also provided training and management plans to mitigate those gaps."

Environmental sustainability is high on the agenda of export-oriented companies such as SLW as international buyers impose strict environmental regulations. Against an investment of a few thousands rupees the SME was able to save 44,450 cubic metres of water and PKR 100,920 per annum. With simple changes in their operations, SLW was able to achieve significant economic and environmental savings.

## Installation of Drinking Water Facilities in the City of Lahore for Local Communities

The project is providing access to safe drinking water to 135,000 individuals by installing 15 safe drinking water plants of 2,000 litres/hour. It is also building capacity and creating community ownership for improved



management and sustainability of the water supply interventions. So far filtration plants have been installed in Basti Sayden Shah, Lady Willingdon Hospital, Glaxo Town, Awan Town, Delhi Gate, Masti Gate, Thokar Niaz Baig, Gajjumatta and Salamatpura. Work is in progress at two more sites, Lahore Railway Junction and Gulab Devi Hospital.

## Alliance for Water Stewardship Project

In Pakistan, implementation of the Alliance for Water Stewardship (AWS) standards started in July 2015. The AWS standard is an international, ISEAL-compliant, standard that defines water stewardship indicators for how water should be used at a site and catchment level that is environmentally, socially, and economically beneficial.

Since its inception, WWF-Pakistan and Nestlé Pakistan, following the specific criteria of the standard, have worked together to identify some of the major water issues facing the Sheikhpura community around a 10 km area of the Nestlé Sheikhpura factory. Under the AWS action plan, the organizations are working together with the community, which includes the local villages of Bhatti Dhilwan, Bhatti Colony, Ahata Waqel Wala, Joyanwala Mor, and Moza Bal, along side neighbouring industries and the local government to address the main shared water challenges. The expected outcome is an improvement in water governance, catchment water quantity, water quality and improved health of important water bodies in the area.

The project aims to complete its implementation and auditing of the first site in Sheikhpura by November 2016.



WWF-Pakistan's Water work has a strong focus with SDG 6 – Clean Water and Sanitation and SDG 9 – Industry, Innovation and Infrastructure.



**4.46 million m<sup>3</sup>**  
of water conserved through the  
WSP project per year



## Food and Markets

Pakistan is primarily an agricultural economy, and its main food crops include rice, wheat, maize, and sugarcane. However, with a rapidly increasing population, impacts from climate change and water scarcity on agricultural productivity, food security is becoming a challenge. Thus, there is a need to incorporate sustainable management practices in agricultural production, particularly for food crops and to systematically minimize food waste.

Recognizing a predicted increase in demand for food and fibre, WWF-Pakistan's projects seek to decrease impacts on natural resources.

## Food and Markets

### Pakistan Sustainable Cotton Initiative (PSCI)

For widespread dissemination of Better Management Practices (BMPs) in cotton growing areas of Pakistan, WWF-Pakistan initiated the Pakistan Sustainable Cotton Initiative in 2005. The fifth phase of the project was carried out during the reporting period in the districts of Bahawalpur, Lodhran and Toba Tek Singh, Punjab province. The project facilitated more than 37,635 smallholders and medium farmers to implement a Better Cotton Standard System (BCSS) over an area of approximately 126,500 hectares of cotton cultivation.

Keeping in view the contribution of rural women in conventional agriculture and economic activities the programme also trained 9,500 women regarding clean cotton picking techniques alongside adhering to health and safety measures during farm work.

In Bahawalpur BCSS farmers earned approximately PKR 17,800 per hectare more net income than control farmers, whereas in Toba Tek Singh BCSS farmers earned PKR 11,300 more net income than control farmers. The overall compliance rate in the project was 92.2 per cent and farmers produced a little over 61,000 MT of licensed Better Cotton lint. Further, each farmer who was involved in project activities since 2010 qualified as producing Better Cotton.

### Sustainable Cotton Production in Pakistan's Cotton Ginning SMEs (SPRING)

Cotton production supports Pakistan's largest industrial sector comprising of more than 400 textile mills and 1,000 ginning units. The cotton and textiles sector accounts for 40 per cent of Pakistan's total labour force and nearly 60 per cent of exports. WWF-Pakistan, through the SPRING project, targeted cotton ginning SMEs in Bahawalpur and Rahim Yar Khan, districts of Punjab and Sukkur district in Sindh, to ensure that the problems faced in this sector were addressed to develop a sustainable cotton supply chain from the farm to the final product.

The project engaged 500 cotton ginning SMEs which were divided into three categories. A total of 30 level-I ginning units aimed to adopt Better Ginning Practices (BGPs); 200 level-II ginning units were identified to build their capacity to adopt more sustainable cotton production practices; 300 level-III ginning SMEs were engaged, with support from the Pakistan Cotton



Ginners Association (PCGA), to build wider awareness of the benefits of BGPs.

In its last year of implementation, the project expanded its scope to 300 level-III ginning SMEs in all three regions. A total of about PKR 114 million was invested by 45 level-I and 15 level-II ginning mills located in Bahawalpur, Rahim Yar Khan and Sukkur to adopt better ginning practices and recommended modifications. Moreover, in terms of energy conservation, these ginning SMEs saved close to 4,900,000 KWh per ginning season leading to a reduction of 2,400 tonnes of CO<sub>2</sub> per season.

The project focussed on increasing the capacity of the ginning industry for sustainable cotton production, improving business capacity to produce more market-driven products, ensuring that workers have the right set of skills to work with ginning SMEs, established linkages between Better Cotton farmers, ginners and other supply chain actors for sustainable service provision, and campaigned to increase demand for sustainable cotton products as well as supportive policies for the sector.

Through the project a cleaner environment and resource efficiency was successfully obtained leading to economic prosperity in the project area and improved working conditions by encouraging environmentally sustainable practices in the ginning industry of Pakistan.

### Promotion of Water Management at Irrigation Source Level in Cotton Growing Areas in Punjab

The environment plays a pivotal role in deciding the yield of the cotton crop. However, management practices, which can increase harvest many fold if applied properly, are usually ignored. The cotton growing areas of Punjab are relatively underdeveloped with an estimated 43 per cent of the population living below the poverty line. This has resulted in farmers adopting cropping systems without any prior knowledge of effects, in the hopes of a better harvest.

WWF-Pakistan, in an effort to improve water management to maintain and restore water security, strengthen water management and, consequently, achieve sustainable poverty reduction in the region, is implementing the Water Pakistan Project in Bahawalpur district, Punjab.

