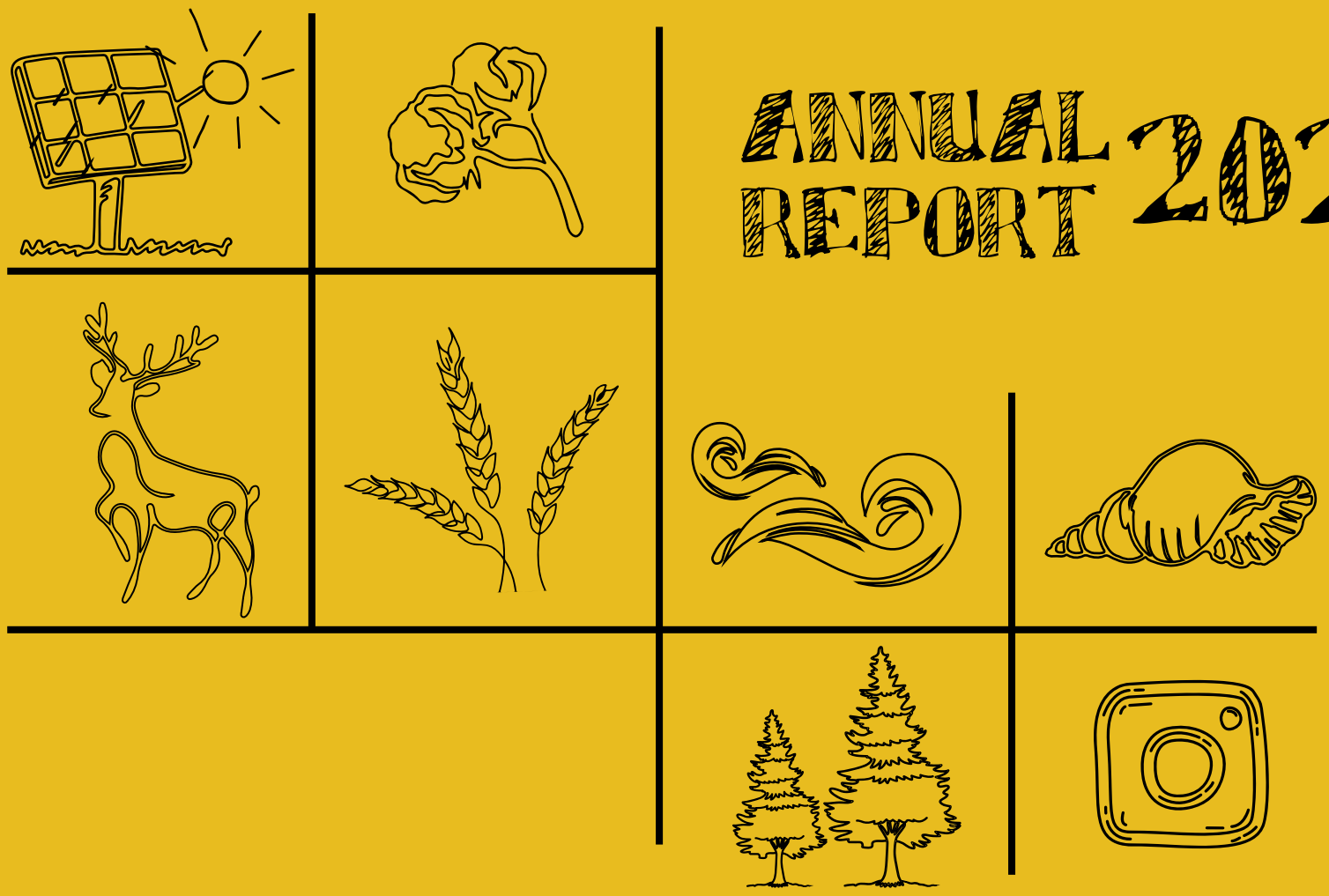
WWF
PAKISTAN



ANNUAL REPORT 2022

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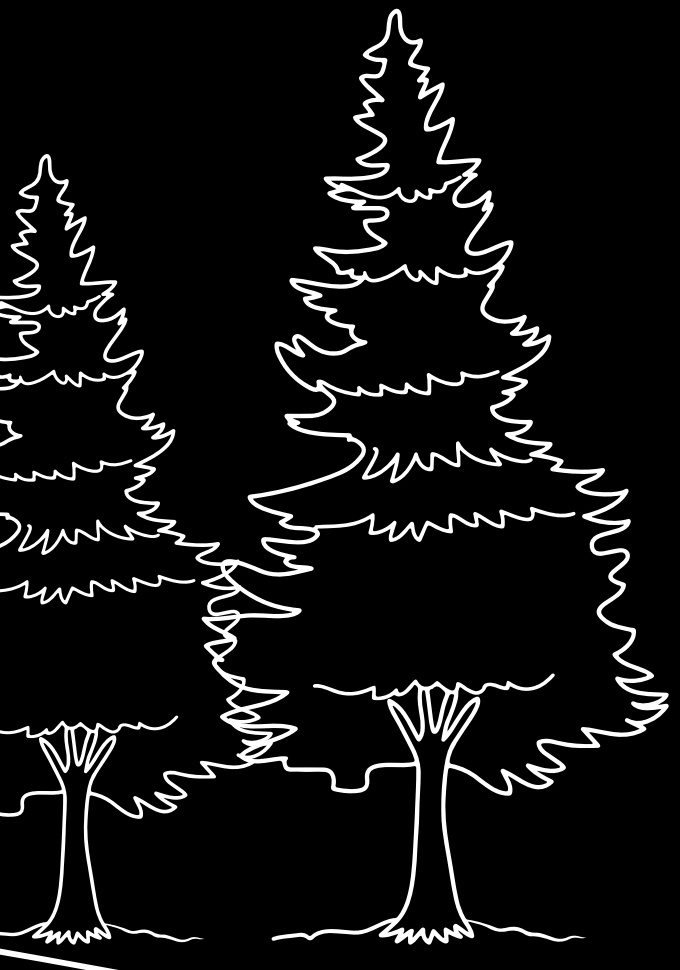
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ANNUAL REPORT 2022





IN MEMORY OF OUR FALLEN PANDAS

15.12.2021



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ABOUT US

Established in Switzerland in

1961

the World Wide Fund for Nature (WWF) is the leading conservation organization in the world, with a global network active in over 100 countries.

1970

WWF-Pakistan was instituted to address local environmental issues in the country.

Pakistan faces numerous economic, environmental and social challenges that are exacerbated by a rapidly increasing population. Urban challenges include pollution and overcrowding, whereas rural communities face vulnerability to extreme weather events and issues stemming from their dependence on natural resources for their daily needs and livelihoods. At the same time, poverty and a lack of education and awareness adversely impact the environmental situation in the country, giving rise to concerns related to food, water and energy security, in addition to conservation issues.

WE WORK WITH

GOVERNMENT, PRIVATE SECTOR AND CIVIL SOCIETY

to tackle a range of these issues, undertake conservation actions in unique ecological areas and enable transformative changes in the use of natural resources and economic development.

WWF-Pakistan works to address these challenges through its mission- to stop the degradation of the planet's natural environment and to build a future where people and nature can thrive, by:

1. **Conserving the world's biological diversity**
2. **Ensuring that the use of renewable natural resources is sustainable**
3. **Promoting the reduction of pollution and wasteful consumption**

CONSERVATION AREAS

• Freshwater • Food and Markets • Climate and Energy
• Wildlife • Forests • Oceans



