WWF-PAKISTAN

ANNUAL REPORT

2024



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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.

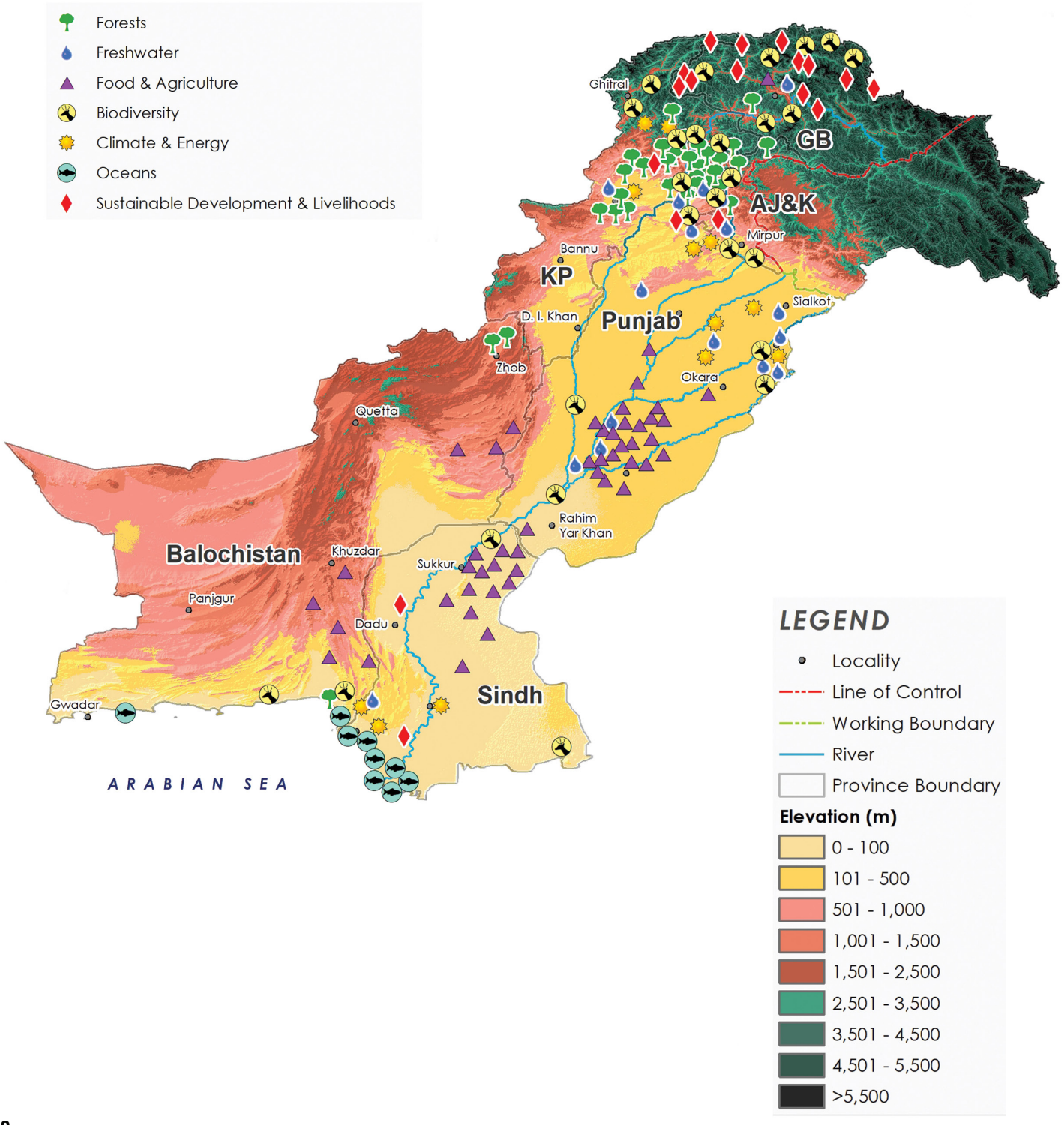
WWF-Pakistan works to address these challenges through its mission- to stop the degradation of the planet's natural environment and to build a future where people and nature can thrive, by:

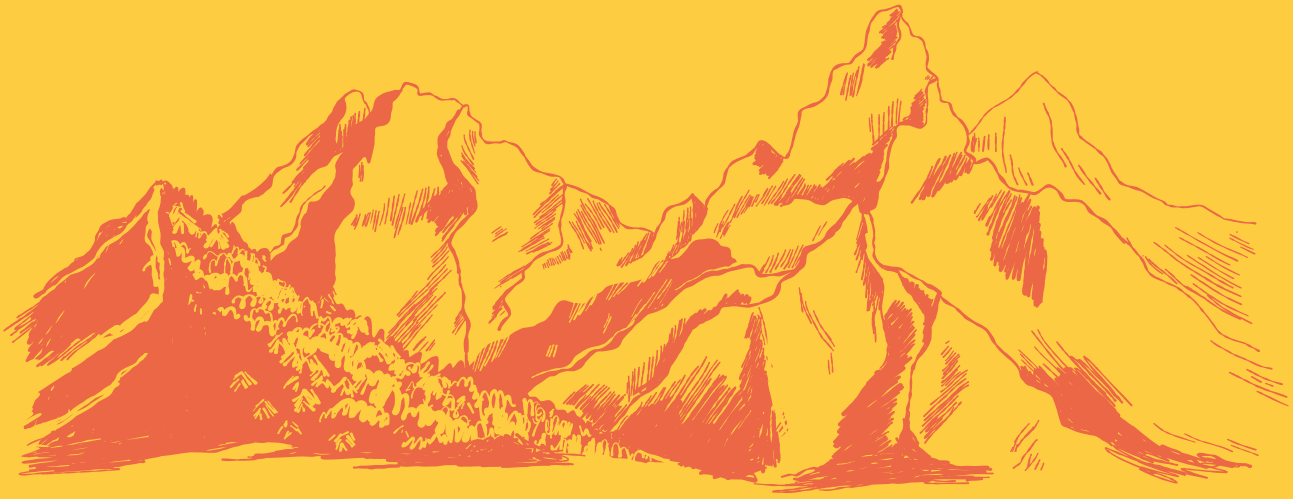
1. **Conserving the world's biological diversity**
2. **Ensuring that the use of renewable natural resources is sustainable**
3. **Promoting the reduction of pollution and wasteful consumption**

Conservation Areas

- BIODIVERSITY
- FOOD AND AGRICULTURE
- CLIMATE AND ENERGY
- OCEANS
- FORESTS
- FRESHWATER

Our Presence





From mountains to mangroves





Our vision is to build a future in which people live in harmony with nature.

Message from the President



We are witnessing climate challenges that transcend borders and sectors, reminding us that collaboration and innovation are key to securing a sustainable future for all.

As the President of WWF-Pakistan, I am filled with immense pride at the progress we've made over the past year. Our work continues to expand across critical areas—be it the conservation of Pakistan's rich biodiversity, the protection of natural habitats, or the elevation of climate resilience as a core pillar of our national agenda. These accomplishments are possible because of the tireless efforts of our dedicated teams and the invaluable partnerships that guide us on this journey.

At the heart of our success lies collaboration. Over the past year, we have strengthened our partnerships with government agencies, academic institutions, and global, national and local development organisations. Together, we are advancing solutions that not only protect the environment but also uplift the communities that depend on it. From local initiatives that safeguard our natural resources to large-scale projects designed to tackle climate threats, our partnerships remain central to our work, helping us implement science-based, locally-driven solutions.

Equally important to our achievements is the dedication of our staff—our true heroes in the field. Their expertise, passion, and commitment to the cause of conservation have been instrumental in driving our mission forward. Whether in the wetlands of Sindh or the mountainous terrains of the North, our teams have shown remarkable resilience and ingenuity, ensuring that our conservation efforts yield lasting impacts. Their work exemplifies the best of WWF-Pakistan, and I am profoundly grateful for their contribution to our collective mission.