In the pilot phase, Bahawalpur and Ahmadpur tehsils were selected as project areas. The project was able to establish 22 Water User Associations (WUAs) on each selected outlet with mutual understanding of all shareholders. Through 54 capacity



Ginning SMEs saved around

**4,900,000 KWh**

per season leading to a reduction of  
2,400 tonnes of CO<sub>2</sub>



The Food and Markets practice will contribute to the targets of SDGs 1, 2, 3, 4, 5, 6, 7, 8, 9, 11, 12, 13, 15, 16 and 17.

building workshops farmers were enlightened on Better Water Management Practices (BWMs) to efficiently use irrigation water for a good yield.

In order to motivate farmers to adopt innovative techniques in their farming methods, the project introduced a laser land leveler scheme, through which a farmer could use a laser land level for an hour and expenses were borne by the project. Many farmers utilized this technique and a total of 158 hectares was laser leveled through subsidized rates.

Similarly, 25 piezometers were installed to study groundwater with the collaboration of the Irrigation Research Institute (IRI). These piezometers were installed at a depth of approximately 25 metres to study the dynamics of groundwater within the project area.

### Promoting Cultivation of Organic Seed Cotton in Pakistan

Winder, a small town located 80 km northwest of Karachi, lies in the fertile Lasbela district of Balochistan. This semi-arid region was brought under cultivation over a period of eight years, from 2000 until 2008, which resulted in a yield of 80,000 kg of organic cotton lint. The production helped meet demand of garments made from organic cotton for customers in Europe and the US. Today, cotton of the highest quality is grown on approximately 2,000 hectares of cultivated land.

In 2015, WWF-Pakistan and Control Union Sri Lanka carried out an audit and inspection of 500 cotton growers in Lasbela. The outcomes were deemed encouraging and resulted in WWF-Pakistan launching a three-year organic cotton project, starting in 2016, in Lasbela, Sibi and Barkhan districts of Balochistan.

A total of 15 men and 13 women field facilitators were trained for project implementation and provided farm advisory services to 500 farmers over an area of 1,200 hectares. Farmer field books were also developed to collect data and the Control Union conducted inspections for certification and placed the cotton area under the first conversion phase.

### Better Sugarcane Farmer Support Programme

WWF-Pakistan launched its Better Sugarcane Farmer Support Programme in 2012 in collaboration with Solidaridad where several BMPs were introduced and implemented, regarding application of drought resistant sugarcane varieties, best sowing techniques, improved irrigation practices, soil conditioning techniques, pest management and tillage operations.

During the 2015 season the project facilitated 5,500 farmers in Jhang district of Punjab, over an area of about 8,000 hectares of sugarcane cultivation. Farmers applied BONSUCRO standards on their farms and produced over 7,200,000 MT of sugarcane. As a result of the programme farmers used 50 per cent less DAP fertilizer, 25 per cent less Urea fertilizer



© Nadia Athe

and increased usage of farmyard manure by 10 per cent. Approximately 55 per cent less pesticides were used with a 15 per cent reduction in water usage.

The project also facilitated farmers to establish five Sugarcane Producer Organizations which were registered with the Social Welfare Department.

### Better Cotton Farmer Support Programme

WWF-Pakistan believes that a strong link between markets and cotton farmers is the key to the success of the Better Cotton Initiative (BCI). In order to tackle the environmental and social challenges associated with cotton production, and to enable significant change towards a more sustainable future, the organization, an implementing partner of BCI, took up projects in Rahim Yar Khan district of Punjab and Ghotki, Khairpur, Noshero Feroz and Sukkur districts in Sindh under the Better Cotton Farmer Support Programme.

During this year, WWF-Pakistan facilitated almost 48,500 farmers in the project area to implement a Better Cotton Standard System over an area of 224,700 hectares of cotton cultivation, alongside training 15,500 women. The overall compliance rate in the project was 100 per cent and farmers produced 215,700 MT of licensed Better Cotton lint. Additionally, a total of 25 per cent of Better Cotton was procured by registered ginners in Rahim Yar Khan and 89 per cent in Sukkur.



Over 90,000 cotton farmers engaged in Better Cotton projects. The projects led to a 24.7 per cent reduction in use of irrigation water, 31.5 per cent reduction in use of pesticides, and 27 per cent reduction in use of synthetic fertilizers.

WWF-Pakistan's Food work has a strong focus with SDG 2 – Zero Hunger and SDG 12





WWF-Pakistan Annual Report 2016 Page 34 © Jürgen Freund / WWF



WWF-Pakistan Annual Report 2016 Page 35

### Oceans

Pakistan has a coastline of 1,050 km along the Arabian Sea, but this rich ecosystem faces habitat destruction due to a range of reasons. Illicit catch of juveniles of commercially important fish species, high bycatch in fishing operations, pollution from maritime activities, and dumping of untreated waste in the sea have considerably deteriorated the natural habitat and stocks of important species in the area.

# Oceans

## Establishing Regional Cooperation for Resource Management, Scientific Data Collection

WWF-Pakistan is strengthening Northern Indian Ocean marine conservation institutions, as well as financing and supplying technical input to fisherfolk and scientific bodies in the region to improve market access opportunities and build an information base to make informed decisions. WWF's Smart Fishing Initiative and WWF-Pakistan worked closely during this financial year focusing on good governance to tackle problems of overfishing in the Indian Ocean, as well as compliance to international regulations. More importantly, a historical decision was reached during the 20th session of the Indian Ocean Tuna Commission, where harvest control rules and allocation criteria were established for skipjack and yellowfin tuna.

WWF-Pakistan, with engagements in six countries, has helped build the capacity of bodies governing marine resources and has garnered support to establish a North Indian Ocean alliance for fisheries management. As a result the Maldives, Sri Lanka, India, Pakistan, Iran, and Oman have committed to collaborate broadly on fisheries management issues.

## Reducing Bycatch in the High Seas

Led by WWF-Pakistan and initiated in January 2015, a Northern Indian Ocean based project, Areas Beyond National Jurisdiction - Reducing Bycatch (ABNJ) covers such topics as satellite monitoring capacity and data collection. Under the initiative WWF-Pakistan piloted bycatch reducing demonstration projects in Pakistan and Iran.

In order to collect bycatch and catch data gaps in driftnet fisheries, 55 trained observers were deputed on tuna gillnetters that operate in the Exclusive Economic Zone of Pakistan and in the ABNJ, which provides 7.8 per cent coverage on-board tuna gillnet vessels.