60,000
STUDENTS REACHED

34
CORPORATE DONORS

1.45 MILLION
SUPPORTERS ON SOCIAL MEDIA

OFFICES AND CENTRES

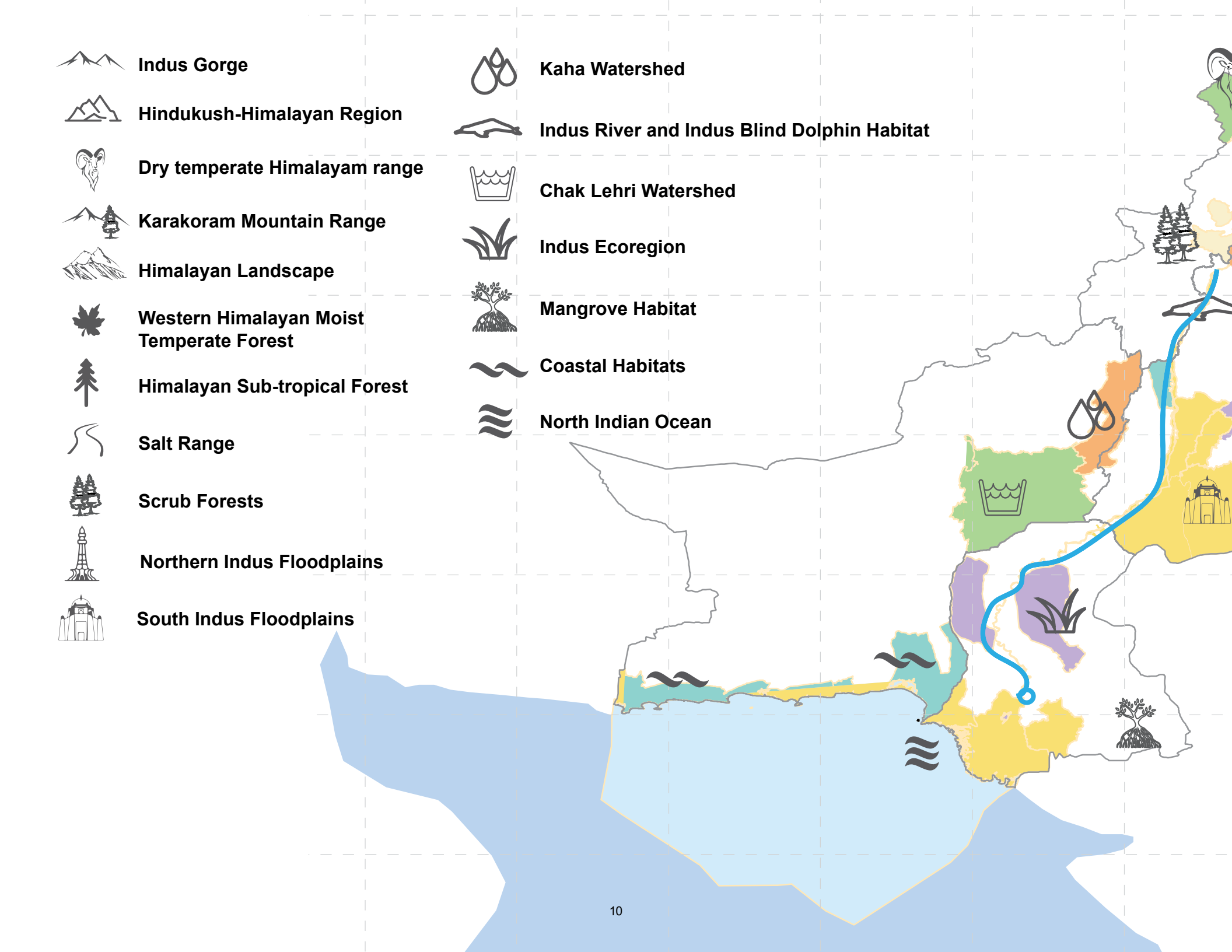
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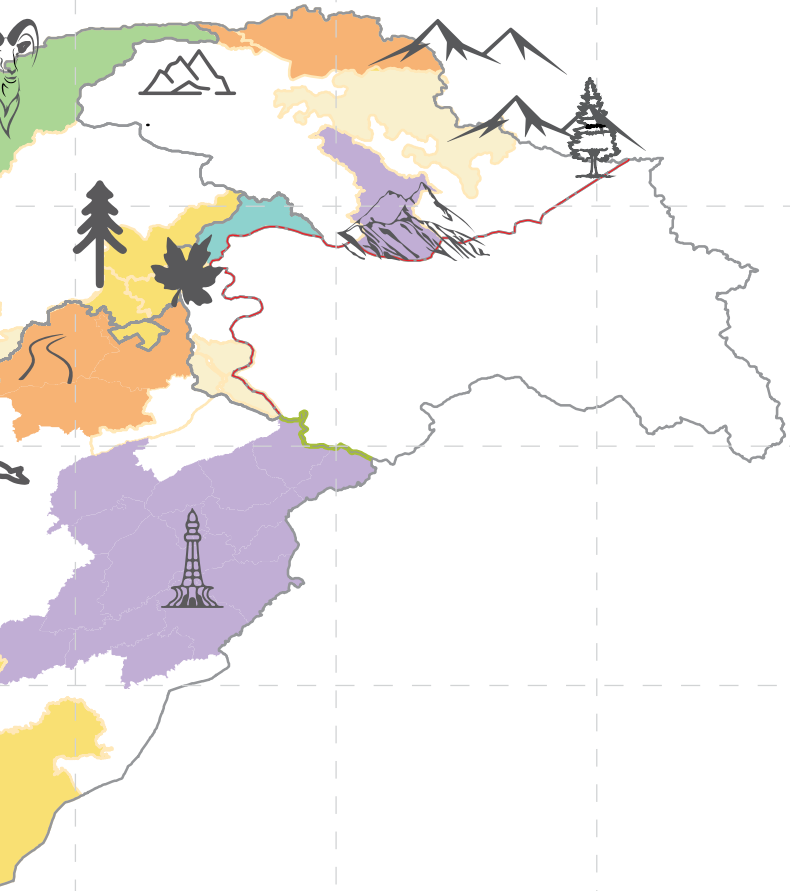
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ORGANIZATIONS IN THE GREEN OFFICE NETWORK

132


Indus Gorge
Hindukush-Himalayan Region
Dry temperate Himalayam range
Karakoram Mountain Range
Himalayan Landscape
Western Himalayan Moist Temperate Forest
Himalayan Sub-tropical Forest
Salt Range
Scrub Forests
Northern Indus Floodplains
South Indus Floodplains
Kaha Watershed
Indus River and Indus Blind Dolphin Habitat
Chak Lehri Watershed
Indus Ecoregion
Mangrove Habitat
Coastal Habitats
North Indian Ocean



FROM MOUNTAINS TO MANGROVES

WWF-Pakistan is currently working in

18 DIFFERENT LANDSCAPES:

areas of land or water that share similar or interrelated ecological processes and characteristics.

Conservation here involves joining these areas together to maintain and improve ecological integrity for the benefit of both people and nature.

OUR VISION I
A FUTURE IN
PEOPLE LIVE
WITH NATUR

S TO BUILD
WHICH
IN HARMONY
E.

MESSAGE FROM THE PRESIDENT

NADEEM KHALID

The events of the past couple of years, which have completely altered the fabric of our society at a global scale, are still fresh in our minds. Through timely scientific and public health interventions, the pandemic has, thankfully, been controlled. But we must not lose sight of the fact that the pandemic was a manifestation and a reminder of our fractured relationship with nature, and unless we reverse that, we may continue to encounter such reminders.

As it recovers from the pressures of a global pandemic, our one shared home continues to face the accelerating impacts of global warming. This past year alone, we witnessed droughts, heat waves, wildfires and catastrophic flooding. These environmental disasters underline the urgency of our mission.

As you will see in this report, we have risen to the challenge. I am proud of the pandas at WWF-Pakistan, who are at the helm of our projects that span the length and breadth of the country; from the Himalayas to the Indus Delta. Our conservation work extends over 50 projects, a truly extraordinary feat, and is executed by a dedicated and capable staff of over 300 individuals. Together, we have made strides in conserving threatened and endangered species, supported communities in transitioning to sustainable practices, and worked with businesses, partners and governments to promote smart environmental practices, conserve freshwater, and rid our oceans of plastic.

While the last year saw many achievements, it was also a year of tragedy. The shocking and sudden loss of our staff members in December 2021 has left a void in all of us. Through our work, we continue to pay tribute to our fallen pandas.

Moving forward, we know there is hope- for people and for nature. We must use the next year to take collective action to put nature on the path to recovery. It is crucial that our strategy is aligned with this task. For transformational results, we must continue to engage with and mobilize governments, partners, corporations, communities and the youth, both to inform our work and to build ownership around it.

I am grateful for the trust reposed in us by our partners and donors. Their confidence is an indicator of the importance and impact of our work. I am confident that these partnerships will only grow and pave way for new and innovative ideas in the time to come.

Expectations from an organization like WWF are always high, which is why the onus is on us to lead the way into a world that is in harmony with nature. Our future is what we make of it and we must ensure that we make it a good one.



MESSAGE FROM THE DIRECTOR GENERAL

HAMMAD NAQI KHAN

As we step into a post-pandemic world, we must realise that there needs to be a greater appreciation and respect for our natural world that we so closely depend on. Climate change, an ever growing threat, is now an established fact and its impacts on our environment and lives are apparent to all of us. Pakistan's climate crisis is now a lived reality for thousands of people across the country. Our urban spaces, rural areas and agricultural lands have all been impacted by climate events; from heatwaves to unpredictable monsoon rains and flash floods. For a country that is deeply reliant on water and agriculture, the impacts of the climate crisis can be even more devastating in the future.

Encroachment and unregulated infrastructure development on riverbeds, floodplains, protected areas, and national parks are one of the reasons we continue to fall victim to climate change induced disasters. Simultaneously, what we also see is the use of prime agricultural land for real-estate development. For a country that is largely dependent on its argo-based economy, this directly puts our food security at risk.

At WWF-Pakistan, we work extensively with communities at the very grassroot level. However, the prevailing regulatory framework should be reflective of this, which is why we continue to advocate for district and local level adaptation plans for better management and ownership by the government and the communities.

A key achievement is Recharge Pakistan, one of our flagship projects and an unprecedented collaborative effort which focuses on the adoption of nature-based solutions and ecosystem-based adaptation to combat Pakistan's climate crisis.

As a research-based organization, we continue to innovate and harness technology to create modern solutions to key environmental concerns. A recent example of this is our human-wildlife conflict monitoring system, which informs communities about the presence of predators so they can take appropriate measures to protect their livestock and livelihoods.

Our future relies on collective action, voluntary initiatives and compliance to regulations. I am proud that WWF-Pakistan, as part of the CoRE alliance, is supporting leading corporate partners in pursuing sustainability in packaging. Similarly, we have taken steps to bring government and non-governmental actors to the table to discuss and develop consensus on the climate risks we face and improve our preparedness to respond to climate induced disasters.

However, this year we also met with tragedy and heartbreak. The sudden demise of our colleagues in the field shocked not only us at WWF-Pakistan, but also our global family. Painfully reminded of their absence everyday, we teamed up and doubled our efforts to finish their unfinished work and honour their legacies. I am personally very grateful for the entire WWF network, which stood strong with us during testing times.

Resilience is a central trait of our species. In spite of the multiple environmental and other crises we face today, I have faith that collectively, we can change our fate for the better and overcome. Together possible.