This past year has reminded us that conservation is not merely about protecting species or habitats—it is about ensuring that communities and ecosystems thrive in tandem. We are focusing on solutions that integrate human well-being with environmental sustainability, and this approach is resonating strongly with our partners across the globe.

As we look toward the future, I am confident that WWF-Pakistan will continue to be at the forefront of environmental stewardship. The challenges we face are significant, but our commitment to confronting them is unwavering. With our incredible teams and trusted partners, we are prepared to build a future where both people and nature flourish together.

In closing, I extend my deepest thanks to our partners, supporters, and colleagues for their steadfast dedication to WWF-Pakistan's mission. Together, we will continue to pioneer efforts to address the greatest environmental challenges of our time. We are poised to meet the future head-on, confident in our shared ability to create a thriving, sustainable Pakistan.

Together Possible!

NADEEM KHALID
President, WWF-Pakistan

Message from the Director General



This past year has been filled with numerous successes. Successes that are a testament to our resilience, innovation, and unwavering commitment to conservation. We have not only confronted the adversities head-on but have also emerged with renewed vigour and groundbreaking achievements that promise a sustainable future for Pakistan.

I am proud to announce that our much anticipated Recharge Pakistan project was approved by the Green Climate Fund. This is a monumental achievement not just for WWF-Pakistan but for all of Pakistan. This project, ten years in the making, represents our hard work, vision, and collaboration. It is a beacon of hope, demonstrating how we can harness the power of nature-based solutions in addressing climate adaptation and water security. I would like to extend our deepest gratitude to our partners and the government, whose support has been instrumental in bringing this transformative initiative to life, and of course, my dedicated colleagues at WWF-Pakistan who worked diligently and tirelessly to ensure that Recharge Pakistan came to fruition.

One of the most significant milestones of the year was the return of WWF-Pakistan's Conservation Awards. After a hiatus brought on by the global pandemic, this event celebrated the unsung heroes of conservation in Pakistan. These dedicated individuals have gone above and beyond in their efforts to protect our natural heritage, and it was an honour to recognise their invaluable contributions. Their stories of perseverance and impact reinforce why WWF-Pakistan stands as the foremost organisation championing environmental stewardship in our country.

The past year also marked the launch of the Regenerative Production Landscape Collaborative, a groundbreaking initiative set to revolutionise the agriculture sector in Pakistan. By integrating sustainable practices, this collaboration aims to enhance agricultural productivity while safeguarding our environment. It is a testament to our innovative approach and our commitment to fostering a balance between development and conservation.

Despite these strides, the journey of conservation is fraught with challenges. Pakistan continues to grapple with the conservation of its diverse species. Amidst these challenges, we have celebrated notable successes. The announcement of International Markhor Day on 24 May 2024 stands out as a significant achievement, highlighting our dedication to protecting this iconic species and raising awareness about its plight. We are also grateful for the unwavering support of the judiciary, as they ensure the vital role that legal frameworks play in our conservation efforts.

Lastly, I would like to reiterate that the climate crisis in Pakistan is a water crisis which remains a pressing issue that demands our immediate attention. We aim to continue focusing on addressing this critical concern through sustainable water management practices, groundwater replenishment and community engagement. We are committed to ensuring that water security becomes a reality for all Pakistanis, safeguarding this precious resource for future generations.

Our achievements underscore our unwavering commitment to conservation. As we forge ahead, we remain guided by our mission to create a harmonious coexistence between humans and nature. Together, with science, passion and a collaborative spirit, we can transform challenges into opportunities, ensuring a sustainable and thriving future for Pakistan.