This year alone, over 800 turtles including olive ridley, green turtles, hawksbill, leatherback, and loggerhead were released safely from tuna gillnet fishing operations. The project has also been successful in developing indicators for a WWF global species report on the number of turtles caught per square kilometre of net in gillnet fisheries. Study reports and papers have been submitted to the Indian Ocean Tuna Commission.

Besides turtles, 12 whale sharks, three dolphins, two manta rays, two sunfish, and one whale were also released alive.



© Brian J. Skerry / National Geographic Stock / WWF

## Promoting Sustainable Tuna Fisheries

This project focuses on highlighting and identifying small scale fisheries in the Northern Indian Ocean and enter into an improvement plan to attain Marine Stewardship Council (MSC) certification. A fisheries benchmark, MSC certification addresses key aspects such as sustainable fish stocks, minimizing environmental impacts and effective management.

WWF-Pakistan identified small scale fisheries including razor clam fisheries of Pakistan, abalone fisheries of Oman, and purse-seine sardine fisheries of Iran. This is in addition to large scale fishing which include big eye tuna and yellowfin tuna longline fisheries in Sri Lanka, pole and line skipjack fisheries in India, and yellowfin troll fisheries of Pakistan. These fisheries will need to improve transparency and traceability to uplift the socio-economic conditions of fishers. The pre-assessment process against MSC principles and its performance indicators was initiated, followed by a stakeholder consultation process. Further, a gap analysis will help develop an action plan. In addition, through this project WWF-Pakistan also supported the Maldives in meeting its conditions set in the MSC certified pole and line skipjack tuna fishery.

A key element of these fisheries, yellowfin tuna in particular, are considered part of a recovery plan in the Northern Indian Ocean, as it leads to improved data, monitoring, control and improved supply and cold chain for the target fisheries. Through such initiatives, consensus has been sought to develop an informal group at the Northern Indian Ocean level to focus broadly on fisheries.

## WWF-Pakistan Sets Pace for Marine Conservation in Region

WWF-Pakistan is strengthening Northern Indian Ocean marine conservation institutions, and financing and supplying technical input to fishers in order to improve market access opportunities.

The organization played a key role in establishing the IOSEA led Northern Indian Ocean Marine Turtle Task Force. It also provided support to Regional Fisheries Management Organizations (RFMO), i.e. to the Indian Ocean Tuna Commission (IOTC) and its members. In this context, WWF-Pakistan collaborated with WWF-UAE/EWS to organize an Arabian humpback whale workshop to develop conservation and management measures, and protection. Regional data collection has been recommended by the working group, which will help address illegal unreported and unregulated fishing.



The video of a WWF-Pakistan trained fisherman

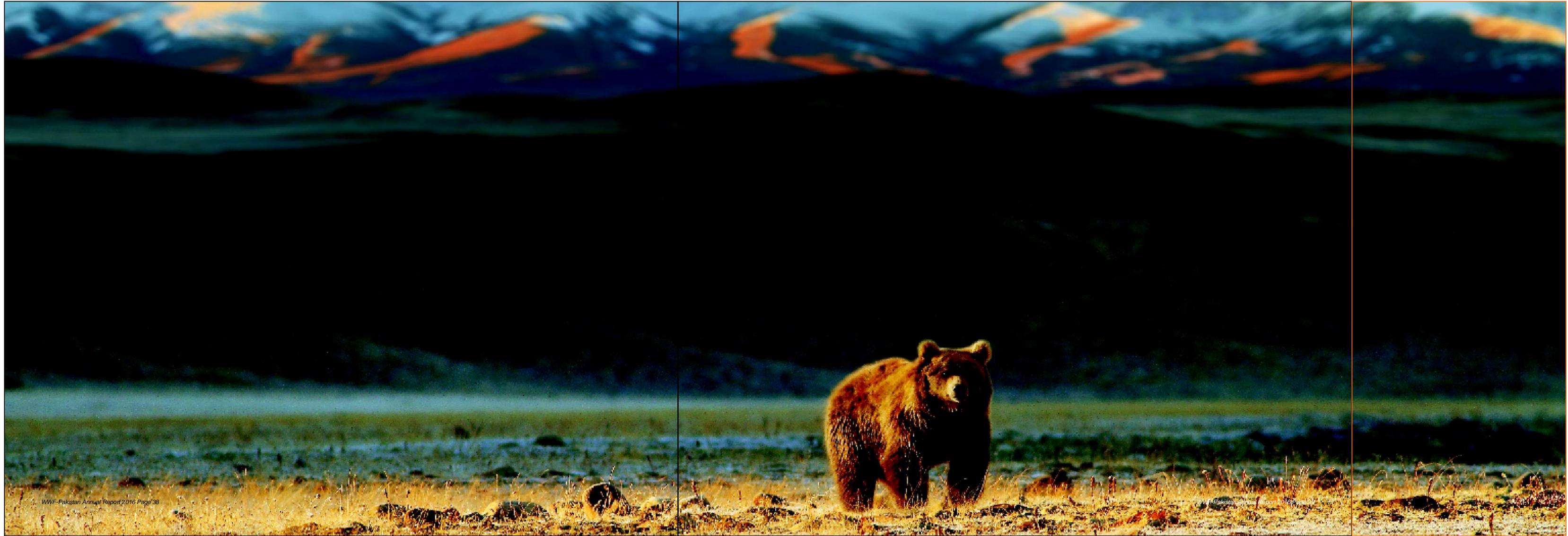
rescuing an olive ridley turtle was widely shared over social media.

It has over 13 million views

making it one of the most viewed videos of WWF International.

WWF-Pakistan's Ocean work has a strong focus on fisheries, SDG 1 and 2 are also particularly significant. Of particular focus is SDG 14.





## Wildlife

Pakistan is home to some of the world's most unique species, including the snow leopard, Western tragopan, and markhor. Some species, such as the Indus River dolphin, woolly flying squirrel, Balochistan black bear, and Punjab urial, are endemic to the country. Other species of concern include freshwater and marine turtles and white-backed vultures; many of which are threatened or endangered due to habitat loss, hunting, illegal and unregulated fishing practices, and illegal trade.

## Wildlife

### Combating Illegal Wildlife Trade by Establishing a National Monitoring Network that Benefits Local Communities and Environment

Studies on illegal trade of wildlife and its products and derivatives in different markets across the world are instrumental in determining the scale of the trade, details of species that are commonly traded, and networks through which the trade happens. In Pakistan's context, this data is scarce.