GOVERNANCE

Syed Babar Ali
President Emeritus, WWF-Pakistan

Brig (Retired) Mukhtar Ahmed
Vice President Emeritus, WWF-Pakistan
President, Houbara Foundation International - Pakistan

Nadeem Khalid (President)
Chief Executive Officer
Herbion Group of Companies

Dr Zeelaf Munir (Term ended June 2022)
(Vice President)
Chief Executive Officer
English Biscuit Manufacturers Private Limited

Syeda Henna Babar Ali (Term ended April 2022)
Advisor Consumer Products Division
Packages Limited

The Lord Aamer A Sarfraz (Term ended June 2022)
Member of the House of Lords

Syed Rizwan Mehboob
Chair Scientific Committee

Sara Taher Khan
Chief Executive Officer
FM91

Hassan Irfan Khan (Vice President since June 2022)
United Trademark & Patent Services
International Intellectual Property
Protection Services/Attorneys

Zahid H Maker
Chief Executive Officer
Royal Group of Companies

Sabrina Dawood
Chief Executive Officer
The Dawood Foundation

Roshan Khursheed Bharucha
Former Provincial Minister
Government of Balochistan, Sports, Culture, Tourism &
Youth Affairs

Major (Retd) Riaz Muhammad (Member since April 2022)
CEO Stanley Foods & Director Operations Stanley
Pharmaceuticals

Shehryar A Buksh (Member since April 2022)
CEO HKB Retail SMC Private Limited

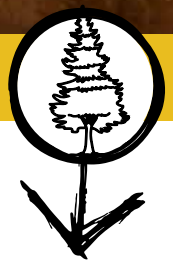
Hammad Naqi Khan
Director General
WWF-Pakistan
(Ex-Officio member of the Board)

CONSERVATION AREAS





FRESHWATER



FORESTS



FOOD AND MARKETS

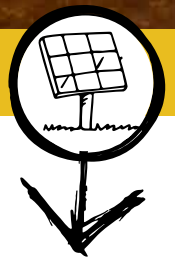




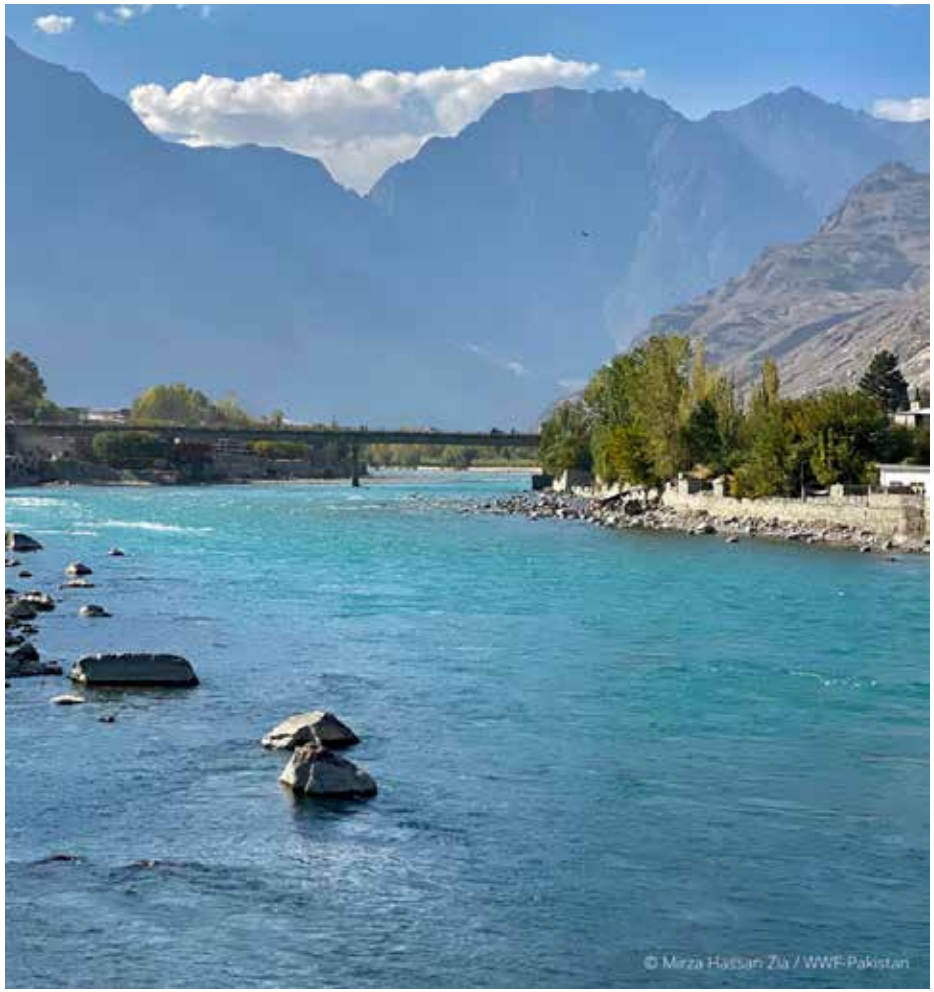
WILDLIFE



OCEANS



CLIMATE AND ENERGY



PROTECTING FRESHWATER

ENERGY	51% ↓
WATER	13% ↓
CHEMICALS	10% ↓
CO_2	42% ↓

21 textile and leather SMEs facilitated to adopt smart environmental practices and business models, thereby reducing their use of energy, water and chemicals, as well as their carbon emissions.

Based on these significant savings, the business case for implementing smart environmental management practices was submitted to the Ministry of Climate Change for the Voluntary National Review 2022.

300+

STAKEHOLDERS

trained on environmental compliance, including smart environmental management practices, zero discharge of hazardous chemicals, greenhouse gas carbon footprint accounting, and other international standards.



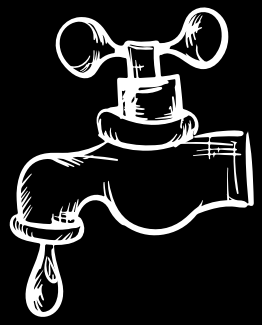
- Three textile enterprises completed the implementation of the Alliance for Water Stewardship Standard for better water management and onsite water governance as well as improvement of water management at the community level.

- Inaugurated the first solar thermal water heating system in Sialkot which has resulted in a saving of 50 tonnes of CO_2 and PKR three million on annual basis respectively.

Installed 100 rainwater harvesting systems and three filtration units,

in JamesTown (Islamabad) and Farash Town (Rawalpindi) allowing communities to access clean and safe drinking water as part of the implementation of the Water Sensitive Cities vision.





Sensitized over 300 community members, and more than 150 school children, facing water insecurity, on water conservation and water wise behaviours.

- Installed 60 rainwater harvesting units, eight recharge wells, eight ablution water reuse systems, and three floating treatment wetlands at different sites in Lahore, Multan and Karachi; with a **collective replenishment potential of 95,102 m3/year.**

- Two water filtration plants installed, one each at Kayyanpur village, Multan, and Dinga village, Haripur, with the cumulative capacity to provide 4,000 litres of water per hour.

- Storm water drain constructed at Cancer Care Hospital and Research Centre, Lahore.

308 acres of agricultural land in Multan subject to laser land leveling to save irrigation water

and 96 bags of biofertilizer provided to farmers as an alternative to synthetic fertilizers.



34 ENVIRONMENTAL BASELINES

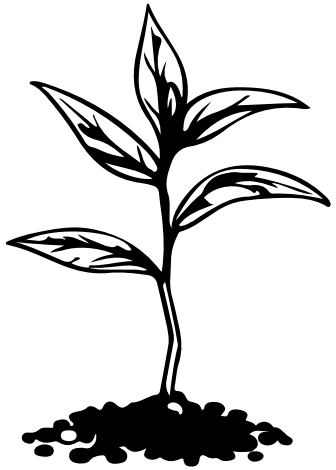
and 17 socio-economic baselines developed; and 13 community-based organizations and 36 village organizations established in target sites of Gilgit-Baltistan and Khyber Pakhtunkhwa to demonstrate cost-effective, nature-based solutions to improve water security and governance.



270,000

indigenous plants planted over on 250 hectares and 165 hectares of existing forest patch

brought under improved management through community participation in Swat, Hazara, Chilghoza Forests of Suleiman Range, and Indus Delta. These plantations are expected to sequester 9,750 $MtCO_2Eq$ and recharge about 0.39 million m3 of water annually.



REVERSING LOSS OF FORESTS

Worked with the government and partners to develop consensus and finalize a single national definition of Forest Degradation and developed carbon emission factor for all regions of the country (four provinces, AJK and GB).



- Land cover change map developed for all federation units.
- Completed the third-party field-based monitoring completed for the Ten Billion Tree Tsunami Afforestation Project and the findings have been shared with the consortium including IUCN, FAO and WWF.

FOREST AND FRUIT TREES

planted across 126 acres of barren lands and 860,000 trees planted in communal and individual lands of local communities in seven villages of Hunza and Nagar districts to divert pressure from already depleted forest for fuelwood and livelihood.



1,690 olive plants

distributed to farmers in three villages of Qurumber valley for plantation of orchards over 4.5 hectares in an effort to introduce new crop varieties with high economic value.

4,300

indigenous trees planted on four hectares of land in Haripur, KP for improvement of tree cover on communal degraded forest lands.



9,000 trees planted at two villages in Multan as part of farm forestry activities

- Mangroves planted across 181 hectares in the Indus Delta.
- 88,000 mangrove saplings planted across six community-managed nurseries and 10,000 saplings distributed for the rehabilitation of degraded mangroves forests.
- Soan grass cultivated as alternative fodder across 26.4 hectares of land to reduce grazing pressure on mangroves.
- 450 fuel efficient stoves provided to communities in 17 villages of the Delta to reduce fuel-wood dependency on mangroves.
- 24 crab ponds established as an alternative livelihood source to reduce communities' reliance on mangroves.



Reduction in pesticide use

31%

Reduction in use of synthetic fertilizers

16%

Reduction in the use of irrigation water

14%



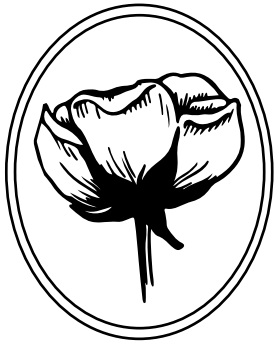
TRANSFORMING

FOOD & MARKETS

216,651 **farmers** facilitated across six districts of Punjab and three districts of Sindh to implement the Better Cotton Standards and produce 373,332 MT lint over 503,804 hectares.

RECOGNIZING COMMUNITIES

Woman field facilitator Narjis Fatima presented her work and achievements at the Better Cotton International (BCI) annual conference in Sweden, whereas project farmer Raja Khan presented at the BCI global Large Farm Symposium.