WWF-Pakistan established much needed baseline data of the illegal wildlife trade market in Pakistan covering information gaps to look at the scale of the trade, important areas where it is prevalent and identified various routes through which it takes place in the country. Undercover surveys of animal markets and individual shops selling wildlife and their products, and derivatives were conducted in 23 select cities across Pakistan. About 300 shops and street vendors in 55 markets were visited during this study. All of these shops dealt in illegally traded wildlife, including many species listed under the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES) and the International Union for Conservation of Nature (IUCN) Red List of threatened species. It also recorded the use of derivatives of 12 mammals, five reptiles and one bird and invertebrate species as the main ingredient of traditional medicines available with street vendors and local herbalists (*hakeems*).

With the surge in technology, it is now easier for buyers and sellers to meet online through digital media. There are various sites and forums online where species within Pakistan are traded, catering to a much larger audience to meet illegal demand of wildlife such as freshwater turtles, scorpions, reptiles, raptors, big cats etc.

Understanding the need for a holistic approach to address illegal wildlife trade, WWF-Pakistan developed a national level strategy through consultation with provincial wildlife departments, relevant government departments, academia, and NGOs. Bringing all these stakeholders together is an important milestone in addressing wildlife crime.

Over 200 representatives of law enforcement agencies from the provincial wildlife departments, Pakistan Customs, Civil Aviation Authority, Air Security Forces, zoos, Maritime Security Agency, Marine Fisheries Department, Anti Narcotics Force, provincial and federal police, Rescue 1122, and logistic operators including DHL, have been trained across the country under this project.



### Gyps Vulture Restoration Project

In February 2016, two healthy white-backed vulture chicks hatched at the Changa Manga Vulture Conservation Centre. This was the first successful breeding of the species in captivity in Pakistan. Both chicks fledged and continue to grow well under the watchful eyes of their parents.

The population of the *critically endangered* oriental white-backed vulture, *Gyps bengalensis*, has declined in more than 90 per cent of its historic geographic range in Pakistan, India and Nepal since the early 1990s. This decline is attributed to Diclofenac Sodium, a non-steroidal anti-inflammatory drug (NSAID) used in livestock which causes kidney failure in vultures. The drug is effectively banned since the year 2006 as an outcome to WWF-Pakistan's effective lobbying with the government. However, bringing a viable population back is a challenge.

WWF-Pakistan has worked towards the protection of the *Gyps* vulture in Pakistan for more than a decade both through *in-situ* and *ex-situ* conservation. The *Gyps* Vulture Restoration Facility, established in 2005, in Changa Manga Forest Reserve, is the only *ex-situ* conservation initiative in the country dedicated to increasing the population along with a captive breeding programme.

WWF-Pakistan also works in *in-situ* conservation of vultures, and established a Vulture Safe Zone in 2012 in Nagar Parkar, Sindh which hosts the last remaining wild population of *critically endangered* white-backed and long-billed vultures. Supplemented by a regular wild vulture population assessment, livestock and NSAIDs availability assessment studies critical for conservation planning, a community based organization was also established to strengthen community awareness and engagement for the protection of vultures.

### Indus River Dolphin Conservation Project

From nearly extinct more than two decades ago, the population of the Indus River dolphin is close to 1,500 today. Although the trends project a good picture, the species still faces numerous threats every day.

Stranding of Indus River dolphins in canals is amongst the key threats to survival, particularly during the low-flow season and canal closure period. This leads to a drop in water level, creating small pools in which dolphins become trapped with limited food supply. Concurrently, intensive fishing in the core dolphin habitat is another threat, which increases the probability of dolphin



For the first time in Pakistan, two healthy white-backed vulture chicks hatched at the Gyps Vulture Restoration

Facility in Changa Manga this year.



The Wildlife practice will contribute to the targets of SDGs 1, 2, 4, 5, 7, 8, 12, 13, 15, 16 and 17.

entanglement in fishing nets in such canals.

To counter Indus River dolphin mortalities, WWF-Pakistan set up a 24-hour phone helpline to report incidences of stranded dolphins to WWF-Pakistan and the Sindh Wildlife Department. The project also encourages local fishermen and community members to report stranded dolphins.

Further, the Indus River is monitored and inspected for illegal fishing practices, such as fishing by poisoning or with the use of illegal net sizes. This dolphin monitoring network established by WWF-Pakistan comprises of representatives of the Sindh Wildlife Department (SWD), Sindh Irrigation Department (SID), Sindh Forest Department (SFD), Sindh Fisheries Department (SFD), Sindh Environmental Protection Agency (SEPA) and local community activists to monitor the river as well as its adjacent canals and tributaries to rescue any stranded dolphins. The team thus far conducted about 80 monitoring and awareness raising sessions of the Indus River, adjacent canals and villages during this year. Overall, there is a visible decrease in the mortality rate of the Indus River dolphin, which indicates the positive impact of improved surveillance along the river. Four dolphins were successfully rescued this year.

To gain support from the general public, a myriad of environmental awareness activities are also underway. Increased dolphin populations created better opportunities for eco-tourism, and 16 dolphin watching boat safaris have been organized so far. This has boosted the tertiary tourism industry in the region and provided alternative sources of income for the local community.

### Community-based Conservation of Snow Leopard and Improved Watershed Management

WWF-Pakistan has worked in the northern mountain region of the Karakoram and Hindukush for years developing strong bonds with local communities while safeguarding iconic species and the ecologically important forest. These natural resources are already stressed by various anthropogenic factors, with climate change multiplying these factors further.

Under the larger umbrella of the Asia High Mountain project, this project is educating communities on wildlife conservation and climate change adaptation. It focuses on developing citizen scientists to learn more about the snow leopard population. A system of community rangers has also been established to protect the snow leopard, its prey, and other wildlife from poaching. The project will eventually result in an action plan for regional snow leopard protection in the north of Pakistan.

Through various measures, better natural resource management and watershed management practices have also been introduced. This year, more than 3,000 locals of Hoper Valley, a project implementation site,



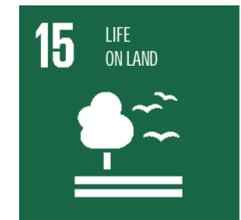
attended awareness raising programmes. For this purpose, partnerships were established with government, locals, national and international organizations such as International Centre for Integrated Mountain Development (ICIMOD), Aga Khan Rural Support Programme (AKRSP), Karakoram International University (KIU), Serena Hotel, Gilgit-Baltistan Environment Protection Agency, Gilgit-Baltistan Tourism Department, Hoper Development Organization, Education Department, Pakistan Agricultural Research Centre, Ministry of Food Security and Research, government of Pakistan, private schools etc.