40,000

farming families trained to adopt climate smart agricultural practices in Southern Punjab and Sindh to reduce the risks of climate change impacts on their livelihoods.

- 23% reduction in greenhouse gas emissions per hectare
- 27% increase in water conveyance and distribution efficiency through improvement in irrigation infrastructure
- 24% farm water conserved
- 6% increase in soil organic matter (compared to baseline)

Close to 145,000 trees planted to enhance farm biodiversity and mitigate the impacts of climate change around the villages.

- Over 400,000 plants integrated into 363 hectares of low-yielding agricultural land to improve soil-health and benefit farmers in terms of wood stock. It is estimated that these plants will sequester 2,722 $MTCO_2Eq$ in five years.
- 6,510 rural women trained on alternate income generation activities, e.g. kitchen gardening, tunnel farming, apiculture, establishment of micro nurseries, poultry rearing, etc. An average 17% increase in family income has been documented through the adoption of these activities.
- 33kg of raw honey was harvested by families and market linkages have been developed for them to sell their product.





- 50 women completed a three-months long course in vocational skills at the Centre for Farm Input Resources, Skill Development and Training (C-FIRST) at Shujabad, Multan.
- Urban forest established over 4.45 hectares, using over 3,600 plants, at Bahauddin Zakariya University Multan.

5,300 MT lint traded through a quality-based e-trading platform.

ORGANIC COTTON

13,000 smallholder farmers in Balochistan trained on standard practices of organic cotton cultivation.



An additional 32,300 hectares brought under organic cotton cultivation.



Five water storage tanks along with water channels constructed at different farms to demonstrate and promote water-saving practices at the farm level.



252 farmers trained on natural resource management.



Four bio-pesticide centres equipped with herb extraction machines to promote the use of bio-pesticides/extracts of plants to control pest attacks on cotton crop.



8,839 hectares of cotton crop cultivated by 2,294 project farmers received organic cotton certification under EU and USDA/ NOP organic cotton standards and produced 5,590 MT certified cotton lint.



2,270 hectares of cotton crop cultivated by 749 project farmers got in-conversion certification under EU organic cotton standards and produced 1,412 MT certified in-conversion cotton lint.



Ensured 100 per cent uptake of certified produce through GOTS-certified ginning mills and textile industries at a premium price.



Five local textile groups engaged in Balochistan to promote and sustain organic cotton cultivation with the aim to increase organic production in the country.



16 staff members enrolled in the farm programme of the Organic Cotton Accelerator (OCA) and trained on standard practices of organic farming.



Over 400 women from resource-poor farming families trained on different skills to improve their livelihood opportunities.



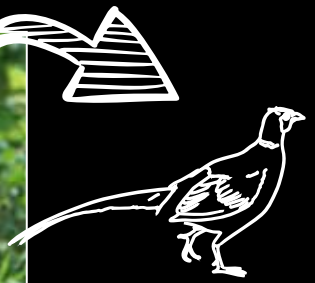


CONSERVING
WILDLIFE

THREE VULTURE CHICKS FLEDGED AT THE CHANGA MANGA CAPTIVE BREEDING CENTRE IN THE REPORTING PERIOD BRINGING THE TOTAL NUMBER OF VULTURES TO 30.

- Sensitized veterinary practitioners, community members, and school children in the Nagar Parkar Vulture Safe Zone about vultures, their role and population status and the harmful impacts of non-steroidal anti-inflammatory drugs (NSAIDs).
- 31 veterinary pharmacies surveyed for the availability of vulture-toxic NSAIDs which will help to check the availability of NSAIDs in the area.





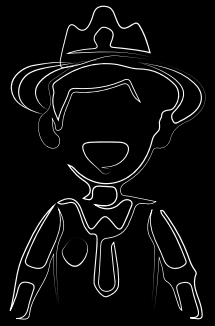
Discovered a population of the Cheer Pheasant in the KP province, in collaboration with the KP Wildlife Department, during a joint population and habitat assessment survey. Efforts are now being made to get this area notified as a protected area.

- Conducted joint surveys of the Hog Deer with the Punjab Wildlife and Parks Department in which 103 of animals were recorded over five days.
- Conducted a mammals survey in FATA, a Markhir population survey in Chitral, a survey to monitor the Grey Goral population in Hatipus, with the KP Wildlife team.



Rescued and released four pangolins in their natural habitat.

- Developed a management plan and implementation strategy of the Namal Lake Game Reserve for the Punjab Wildlife and Parks Department.
- Assisted the Punjab Wildlife and Parks Department to declare over 1,155,000 acres as a wildlife sanctuary for the critically endangered Great Indian Bustard in the Bahawalpur and Rahim Yar Khan districts in Cholistan, Punjab.
- Conducted baseline biodiversity and socio-economic assessments in seven villages of the Hunza and Nagar districts to establish the status of flora, fauna and socio-economic conditions.
- Collected and digitized data on 252 different plant species from six villages.



20 PARK RANGERS AND 8 COMMUNITY WILDLIFE GUARDS

trained in SMART application, along with the provision of 20 smart devices to protect the snow leopard and its prey base in Khunjerab National Park and in Chitral Gol National Park.

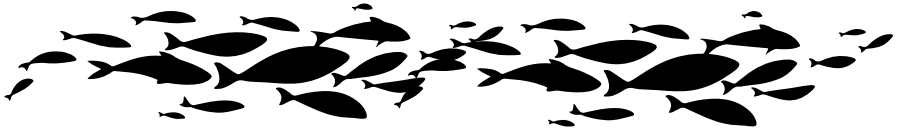


416	YELLOWFIN TUNA and skipjack tuna,
133	NERITIC TUNA and tuna-like species
31	GIANT DEVIL RAYS

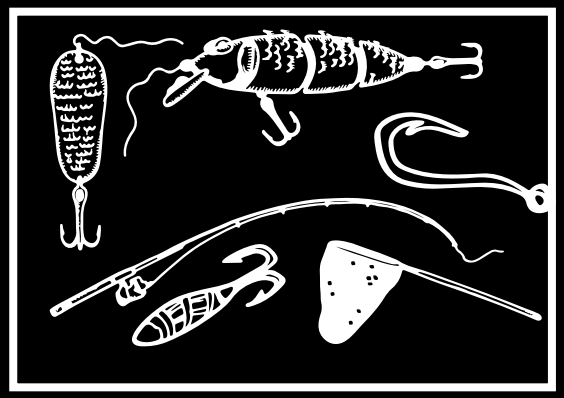
sampled for estimation of age and growth analysis to inform policies and resolutions and better management of fisheries in the Northern Indian Ocean.

SECURING OUR OCEANS





Five gillnet boats in Karachi converted into longline fishing gear to reduce overfishing, bycatch and post-harvest losses.



140

fishers trained on different aspects of sustainable fishing practices, including overfishing, post-harvest losses, and safe release of bycatch species.

89 insulated plastic containers/iceboxes provided to fishermen in 17 villages

of the Indus Delta and another 20 distributed to fishers in Ibrahim Hyderi and Rehri; for improved cold storage and reduction in post-harvest losses, resulting in a 20 to 30 per cent increase in their average income. Moreover, 20 toolkits also distributed to help fishermen with boat engine maintenance and minor repairs.



Fisher communities in Ibrahim Hyderi and Rehri sensitized on reducing plastic pollution and minimizing the discharge of waste in coastal waters.



20

- fishers trained on the use of a digital android mobile application for improved fish catch data collection and reporting.
- fishers trained on conflict resolution and organizational management to build their capacity and strengthen fisher groups.



FIGHTING

CLIMATE CHANGE



Monitored and evaluated the recycling of 3,400 tonnes of Used Beverage Cartons (UBCs) into pulp for packaging.

Conducted study to quantify UBCs in the mixed waste stream across six cities of Pakistan and found up to

14,110 TONNES/YEAR

of UBCs at municipal solid waste disposal sites, indicating 25 per cent UBC waste collection.

PET
(Polyethylene Terephthalate)

- Monitored and verified the recycling of 23,000 tonnes of waste Polyethylene Terephthalate (PET) bottles into PET flakes for the polyester and carpet industry.
- Conducted a comparative study in 10 cities of Pakistan to update the baseline assessment of PET waste and recycling. PET waste constitutes about 2.6 per cent of total waste, of which nearly 85 per cent is recycled.



Supported the CoRe Alliance in the installation of 250 waste bins in two public parks in Islamabad, to encourage citizens to dispose waste more responsibly and improve the circular economy.

Collected data from 45 refrigeration and air cooling retail outlets to determine market trends in six cities and inform the development of the

PAKISTAN COOLING ACTION PLAN.



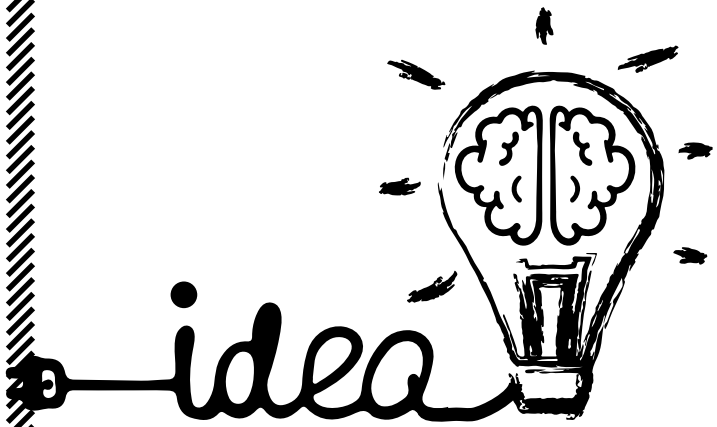
BONN CLIMATE CHANGE CONFERENCE

Participated in the Bonn Climate Change Conference to undertake the first technical dialogue of the global stocktake; designed to review collective progress towards achieving the Paris Agreement's goal to limit global warming to 1.5 Celsius; and to participate in the development of international strategy and lobbying efforts for finance towards loss and damage.

12 companies added to the Green Office Programme, a network of over 132 companies working to achieve a reduction in their greenhouse gas emissions.