The project is already showing positive results. A recent wildlife survey of the area shows that the population of Himalayan ibex has increased since the inception of the project; from less than 150 as a baseline in 2013 to more than 280 individuals in 2016. In addition to this, retaliatory killings of the snow leopard have also decreased from an average of five kills per year before the inception of the project to zero during the last two years.



In Pakistan only  
**200 to 400**  
snow leopards  
are left in the wild

*WWF-Pakistan's Wildlife practice recognizes the link between poverty and exploitation of biodiversity and thus has a strong focus on SDG 1 – Zero Poverty. The second greatest contribution will be to the targets of SDG 15*





## Climate and Energy

Pakistan has been ranked among the top three most affected countries for its vulnerability to the impacts of climate change in recent years. The consequences are manifold and manifest in the form of climate related natural disasters (floods, Glacial Lake Outburst Floods - GLOFs, landslides, earthquakes, and droughts), loss in agricultural productivity and water availability, disease outbreaks, and livelihood implications. The country's energy shortage presents opportunities to introduce alternate, renewable sources of energy which will contribute to climate change mitigation and reduce the burden of extracting non-renewables.

# Climate and Energy

## Climate Change and Alternative Energy

Rising sea levels are one of the crucial signs the planet is exhibiting as a result of the current trend of global warming. Worsening shoreline erosion, consistent coastal flooding and a steady degradation of the coastal ecosystem are some of the many problems that coastal populations face as impacts of climate change. Confronting existing challenges is already a concern, compounded with a rise in temperatures, the situation poses a serious threat to the coastal areas of Pakistan.

In order to effectively co-manage the existence of humans and natural resources WWF-Pakistan ran a five-year long project titled Building Capacity on Climate Change Adaptation in Coastal Areas of Pakistan (CCAP), which concluded in December 2015. The project developed flexible adaptation strategies and plans that had multiple tangible benefits and successfully implemented them in Kharo Chan and Keti Bunder, union councils of Thatta district in Sindh province.

Whereas, CCAP was able to achieve its short term 2015 goals it was also able to build a strong foundation to help the project meet its 2025 long term goals of building collaborative knowledge-sharing practices among the regional deltas through international cooperation. The 2025 long term goals of CCAP support improvement of resilience in the regional delta economies through the development of sustainable projects with significant environmental and climate impacts.

The project was able to bring about significant outcomes from 11 adaptations which included training 6,750 individuals in climate resilient management of livestock, fisheries, disaster risk reduction, crop husbandry and aquaculture. Mangroves were also planted over an area of 525 hectares in Keti Bunder with an estimated worth of PKR 136 million in ecosystem service flows and a reduction in consumption of 353 tonnes of wood. A total of 42 solar panels were installed resulting in an estimated PKR 136 million income boost across 1,622 nature-dependent households via productivity gains, averted medical expenses, averted hazard losses and freed time which was used productively.

Equipped with relevant knowledge and practical skills those trained under the CCAP project are now prepared to meet climate-induced challenges of food security, natural hazards and rural income losses. Sector specific studies under the project were able to give the residents of Kharo Chan and Keti Bunder insights into the many facets of climate change adaptation and



guided them well in managing their agricultural and fisheries needs and in adopting good water governance measures.

The success of the project can be gauged from the fact that local fishers and farmers readily adopted CCAP's business model. This included net profits of around PKR 70,000 (approx. USD 667) through crab ponds each winter season in a period of four months.

## Installation of Household Biogas Plants in Thatta

Muhammad Yousif Hilayo and Ramzan Gopang, two far flung villages nestled in the riverine terrain of Thatta district, Sindh, were able to meet their daily cooking needs when WWF-Pakistan in collaboration with Sui Southern Gas Company Limited (SSGC), installed 10 biogas units. The successful implementation of this six-month long project, provided an alternative and better energy source to burning wood, and an unconventional way of powering stoves for these off-grid populations.

In order to ensure the success of the plants, a beneficiary selection criteria was developed by WWF-Pakistan, whereas, the interest and willingness of the people in the maintenance of the plant was taken into consideration.

## Fisher Communities of Central Indus Wetlands Complex, Pakistan

For a duration of three years, this project focused on improving livelihoods to over 2,000 fisher households (approximately 16,000 individuals). The project was implemented in selected areas of the Central Indus, which included Taunsa Barrage Wildlife Sanctuary and Indus Dolphin Game Reserve, two designated Ramsar sites. The aim of the project was to introduce alternative livelihood generation opportunities for vulnerable riverine communities, provide alternate energy and energy efficient units, and encourage sustainable natural resource use practices among fisher communities residing in the Central Indus Wetlands Complex.

All interventions introduced not only reduced pressure on natural resources but also increased savings in terms of money, time, fuelwood and health related expenditures. Further, adoption of management plans, involvement of stakeholders and the development of disaster resilient communities has created a positive impact. Sustainable fishing practices and provision of livestock and poultry have also effectively addressed poverty-environment related issues.