30 Green Office certification audits completed and over 650 individuals trained on optimization of paper, water and energy consumption.

CULTIVATING INNOVATION



STRONG PROPONENTS OF INNOVATION

in designing breakthrough solutions to environmental challenges, we are placing a greater emphasis on research and innovation and working with the public and private sectors and academia to develop systems and solutions that allow for greater conservation impact.





Early Warning System to Prevent Human Wildlife Conflict



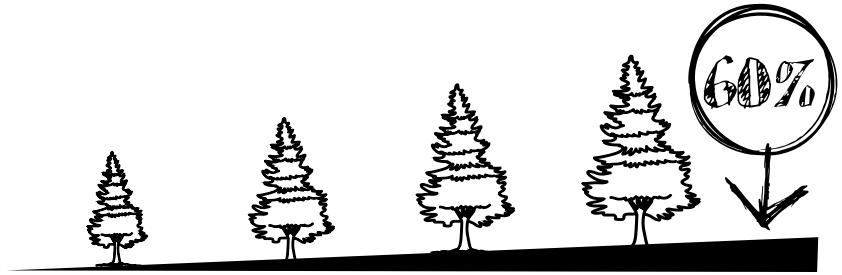
Developed in collaboration with the Technology for People Initiative (TPI) at the Lahore University of Management Sciences (LUMS), and successfully piloted in Margallah Hills National Park, the camera trap uses automated image and data processing technologies to detect and warn about the presence of predators.

Similarly, an Early Warning Forest Fire Detection System is being developed in collaboration with the TPI at LUMS and Frontier Technologies Hub, which will detect smoke and forest fires and predict which way the fire will spread.



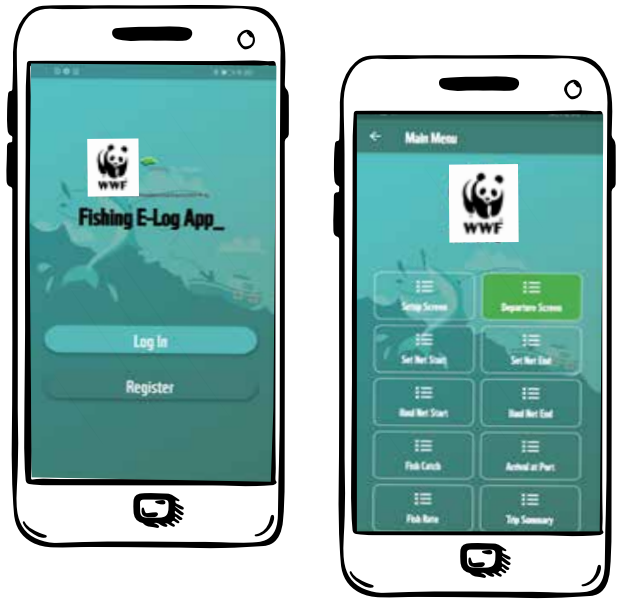
Forest Health Calculator,

an android-based mobile application developed in collaboration with the National Agricultural Robotics Lab at LUMS, is digitizing forest monitoring indicators, and is 60 per cent more efficient in terms of use of human resources and time.



FISHING E-LOG APPLICATION,

developed with the support of the Engro Foundation, digitizes data collection, monitoring and reporting for small-scale coastal fishing vessels, whereas the Fisher Market Application triangulates and validates data collected from onboard fishermen.



AIR Quality

Developed a cost-effective, easily replicable Air Quality Monitoring Mechanism in collaboration with the Information Technology University.

SMALL GRANTS Programme

Our Small Grants Programme, steered by an independent Scientific Committee of eminent scientists from various backgrounds, supports innovative conservation initiatives by enhancing the capacity of students, researchers, indigenous communities, and grass root level organizations.

4 projects are active under the Small Grants Programme

projects were completed under Small Grants

Three projects were approved by the Scientific Committee for funding.

Sustainable Development Goals Innovation Challenge

WWF-Pakistan, in collaboration with WWF-UK, implemented a one-year project piloting a dashboard as an effective reporting mechanism on SDG-12 from the private to the public sector. The project has been acknowledged in the Voluntary National Review 2022 and was recognized as good practice in SDG implementation by the United Nations Department of Economic and Social Affairs.

Network-wide Initiatives

- As part of the **Panda Labs** initiative, we are forming partnerships and introducing innovative projects that focus on solutions for biodiversity issues.
- Part of the global **A – team for Innovation,** WWF-Pakistan's local team is facilitating culture change, encouraging out of the box thinking, and supporting internal and external collaboration to develop an innovation ecosystem.

Pioneering Science

In line with WWF's science-based stance, which employs credible data to deliver conservation successes, we draw on research across different conservation areas to generate information and contribute to the production and sharing of knowledge which encourages stakeholders across the spectrum, from policy makers to the general public, to make better choices.



Over the year, WWF-Pakistan's experts have authored, co-authored, or otherwise contributed to the following scientific publications.

WILDLIFE

1. Genetic polymorhphism in the mitochondrial D-loop of Oriental White-backed Vultures. Ornis Hungarica. 2022.
2. First camera trap photographs of Indian Pangolin from Pakistan. Journal of Threatened Taxa. 2021.

OCEANS

1. Setting the net lower: A potential low-cost mitigation method to reduce cetacean bycatch in drift gillnet fisheries. Aquatic Conservation: Marine and Freshwater Ecosystems. 2021.
2. First records of Xanthochromism in four marine fish species collected from the Arbain Sea Coasts of Pakistan. Thalassas: An International Journal of Marine Sciences. 2021.

FRESHWATER

1. Mitigating tannery pollution in Sub-Saharan Africa and South Asia. Journal of Developing Sciences. 2022.
2. Sustainable practices for reduction of environmental footprint in tanneries of Pakistan. Case Studies in Chemical and Environmental Engineering. 2021.

FOOD & MARKETS

1. Quantifying food waste in the hospitality sector and exploring its underlying reasons- a case study of Lahore, Pakistan. Sustainability. 2022.
2. Building climate-resilient cotton production system for changing climate scenarios using the DSSAT model. Sustainability. 2021.

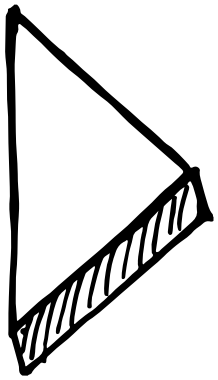
3. **Empirical analysis of farmers preferences and willingness towards organic farming in Gilgit-Baltistan, Pakistan. Advances in Life Sciences. 2021.**

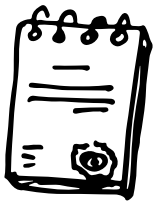
CLIMATE & ENERGY

1. **Knowledge priorities on climate change and water in the Upper Indus Basin: A horizon scanning exercise to identify the top 100 research questions in social and natural sciences. Earth's Future. 2022.**

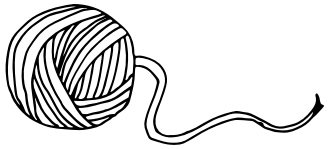
2. **Atmospheric polycylic aromatic hydrocarbons at urban settings in Pakistan: spatial variations, sources, and health risks. Chemosphere. 2021.**

Building on its on-ground experience and the lessons learnt both during and after the implementation of various projects, WWF-Pakistan synthesizes its findings and makes recommendations on a number of environmental issues in the form of policy briefs, white papers and reports.





Policy Brief on Post-harvest Food Losses in Rice and Tomato Supply Chains



Policy Brief on Technical Textiles: Harnessing Production and Export Potential in Pakistan



Knowledge products regarding harnessing solar energy for alternative irrigation supply in cold, arid, climatic zones and climate smart agriculture interventions in Gilgit-Baltistan.



Report published on Assessment of Organic Potential in Gilgit-Baltistan



White paper on Facilitation on Green Financing for Leather and Textile SMEs from Financial Institutions in Pakistan





COMMUNICATING FOR

CONSERVATION

Making extensive use of digital media, as well as traditional print and electronic media, our messages and campaigns over the year created awareness about nature and biodiversity, environmental issues and concerns, and what we at WWF-Pakistan are doing about it.



120% LIKE GROWTH



80 MILLION

individual accounts reached through social media messaging; with an average of six million accounts reached per post.



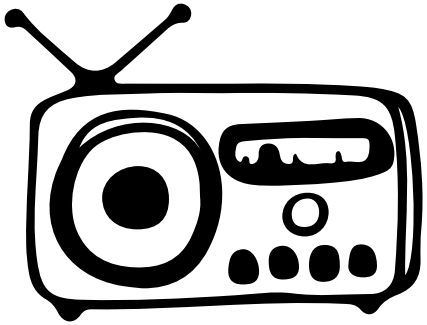
1 MILLION SUBSCRIBERS

First network office to reach one million subscribers on YouTube; Celebrated with the production of the One Million Strong video

47 VIDEOS PRODUCED

24

INTERVIEWS AND TV REPORTS AIRED.



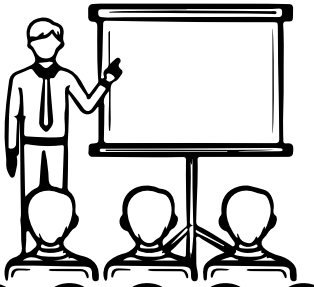
27 radio interviews conducted free of cost about WWF-Pakistan's work, amounting to over PKR one million in earned media.

100 STORIES PUBLISHED

through press releases, along with seven special publications including feature articles, interviews, etc., totaling over PKR 8 million in earned media.



THREE
MEDIA WORKSHOPS



GOODWILL AMBASSADORS

ENGAGED IN SEVEN DIFFERENT CAMPAIGNS.

PANDA store

WWF-Pakistan's Instagram-based shop, the 'Panda Store' launched with a wide range of nature-themed products that not only create awareness, but support and fund our vital work.

TOP CAMPAIGNS

7 DAY CHALLENGE

Over 20 influencers engaged and more than 265,000 people reached, in partnership with the Embassy of Sweden in Pakistan and the Swedish Alumni Institute, to create awareness about sustainable lifestyle choices.



WORLD WITHOUT NATURE

21 brands engaged and over 100,000 people reached in a day to create awareness about biodiversity.

EARTH HOUR

Comprehensive campaign with a local hero video, engagement of goodwill ambassadors, coverage from print and electronic media, an installation at the Magnifiscience Centre and a digital reach of 120,000.



WORLD MOUNTAIN DAY

Bam-e-Dunya Film Festival 2021

Collaboration with 11 partner organizations to conduct the Bam-e-Dunya Film Festival in Gilgit.

SNOW LEOPARD DAY



Short video produced; went viral nationally and across the network, with coverage from 10 media channels.

NEW INITIATIVES

- Faces of Conservation series launched to share the struggles and successes of the unsung heroes of conservation.
- Over 200 entries received for the Wildlife Photography Competition.
- Live tours broadcast from the Nathiagali trails, mangrove planation at Keti Bunder, and the Indus Dolphin Reserve.
- Blog relaunched.
- Theatrical production for Earth Day in collaboration with Theater Therapy.

PARTNERING WITH THE PANDA



Using our global reach, scientific expertise, and in-depth knowledge across a spectrum of environmental issues, we have continued to work extensively with academia and private sector organizations to raise awareness about environmental conservation by providing access to experiences and opportunities.



STUDENT OUTREACH

35,000 students,

from 50 schools, reached for our flagship programme, the Spellathon.

2,500+ youth,

from over 30 educational institutes enrolled in the Eco-Internship Programme where they participated in skill building workshops around wildlife conservation, climate change, tackling plastic pollution, and ecopreneurship.







PROGRAMMING VIA PYTHON

workshop launched; engaged 30 students in developing computational problem solving skills and game development with a focus on environmental conservation.



YOUTH DEVELOPMENT PROGRAMME

Cadet College Hasanabdal, Pakistan Boy Scouts Association, Roots International Schools and Colleges, The City School, and Learning Hub Schools joined the Youth Development Programme.

Water Clubs established in seven schools of Islamabad and Rawalpindi; 653 students engaged in raising awareness on challenges of water security, the Water Sensitive Cities approach, etc.

EXCURSION TRIPS

- 500+ students from Shahwilayat School, BSS Discovery Campus, Academia Civitas School, Karachi American School and NCR College, visited the Sandspit Wetland Centre, and participated in mangrove plantations, mangrove transition walks, release of turtle hatchlings and beach clean-ups.
- 200 students from Roots Millenium Schools, Future World School, Treehouse, and The City School participated in various exposure trips to Nathiagali, Trail 5, and Margalla Hills National Park, where they were briefed about the flora and fauna of the areas.

- Partnered with AIESEC in Pakistan for the Beyond Borders Programme, where 70+ students from different countries were engaged through interactive sessions on climate action, conservation, etc.
- Partnership formalized with the Lahore Biennial Foundation for the Green School Certification Programme to be carried out in 10 public and private schools with expected outreach of over 10,000 students.
- Partnerships formalized with ICI Pakistan Limited for the Spellathon; which will engage 6,000 students nationwide; and Nestle Pakistan for a series of workshops and activities on reducing ecological footprint and enhancing civic responsibility.

CORPORATE ENGAGEMENT

As part of the Rung Do Pakistan plantation drive, over 150,000 indigenous species of trees planted in Karachi, Lahore, Islamabad, Sonmiani, Laki Marwat and Khanewal; in collaboration with partner organizations including Careem, Allied Paints, Alfatah Store, Nishat Apparel (Sweave), Hutchison Ports Pakistan, DP World, Maersk Private Limited, Daraz, Dawlance, Zurich Insurance Company, Lucky Motors Corporation, Packages, KAPCO, Murree Brewery Company, Artistic Garment Industries, Habib Metro Bank, Freight Connection Pakistan, Yunas Textiles, Nestle, AGI Denim, and Gobis Paint.



150,000

INDIGENOUS TREES PLANTED

Over 400 employees from prominent partners like Getz Pharma, Soorty Enterprises, Indigo Textiles, Shan Foods, Fair Consulting, Towellers Limited, Artistic Milliners, Crescent Steel and Allied Products, along with a US Consulate delegation, took part in our corporate engagement program at the Wetland Centre Sandspit, Karachi which featured various nature-based activities.

50 employees of Crescent Steel and Allied Products visited Bhit Khohri, where they were briefed about marine ecosystems, coral reef, and flora and fauna.

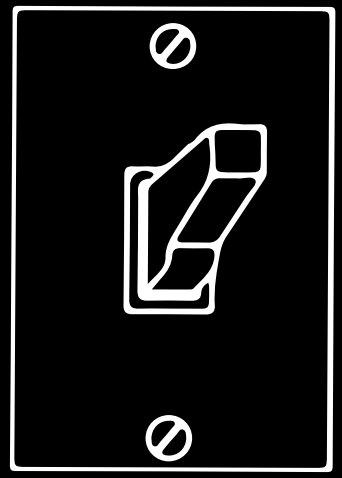
Plans formalised to plant 500,000 mangroves over the next five years, in collaboration with Hutchison Ports Pakistan.

Artistic Milliners celebrated World Biological Diversity Day at Khar Centre, Kirthar National Park. The excursion included wildlife encounters and a pangolin awareness activity.



© WWF-International

EARTH HOUR



Major partners: United Bank Limited, McDonald, and The Dawood Foundation

Symbolic lights out observed at major landmarks including the Parliament House (National Assembly and Senate of Pakistan), Supreme Court of Pakistan, WAPDA, Election Commission of Pakistan, Shah Faisal Mosque, Pakistan National Monument, Jinnah Convention Centre, Pak China Friendship Centre, Damn-e-Koh, Lake View Park, Magnifiscience Centre, and major roads and highways in Islamabad including Jinnah Avenue, Nazim ud Din Road, 7th Avenue, 9th Avenue and D Chowk.



Dry recyclables collection activity and clean up drive conducted in collaboration with Milkar Foundation and Amal for Life, with 100+ students from the University of Engineering and Technology (Kala Shah Kaku), Lahore.

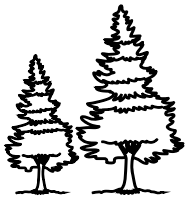
An engaging two-day installation set up the Magnifiscience Centre, Karachi.



WWF-PAKISTAN'S PROJECTS

FRESHWATER

Project Title	Donors/Duration
1. International Labour and Environmental Standards (ILES) Application in Pakistan's SMEs	**European Union (EU), through International Labour Organization (ILO)** December 2016 – December 2022
2. Community Water Stewardship: Replenishing Groundwater Resources in Lahore and Multan	**PepsiCo, Pakistan** July 2019 – April 2024
3. South Asia Water Security Initiative (SAWASI) Demonstration Projects in Pakistan	**Department of Foreign Affairs and Trade (DFAT); Australian Government** April 2021 – June 2025
4. Community Water Stewardship: Replenishing Groundwater Resources in Karachi, Sindh	**Reckitt Benckiser Pakistan Limited** December 2021 – December 2022
5. Water Resource Accountability in Pakistan (WRAP): Scaling-up Nature Based Solutions for Improving Integrated Water Resources Management and Enhanced Water Security in Pakistan	**Foreign, Commonwealth and Development Office (FCDO)** December 2021 – June 2026
6. Installation of Drinking Water Facilities in Different Cities of Pakistan for the Local Communities	**Coca Cola Beverages Pakistan Limited (CCBPL)** February 2022 – January 2023
7. Integrated Water Resource Management in the Indus Basin	**Nike through WWF-US** June 2022 – February 2023



FORESTS

Project Title	Donors/Duration
8. Deployment of a Forest Health Calculator in collaboration with the National Agricultural Robotics Lab, LUMS	**WWF International** June 2020 – September 2021
9. Establishing Sub-National Forest Monitoring and Measurement Reporting and Verification Systems for Pakistan (REDD+)	**Government of Pakistan, Ministry of Climate Change (MoCC); The World Bank** July 2021 – September 2022
10. Restoration and Protection of Forests in Pakistan	**Tourism Promotion Services (Pakistan) Limited; Serena Hotels** August 2021 – August 2024
11. Forest Restoration and Carbon Offset Programme	**Engro Foundation** November 2021 – October 2031
12. Early Forest Fire Detection Systems in Pakistan's Forests Using Thermal Sensing	**Foreign, Commonwealth and Development Office (FCDO), through WWF-UK** February 2022 – March 2023
13. Third Party Monitoring of Billion Tree Afforestation Tsunami in KP	**International Union for Conservation of Nature (IUCN), through KfW Development Bank** May 2022 – June 2025



FOOD

Project Title	Donors/Duration
14. Raising Awareness and Providing Evidence to Facilitate the Creation of New FLW Policies in Pakistan	**WWF International** August 2020 – August 2021

Project Title	Donors/Duration
15. Transforming the Food System to Eradicate Hunger and Fight Inequality – Pakistan	**Oxfam-GB** January 2021 –December 2021



Project Title	Donors/Duration
16. Milliner Cotton Initiative	**Artistic Milliners (Private) Limited** October 2019 –December 2022
17. Organic Cotton Cultivation Promotion with Small and Marginal Tribal Farmers in Pakistan	**Laudes Foundation** February 2020 – March 2025
18. Carbon-Smart Production System for GHG Emission Reduction, Water Stewardship and Sustainable Land Use Management to Improve Socio-Economic and Environmental Resilience of Cotton Farming Communities of Pakistan	**IKEA through WWF-Sweden** September 2020 – August 2025
19. A Transition Towards Standardized, Compliant Cotton Value Chain to Create Enabling Environment for Quality Based Trading in Pakistan	**IKEA through WWF-Sweden** September 2020 – August 2025
20. Agroforestry for Livelihood Improvement, Climate Change Mitigation, and Biodiversity Conservation in Selected Cotton Growing Areas of Pakistan	**IKEA through WWF-Sweden** September 2020 – August 2025