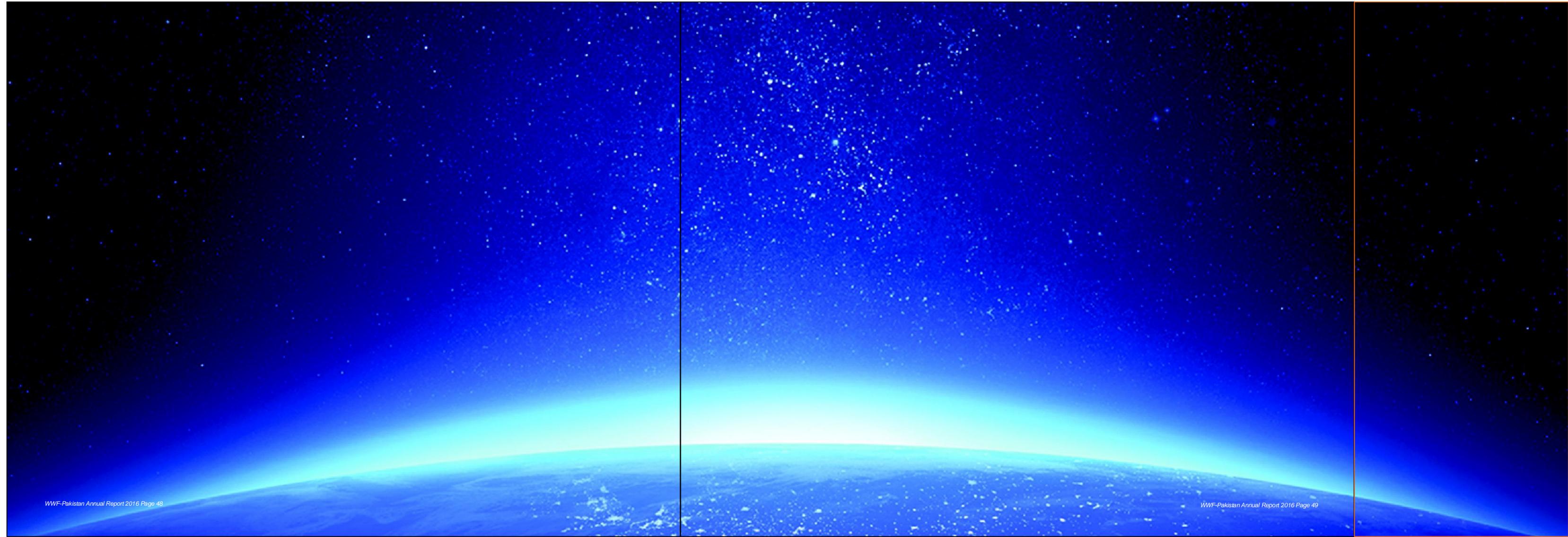


The CCAP project led to a reduction of 353 tonnes of wood consumption, installed 42 solar panel systems resulting in an estimated PKR 136 million income boost across 1,622 nature-dependent households

WWF-Pakistan's Climate and Energy practice contributes to a large number of SDGs but the greatest contributions will be made to SDG 7



and SDG 13 - Climate Action. Significant contributions will also be made to SDG 11.



### Partnering with the Panda

For more than 40 years, WWF-Pakistan have worked to protect endangered species, threatened ecosystems, attempting to resolve critical environmental issues. A lot of this work is made possible through the organization's cooperation with partners which is based on a common understanding of issues and shared ambitions.

Our partners in previous years supported various WWF-Pakistan environmental education and awareness programmes, particularly youth engagement and school outreach.

## Partnering with the Panda

### Green Office Initiative

The WWF Green Office (GO) Initiative aims to help the corporate sector understand environmental challenges and work towards environmental sustainability. The Green Office Programme, launched in 2009, is a practical and simple environmental management system specifically for office conditions to reduce overall carbon emissions. Its implementation helps offices cut energy costs, reduce wastage, travel, water, make better procurement choices and conduct trainings for an environmentally aware staff. In addition to cost savings, a participating office can improve its corporate image. At present, 51 offices have adopted the programme and are working actively with WWF-Pakistan.

This year, WWF-Pakistan's GO Initiative added 14 new offices to its network which include Sapphire Finishing Mills Limited, Pak Arab Fertilizers Limited, PepsiCo International Private Limited, Archroma Textiles Chemicals Pakistan Private Limited, Hub Power Company Limited: HUBCO, Banglalink Communications, Colgate-Palmolive Kotri office, ICI Pakistan, RaFmaa Private Limited, Leathertex, Horizon Media Private Limited, Indus Motor Company, Engro Powergen Qadirpur Limited, and Ahmer Bilal Soofi and Company. In the reporting period different GOs reduced approximately 1,800 MT of CO<sub>2</sub> emissions.

The Green Office Initiative also focused on employee engagement and conducted more than 35 environmental training workshops on topics including disaster risk reduction, sustainable water management, product lifecycle assessment, carbon footprint calculations, energy conservation and solid waste management.

In the 2015 GO Network meeting, Engro Foods head office, Sukkur IBA and Engro Polymers head office received awards for substantial reductions in waste generation.

Recently, WWF-Pakistan has partnered with Business Dynamics to reduce pollution, support eco-friendly products and promote use of oxo-biodegradable plastics.

### Individual Support

WWF-Pakistan has a solid base of concerned individual supporters nationwide. A total of 91,000 loyal members have been a part of our work, events and campaigns since more than two decades.



### Support from Corporate Entities

For decades, businesses across the country have supported WWF-Pakistan in achieving important conservation successes. This support continued through various campaigns and programmes to promote sustainable business policies and practices. Various environmental education and awareness activities were carried out with Artistic Milliners, Crescent Steel and Allied Products, DP World, Standard Chartered Bank, Sui Southern Gas Company (SSGC), Unilever Pakistan, DHA Karachi, and Agility Logistics.

### Earth Hour

Throughout the year WWF-Pakistan's campaigns also engaged people, inspiring them to take action and celebrate the rich biodiversity of our planet. Pakistan joined the rest of the world in celebrating Earth Hour on 19 March 2016 from 8:30 pm to 9:30 pm. Earth Hour is the world's largest voluntary action to switch off all unnecessary lights for an hour, symbolizing a commitment to environmental conservation which goes beyond that one hour.

Celebrities who joined and supported the campaign included Muneeba Mazari, motivational speaker; Uzair Jaswal, singer; Sajid Hassan, actor; Amna Kardar, TV host; Anoushey Ashraf, TV host and Hassan Ahmed, actor.

Earth Hour was celebrated in various public and private organizations. The pre-launch ceremony in Lahore was organized at Froebel's International School on 15 March. The main sponsors of Earth Hour 2016 were Qarshi Industries Private Limited and K-Electric and a candle lighting ceremony was held at Qarshi University, Lahore on the day of the event. Co-sponsors of the campaign included Hi-Tech, Herfa Inn, Sui Southern Gas Corporate (SSGC), Crescent Steel, DP World, NTL and Gloria Jean's.

In Islamabad the candle lighting ceremony was attended by Honourable Sheikh Ansar Aziz, Mayor of Islamabad; Jakob Rogild Jakobsen, Deputy Head of Mission, Embassy of Denmark; Nazir Sabir, mountaineer and motivational speaker; Hareem Farooq, actor; and European Union representatives and various government officials at Serena Hotel, Islamabad.

Various buildings and monuments across Islamabad and Rawalpindi switched off their lights; these included the National Assembly of Pakistan, Supreme Court of Pakistan, Election Commission of Pakistan, Shah Faisal Mosque, National Monument, Pak-China Friendship Centre, Daman-e-Koh, Lake View Park, Jinnah Convention Centre, Capital Development Authority (CDA)



Close to 91,000 individual have supported WWF-Pakistan since the last two decades

*Businesses drive much of the global economy, therefore companies also have a responsibility to ensure that the natural resources and ecosystems that underpin their business are used sustainably. By working with companies, WWF aims to change behaviour and drive conservation results that would not be possible otherwise.*

buildings, Cabinet Block, Jinnah Avenue, Nazim-ud-din Road, Ninth Avenue, Seventh Avenue, D-Chowk, Constitution Avenue, Federal Directorate of Education, Fauji Fertilizer Company Building, Ufone Tower, ENERCON, Fazle-Haq Road, Islamabad Highway, National Defence University and over 100 businesses including restaurants and hotels.