Project Title	Donors/Duration
21. Better Cotton Initiative – Growth and Innovation Fund – Punjab and Sindh	**Better Cotton Initiative – Growth and Innovation Fund (BCI GIF)** **April 2021 – March 2022**
22. Soorty Organic Cotton Initiative	**Soorty Enterprises (Private) Limited** April 2021 – December 2024
23. Organic Cotton Cultivation – Reforming the Economic and Environmental Status	**Artistic Milliners (Private) Limited** April 2021 – December 2024
24. Cotton Inset Scheme	**HIMA^Verte and Pilio** January 2022 – October 2022
25. Agroforestry for Carbon Sequestration, Biodiversity Conservation, Agro Ecosystem Enrichment to Improve Socio-economic and Environmental Resilience of Cotton Farming Communities	**IDH - The Sustainable Trade Initiative** January 2022 – December 2025
26. Gul Ahmed Organic Cotton	**Gul Ahmed Textile Mills Limited** April 2022 – December 2026
27. Sapphire Organic Cotton	**Sapphire Textile Mills Limited** April 2022 – December 2026



Project Title	Donors/Duration
28. Study on Vulture Toxic Non-Steroidal Anti-Inflammatory Drugs (NSAIDS)	**Government of Punjab, Pakistan** January 2019 – Ongoing

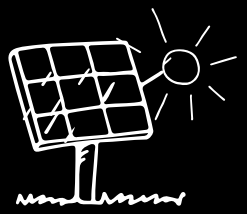
Project Title	Donors/Duration
29. Improvement and Development of Chashma Barrage Wetland Biodiversity Project	**Government of Punjab, Pakistan** May 2019 – Ongoing
30. Gyps Vulture Restoration Project	**The Hawk Conservancy Trust** July 2019 – June 2024
31. Development of Management Plan and Implementation Strategy of Namal Lake	**Government of Punjab, Pakistan** January 2020 – Ongoing
32. Implementation of Qurumber National Park's Management Plan: Conserving Snow Leopards and Alpine Wetlands	**Keidanren Committee on Nature Conservation (KCNC) – Keidanren Nature Conservation Fund (KNCF)** April 2021 – April 2022
33. Assessment of the Scale of Wildlife Snaring in Selected Sites of Pakistan	**WWF-Cambodia** September 2021– December 2021
34. Detection to Prevention Early Warning System to Prevent Human Wildlife Conflict	**WWF-Sweden** November 2021 – December 2022
35. Conservation of Snow Leopard and its Prey Base in Khunjerab National Park and its Buffer Zones Through SMART Based Patrolling and Enhanced Community Stewardship	**WWF-Italy** November 2021 – October 2022
36. Socioeconomic Assessment and Monitoring of a 5-year Community Based Biodiversity Project in 4 Union Councils of Hunza and Nagar Districts of Gilgit-Baltistan in Pakistan	**Aga Khan Rural Support Programme (AKRSP), through KfW Development Bank** December 2021 – November 2026
37. Support River Dolphins Initiative	**WWF-Australia** January 2022 – June 2023

Project Title	Donors/Duration
38. Assessing Cheer Pheasants (Catreus wallichii) Population, Distribution, and Habitat in Districts Torghar and Mansehra, Khyber Pakhtunkhwa, Pakistan	**World Pheasant Association** February 2022 - February 2023
39. Saving Pangolins in Pakistan by Enhancing Conservation Capacity and Community Stewardship – Phase II	**Pangolin Crisis Fund (PCF), Wildlife Conservation Network** May 2022 – May 2023



Project Title	Donors/Duration
40. Sustainable Management of Mangroves Ecosystem and Enhancing Resilience of Communities in Indus Delta, Sindh, Pakistan - Phase I	**Germany's Federal Ministry for Economic Cooperation and Development (BMZ), through WWF-Germany** January 2019 – December 2021
41. Sustainable Fisheries Entrepreneurship in Pakistan – Phase II	**Engro Foundation** May 2019 – December 2021
42. Development and Implementation of Sampling Scheme to Support the Collection of Biological Samples and Conduct Analysis on these Samples to Provide Improved Estimates of Age, Growth and Reproduction of Tropical Tunas, Swordfish, and Blue Sharks	**AZTI Foundation** December 2020 –October 2021
43. Survey to Estimate Levels of Abandoned, Lost or otherwise, Discarded Fishing Gear on IOTC registered vessels in Pakistan's Gillnet Fisheries	**Food and Agriculture Organization of the United Nations (FAO)** September 2021 – December 2021

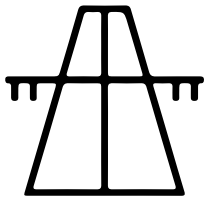
Project Title	Donors/Duration
44. Filling the Gaps in our Knowledge of Tuna and Tuna-like Species Population Structure in the NWIO	**Commonwealth Scientific and Industrial Research Organisation (CSIRO)** October 2021 – June 2022
45. Sustainable Mangrove Management and Community Development in the Indus Delta - Phase II	**Germany's Federal Ministry for Economic Cooperation and Development (BMZ), through WWF-Germany** November 2021 – December 2024
46. Sustainable Fisheries Entrepreneurship Project (SFEP) - Phase III	**Engro Foundation** March 2022 – December 2024
47. Filling the Knowledge Gap Around Cetacean Population, Entanglement and Mortality Associated with Small Scale Fisheries in Pakistan	**WWF-Australia** June 2022 – December 2023



CLIMATE AND ENERGY

Project Title	Donors/Duration
48. Green Office Programme	**National and International Corporates** Ongoing
49. GCF Project Preparation Facility: Recharge Pakistan: Building Pakistan's Resilience to Climate Change through Ecosystem-Based Adaptation for Integrated Flood Risk Management	**Green Climate Fund (GCF); United Nations Office for Project Services (UNOPS)** December 2020 –September 2022

Project Title	Donors/Duration
50. Monitoring of Polyethylene Terephthalate (PET) and Used Beverage Cartons (UBCs) Collection and Recycling by Green Earth Recycling and Monitoring of PET Collection and Recycling by Novatex	**PepsiCo, Pakistan** January 2022 – December 2022
51. Support for K-CEP Pakistan: Development of a Pakistan Cooling Action Plan	**HIMA^Verte and CLASP** March 2022 – December 2022
52. Preparation of the Third National Communication (TNC) under the United Nations Framework Convention on Climate Change (UNFCCC)	**Government of Pakistan, Ministry of Climate Change (MoCC), through Global Environment Facility (GEF) and United Nations Environment Programme (UNEP)** April 2022 – February 2024
53. Decarbonizing the Textile Manufacturing Sector in Pakistan	**The NAMA Facility** June 2022 – February 2023



SUSTAINABLE DEVELOPMENT AND LIVELIHOODS

Project Title	Donors/Duration
54. Improvement of Central Karakoram National Park Management System as a Model for Mountain Ecosystems in Northern Pakistan: Assessing Climate Change Impacts and Introducing Adaptation Measures and Sustainable Livelihood Options	**United Nations Development Programme (UNDP), Pakistan** April 2019 – August 2021

Project Title	Donors/Duration
55. Economic Valuation of High-Altitude Nature-based Tourism in Gilgit Baltistan, Pakistan	**South Asian Network for Development and Environmental Economics (SANDEE); International Centre for Integrated Mountain Development (ICIMOD)** June 2022 – May 2022
56. DFCD Discover Phase – Indus Delta Ecoregion	**WWF Netherlands** August 2020 – July 2021
57. Harmonize Conservation with Sustainable Development in Hindukush Karakorum Pamir Landscape in Pakistan – Phase III	**International Centre for Integrated Mountain Development (ICIMOD)** March 2021 – January 2022
58. Greening Linear Infrastructure in Snow Leopard Home Ranges of the Hindukush-Karakarom-Himalaya Landscape in Pakistan	**WWF-International** March 2022 – March 2023
59. Joint Sustainability Actions: Indus and HKPL Implementation Plan 2022	**International Centre for Integrated Mountain Development (ICIMOD)** April 2022 – December 2022
60. DFCD Enabling Environment - Indus Delta Ecoregion	**WWF-Netherlands** April 2022 – March 2023
61. Livelihood Support Activities and Creation of Green Jobs in Chotiari Wetland Complex, in Sanghar District, Sindh	**United Nations Development Programme (UNDP), Pakistan** October 2021 – May 2022

DONORS

WWF NETWORK
WWF International
WWF-Germany
WWF-Sweden
WWF-US
WWF-UK
WWF-Italy
WWF-Netherlands

PUBLIC SECTOR
Asian Development Bank (ADB)
Better Cotton Initiative (BCI) – Growth and Innovation Fund (GIF)
European Union (EU)
Germany's Federal Ministry for Economic Cooperation and Development (BMZ)
Government of Punjab, Pakistan
International Centre for Integrated Mountain Development (ICIMOD)
The Food and Agriculture Organization of the United Nations (FAO)
The Global Environment Facility (GEF)
The World Bank
United Nations Development Programme (UNDP)
International Labor Organization (ILO)
Oxfam GB
Department of Foreign Affairs and Trade (DFAT), Australian Government
Keidanren Committee on Nature Conservation (KCNC) – Keidanren Nature Conservation Fund (KNCF)
Green Climate Fund (GCF)
United Nations Office for Project Services (UNOPS)

CORPORATE SECTOR
IKEA, Sweden
PepsiCo, Pakistan
Sui Northern Gas Pipeline Limited
Titans
Artistic Milliners Private Limited
Soorty Enterprises Private Limited

TRUSTS, FOUNDATIONS, AND OTHERS
Laudes Foundation
Engro Foundation
Snow Leopard Foundation
The Coca-Cola Foundation
The Hawk Conservancy Trust
Pangolin Crisis Fund, Wildlife Conservation Network
AZTI Foundation
World Resources Institute

CORPORATE DONORS

PLATINUM MEMBERS

WWF-Pakistan's Platinum Members give donations of PKR 500,000 and above.