The campaign was endorsed by the National Assembly of Pakistan; Supreme Court of Pakistan; Election Commission of Pakistan including 140 offices across Pakistan; Federal Directorate of Education including 422 schools and other offices; and Islamabad Chamber of Commerce and Industry. Earth Hour was also endorsed by 25 private education institutes including schools, colleges and universities, and over 70 retailers.

Additionally, WWF-Pakistan organized a cycling event, Run and Ride for Nature, to encourage the general public to reduce their carbon footprint. A 2 km race and 6 km cycling event started and ended at Creek Club Defence Housing Authority (DHA) followed by a prize distribution ceremony and a musical evening. The event was supported by DHA in particular and sponsored by Agility Logistics, Artistic Milliners, Thal Engineering, Getz Pharma, and Service Tires.

#### Spellathon

WWF-Pakistan's Spellathon campaign, a nationwide environmental spelling competition, was supported by Gluco, a brand of English Biscuit Manufacturers; Sui Northern Gas Pipelines Limited (SNGPL); Oolala flavoured milk, Shakarganj Foods Private Limited; and Peek Freans during the reporting period. It reached out to approximately 125,000 students across Pakistan.

#### Travelling Nature Carnival

The travelling Nature Carnival was supported by GSK Horlicks in Lahore and Karachi. The carnival was also supported by Rio, a brand of English Biscuit Manufacturers. At least 34,000 individuals attended the Nature Carnival in both cities.

#### Green School Programme

WWF-Pakistan's Green School Programme (GSP) is a school certification campaign designed to engage students in year round environment themed events, activities and skill development workshops. The programme partners with hundreds of schools across Pakistan with participation of 22,000 students this year.

#### Eco-Internship Programme

WWF-Pakistan certified 8,500 students under the Eco-Internship Programme



with outreach to 18,000 young individuals from various schools, colleges and universities. The programme comprises of modules based on environmental education and activities. The EIP was supported by Sui Northern Gas Pipelines Limited (SNGPL) for the third consecutive year.

#### Eco-Brain Buster

For the very first time, WWF-Pakistan introduced a quiz competition based on environment knowledge for students with TOYZONE.PK. This activity was conducted simultaneously in Lahore and Islamabad and gifts worth PKR 500,000 were distributed among high achievers in the reporting period.



**Packages Limited**  
is a licensing partner  
of WWF-Pakistan  
since almost two decades



### Scientific Committee

The Small Grants Programme, managed by WWF-Pakistan's Scientific Committee, addresses environmental issues by providing technical and financial support, empowers communities, and promotes environmental research. The grant supports innovative conservation initiatives for priority species and ecosystems.

## Scientific Committee

### Small Grants Programme

Since 1986, WWF-Pakistan's Small Grants Programme (SGP) has supported grassroots level organizations and research-based institutions, in enhancing their capacity to strengthen nature conservation efforts in Pakistan, complementing thematic priorities of WWF-Pakistan. Under the programme, more than 500 projects have been successfully completed with an award of PKR 71 million. An independent Scientific Committee of eminent scientists from various backgrounds administers the Small Grant Programme.

This year, SGP added five new community-based and research conservation projects to its portfolio. Additionally, a number of exemplary initiatives made successful contributions towards determining the conservation status of threatened and endangered species and other components of ecosystems.

Funding was also approved for a documentary project on Indian pangolins. The documentary Pangolins in Peril was developed to create awareness about the decline in the pangolin population, a species which is traded illegally for its scales and to develop traditional medicines from Pakistan.

WWF-Pakistan's Gilgit office successfully completed two studies. One focused on the population status, habitat assessment and threats faced by the Asiatic black bear in Diامر. The other study introduced eco-friendly pest control measures among local farmers, professionals and practitioners and assessed economic losses incurred by mealybug infestation in forests and fruit trees in Gilgit-Baltistan.

Urban wetlands, which not only provide a habitat for various wildlife species but also provide recreational, educational and aesthetic values are particularly important given that little natural habitat is available in cities. Another study was conducted by NED Engineering and Technology, Karachi to evaluate water quality and biodiversity associated with selected urban wetlands in Karachi.

A PhD study was financed to study diversity and abundance of wild vegetation bordering crop fields and its role in the seasonal diversity and species richness of passerine birds in Potohar Plateau.

The grants programme also supported an international conference titled Mountains and Climate Change: Resources, Challenges and Opportunities for Better Life and Livelihoods, held at the Karakoram International University, Gilgit. The conference promoted knowledge on mountain ecosystems with



greater emphasis on climate change, freshwater resources and livelihoods including sustainable mountain agriculture.

This year, the Scientific Committee also met for its hundredth meeting, which was commemorated with a ceremony attended by eminent scholars and researchers.



*This year the Small Grants Programme celebrated 100 Scientific Committee meetings with a ceremony attended by eminent scholars and researchers.*

Projects worth  
**PKR 71 million**  
awarded so far through  
Scientific Committee grants



## Corporate Donors

### Exclusive Members

WWF-Pakistan's Exclusive Members make donations of PKR 100,000 and above.

1. Beaconhouse School System
2. Khadija Adamjee Foundation
3. Packages Limited

### Premier Members

WWF-Pakistan's Premier Members make donations of PKR 25,000 to 99,000.

4. Anis Ahmed and Brothers
5. Atlas Honda Limited
6. Automotive Spares and Accessories Private Limited
7. BASF Chemicals
8. Bestway Cement Limited
9. Century Paper and Board Mills Limited
10. Cherat Cement Company Limited
11. EFU Life Assurance Limited
12. English Biscuit Manufacturers Private Limited
13. Engro Polymer and Chemicals Limited
14. Golden Harvest
15. Hub Power Co-Hub Power Company
16. Ibrahim Fibres Limited
17. ICI Pakistan Limited - Paints Business / Azko Nobel
18. International Brands Private Limited
19. International Industries Limited
20. J&P Coats Pakistan / J&P Aryn Currimboy
21. Jahangir Siddiqui and Company Limited
22. Jubilee General Insurance
23. Karam Ceramics Limited
24. Kot Addu Power Company Limited
25. Lucky Cement Limited
26. MIMA Leather Private Limited
27. Mirpur Khas Sugar Mills



28. Mitsubishi Corporation
29. Mitsui & Company Limited
30. Muhammad Shafi Tanneries Private Limited
31. Murree Brewery Company Limited
32. National Bank of Pakistan
33. Naurus Private Limited
34. Orix Leasing Pakistan Limited
35. Oxford University Press Pakistan
36. Pak Kuwait Textile Mills Limited
37. Pakistan Beverage Limited
38. Pakistan Cables Limited
39. Premier Agencies
40. Samira Fabrics Limited
41. Tapal Energy Private Limited
42. Tapal Tea Private Limited
43. Thal Engineering
44. Thal Limited - Papersack Division
45. Tri-pack Films Limited
46. United Energy Pakistan Limited
47. Vikor Enterprises
48. Zulfeqar Industries Limited (ZIL)



Businesses greatly impact our natural world - which is also an opportunity for them to be part of the solution

## Balance Sheet

as at 30 June 2016

FUNDS	2016 Rupees	2015 Rupees
General Fund		
1001 The Nature Trust <sup>(1)</sup>	85,502,396	64,028,547
Scientific Committee Fund <sup>(2)</sup>	15,003,983	15,003,983
Restricted Funds <sup>(3)</sup>	6,215,606	7,383,338
	46,724,459	56,221,296
<b>Total Funds</b>	<b>153,446,444</b>	<b>142,637,164</b>
REPRESENTED BY:		
Fixed Assets <sup>(4)</sup>	43,298,410	57,149,313
Investments <sup>(5)</sup>	155,710,794	131,610,264
Current Assets	207,502,781	307,391,300
<b>Total Assets</b>	<b>406,511,985</b>	<b>496,150,877</b>
Current Liabilities	215,301,241	299,687,074
Liabilities against Assets Subject to Finance Lease	-	1,070,625
Employee Retirement Benefits	37,764,300	52,756,014
<b>Total Liabilities</b>	<b>253,065,541</b>	<b>353,513,713</b>
<b>Total</b>	<b>153,446,444</b>	<b>142,637,164</b>

Based on accounts audited by A.F. Ferguson & Co. Chartered Accountants, a member firm of the PwC Network.

- 1001 The Nature Trust is an endowment fund.
- The Scientific Committee Fund is a small grants fund for researchers, scientists and community based organizations. Money raised from national fundraising is used to fund different small projects with a maximum funding of PKR 300,000 annually per project.
- Restricted funds are received from various donors such as Government and Aid Agencies, the WWF Network, Corporates, and Trusts and Foundations to execute specific projects.
- Fixed Assets are stated at cost less accumulated depreciation. Depreciation is charged on the historical cost of an asset over its estimated useful life.
- Investments are the money set apart and kept unutilized, and invested in financial institutions in short term and long term investments. Investments are stated at cost. Income from investments is recognized when the right to income on such investments accrues.

## Income and Expenditure

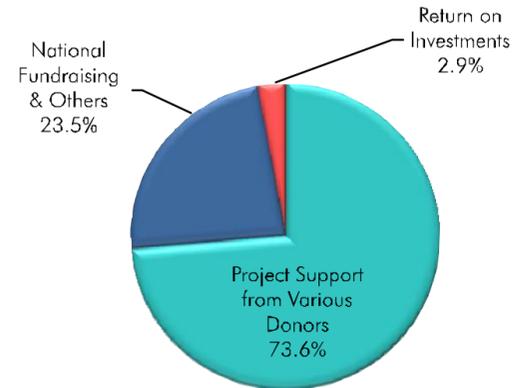
for the year ended 30 June 2016

INCOME	2016 Rupees	2015 Rupees
Project Support from Various Donors <sup>(1)</sup>	397,182,395	564,087,417
National Fundraising & Others <sup>(2)</sup>	127,092,814	126,884,523
Return on Investments	15,447,236	18,317,162
<b>Total Income</b>	<b>539,722,445</b>	<b>709,289,102</b>
EXPENDITURE		
Global Programme Framework <sup>(3)</sup>		
Wildlife	23,895,092	26,557,327
Water	50,696,497	100,926,022
Commodities	173,047,082	246,948,474
Climate and Energy	3,313,500	16,849,427
Places	4,683,905	8,072,334
Priority Drivers	-	11,618,471
Others	118,176,579	107,405,242
Non Global Programme Framework <sup>(4)</sup>		
Conservation, Information, Education and Public Policy	49,280,313	55,552,502
Fundraising	62,921,057	63,183,795
Administration	38,788,764	44,836,541
Depreciation	15,167,140	19,423,521
<b>Total Expenditure</b>	<b>539,969,927</b>	<b>701,373,657</b>
<b>Surplus / (Deficit) for the Year</b>	<b>(247,482)</b>	<b>7,915,445</b>

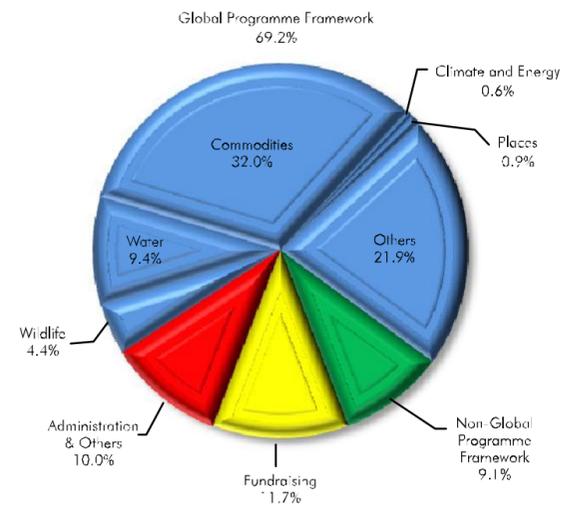
Based on accounts audited by A.F. Ferguson & Co. Chartered Accountants, a member firm of the PwC Network.

- Project Support from Various Donors includes funds accrued from donors such as Government and Aid Agencies, the WWF Network, Corporates, and Trusts and Foundations during the financial year.
- National Fundraising and Others includes the donations generated through various campaigns such as Spellathon, Nature Carnival, Earth Hour, Earth Day, Individual Membership Programme, Eco-Internship Programme, Green School Programme and the Corporate Membership Programme among others. It also includes the funds received for management of services.
- The WWF Network organizes global conservation efforts into a Global Programme Framework which focus the conservation programme around two meta goals;
  - Biodiversity conservation covering priority places and species;
  - Reduce ecological footprint, impact of people on the natural environment.
- Non Global Programme Framework reflects the expenditures incurred on projects initiated to address national conservation priorities.

## Income For Financial Year 2016



## Expenditures For Financial Year 2016



## Expenditures for Last 5 Years (PKR in 000s)