1. Dawlance Private Limited
2. Educational Services Private Limited

DIAMOND MEMBERS

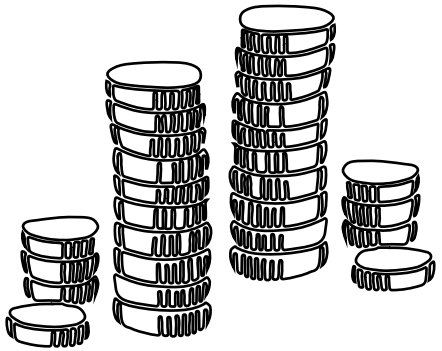
WWF-Pakistan's Diamond Members give donations of PKR 200,000 to 499,000.

1. Sapphire Textile Mills Limited
2. JDW Sugar Mills Limited
3. Coca Cola Private Limited
4. Ibrahim Fibers Limited
5. Naveena Export Limited
6. Bank of Punjab
7. Nishat Mills Limited

GOLD MEMBERS

WWF-Pakistan's Gold Members give donations of PKR 50,000 to 199,000.

1. Berger Paints Limited
2. KSB Pumps Co Limited
3. Mitchell's Fruit Farm Limited
4. Pharmajin
5. Chiesi Pharmaceuticals



SILVER MEMBERS

WWF-Pakistan's Silver Members give donations of upto PKR 49,000.

1. Millat Equipment Limited
2. Bilal Switchgear Engineering Private Limited
3. Associate Group
4. Ittehad Chemical Limited
5. Tapal Tea Private Limited
6. Pak Kuwait Textiles Limited
7. Shahtaj Sugar Mills Limited
8. Fauji Fertilizers Company Limited
9. Kot Addu Power Company Limited
10. Titans Autographs and Memorabilia
11. Century Paper & Board Mills
12. Shezan International Limited
13. Tariq Glass
14. Seasons Edible Oil Limited
15. Service Sales Corporate Private Limited
16. Malik Auto & Agricultural Industries Private Limited
17. Curexa Health Private Limited
18. Siddique Leather
19. Samira Fabrics Private Limited
20. Atlas Honda Limited

BALANCE SHEET

As at 30 June, 2022

FUNDS	2022 (Rupees)	2021 (Rupees)
General Fund	218,120,920	157,941,810
1001 The Nature Trust [1]	15,003,983	15,003,983
Scientific Committee Fund [2]	4,123,335	4,213,335
Restricted Funds [3]	55,161,022	56,274,796
Endowment Funds [4]	27,163,778	21,231,420
Total Funds	**319,573,038**	**254,665,344**
REPRESENTED BY		
Fixed Assets [5]	176,508,994	94,290,185
Investments [6]	416,398,965	395,827,387
Current Assets	836,963,142	579,224,969
Total Assets	**1,429,871,101**	**1,069,342,541**
Current Liabilities	1,069,056,897	775,733,980
Employee Retirement Benefits	41,241,166	38,943,217
Total Liabilities	1,110,298,063	814,677,197
TOTAL	**319,573,038**	**254,665,344**

Based on accounts audited by Yousaf Adil , Chartered Accountants.

1. 1001 The Nature Trust is an endowment fund.
2. 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.
3. Restricted funds are received from various donors such as Government and Aid Agencies, WWF Network, Corporates and Trusts & Foundations to execute specific projects.
4. Endowment funds are maintained to carry out conservation activities.
5. Fixed Assets are stated at cost less accumulated depreciation. Depreciation is charged on the historical cost of an asset over its estimated useful life.
6. Investments refer to the money set apart and kept unutilized, invested in financial institutions. 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, 2022

INCOME	2022 (Rupees)	2021(Rupees)
Project support from Various Agencies [1]	1,338,922,196	834,608,843
National Fundraising and Others [2]	42,687,352	41,662,158
Return on Investments	40,327,138	26,346,574
Total Income	**1,421,936,686**	**902,617,575**
EXPENDITURE		
Global Programme Framework [3]		
Species	24,850,284	25,083,526
Freshwater	200,136,486	31,285,970
Commodities	499,720,056	388,375,394
Energy / Carbon	421,630	2,219,815
Places	54,098,809	15,026,939
Others	360,917,287	238,146,824
Non Global Programme Framework [4]		
Conservation, Information, Education and Public Policy	114,208,201	90,591,969
Fundraising	16,701,085	14,432,956
Administration	52,724,165	49,469,061
Depreciation	34,146,591	24,806,870
TOTAL EXPENDITURE	**1,357,924,594**	**879,439,324**
SURPLUS FOR THE YEAR	**64,012,092**	**23,178,251**

Based on accounts audited by Yousaf Adil , Chartered Accountants.

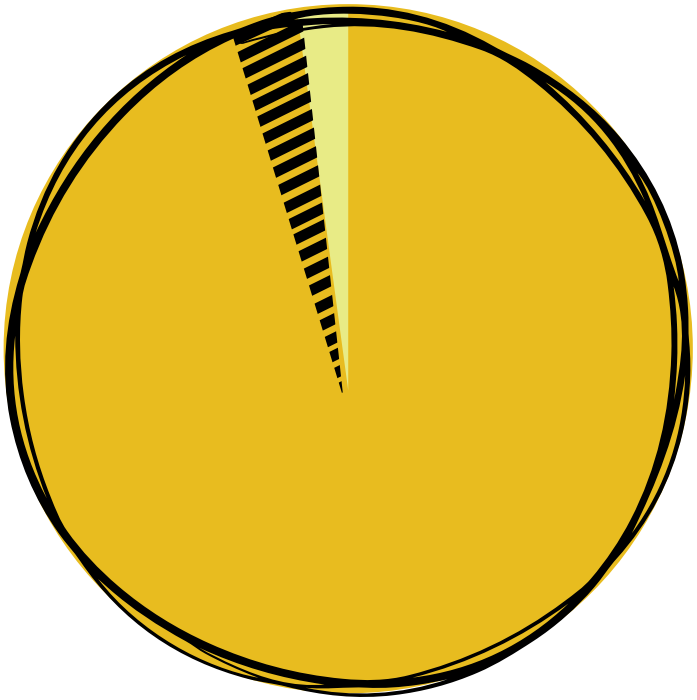
1. Project Support from Various Agencies includes funds accrued from donors such as Government and Aid Agencies, WWF Network, Corporates and Trusts & Foundations during the financial year.

2. National Fundraising & Others includes the donations generated through various campaigns such as Spellathon, Nature Carnival, Earth Hour, Earth Day, Individual Membership Programme, Eco-Internship, Green School Programme and Corporate Engagement etc. It also includes the funds received for management of services.

3. WWF Network has organized global conservation efforts into 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.

4. Non Global Programme Framework reflects the expenditures incurred on projects initiated to address the national conservation priorities.

INCOME FOR FINANCIAL YEAR 2022



3.0%
National Fundraising and Others

2.8%
Return on Investments

94.2%
Project support from Various Agencies

EXPENDITURE FOR FINANCIAL YEAR 2022 GLOBAL PROGRAMME FRAMEWORK

84% of Total Expenses

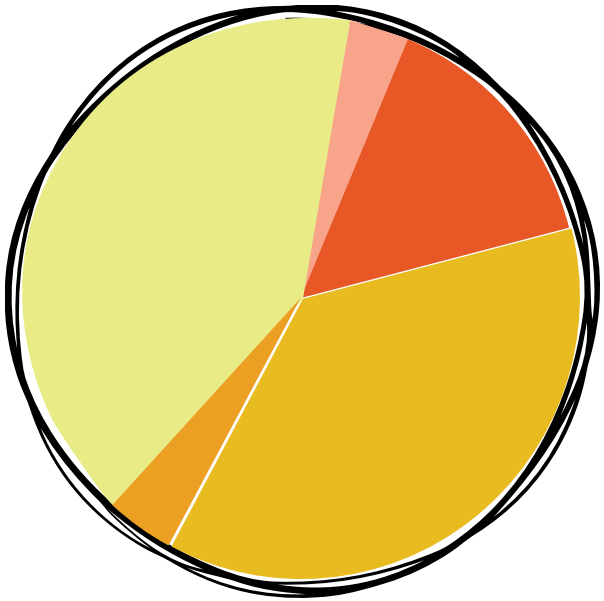
36.8%
Commodities

4.0%
Places

26.6%
Others

14.7%
Freshwater

1.8%
Species



NON GLOBAL PROGRAMME FRAMEWORK

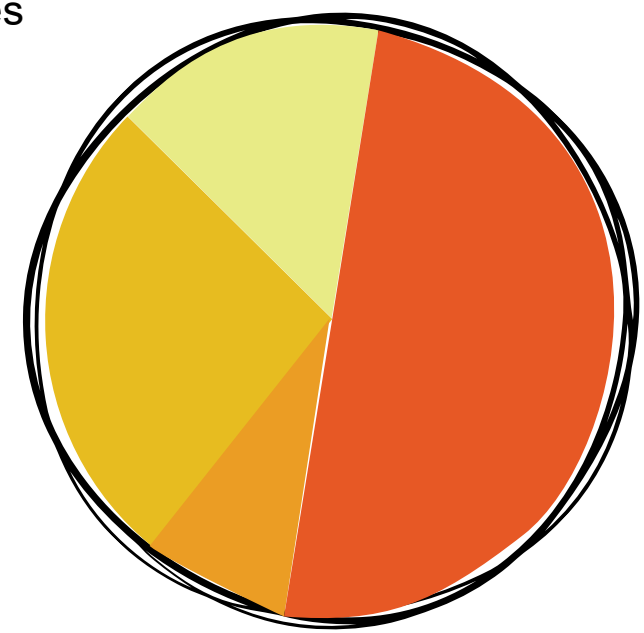
16% of total expenses

3.9%
Administration and others

2.5%
Depreciation

8.4%
Conservation, Information and Education

1.2%
Fundraising







Why we are here:

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

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