HAMMAD NAQI KHAN

Director General, WWF-Pakistan

Governance

Syed Babar Ali
President Emeritus, WWF-Pakistan

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

Nadeem Khalid
President, WWF-Pakistan
CEO, Herbion Group of Companies

Hassan Irfan Khan
Vice President, WWF-Pakistan
Attorney at Law, United Trademark & Patent Services International Intellectual Property Protection Services/Attorneys

Syed Rizwan Mehboob
Chair Scientific Committee, WWF-Pakistan

Sara Taher Khan
CEO, FM91

Zahid H Maker
CEO, Royal Group of Companies

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

Major (Retd) Riaz Muhammad
CEO, Stanley Foods & Director Operations Stanley Pharmaceuticals

Shehryar A Buksh
CEO, HKB Retail SMC Private Limited

Dr Fozia Parveen
Assistant Professor, Institute for Educational Development, The Aga Khan University

M.Hasan Qarshi
Head of Business, Qarshi Industries Private Limited

Ghulam Qadir Shah
Inspector General Forests (IGF)
Ministry of Climate Change and Environmental Coordination (MoCC&EC)
Government of Pakistan

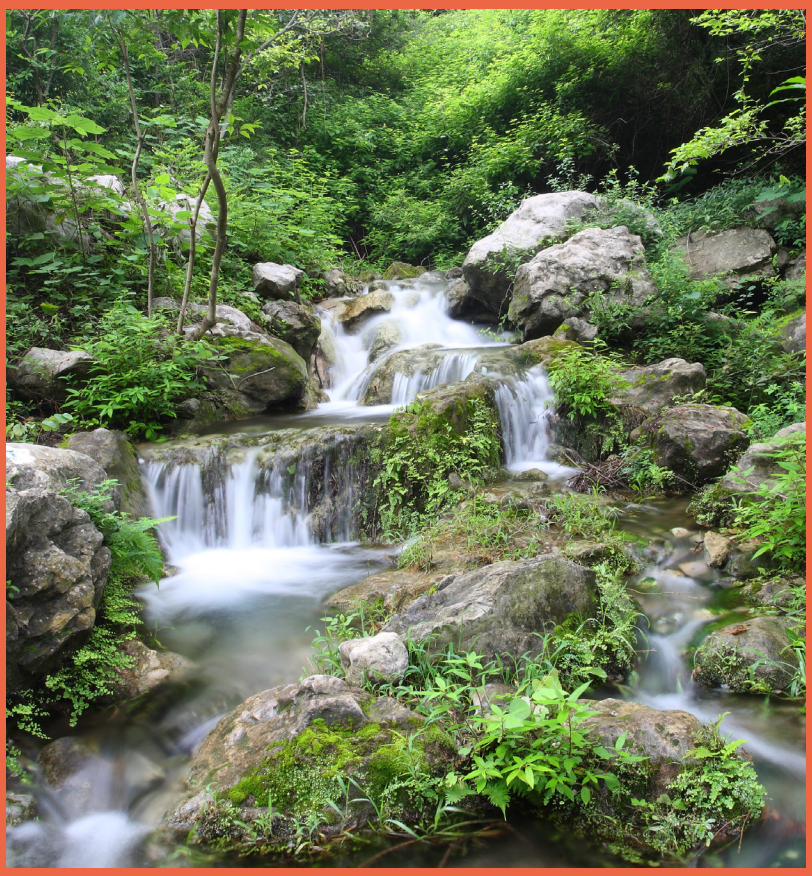
Hammad Naqi Khan
Director General, WWF-Pakistan
(Ex-Officio member of the Board)



Catalysing Action

Advocacy and Legislative Change for Nature

WWF-Pakistan has been at the forefront of advocating for the protection of natural habitats and biodiversity, making efforts towards shaping policies that advance conservation. Through active engagement with policymakers and key stakeholders, we work to build momentum for legislative reforms that safeguard wildlife and ecosystems.



Legal protection of national parks

As party in the case concerning commercial eateries in the vicinity of the Margalla Hills National Park, WWF-Pakistan presented crucial evidence to the Supreme Court. In a watershed moment for environmental conservation, the Court ordered the closure of all illegal restaurants in the national park and reinforced legal protections for the park's ecosystem.

WWF-Pakistan filed GIS-based evidence illustrating the change in land use over the years, which showed a marked increase in encroachment and deforestation, and supported concerns regarding degradation, deforestation and pollution resulting from commercial activities in the area.

WWF-Pakistan also voiced its concerns regarding the de-notification of Ayubia, Kamal Ban and Malakandi parks, offering key recommendations to ensure the protection of these vital areas.

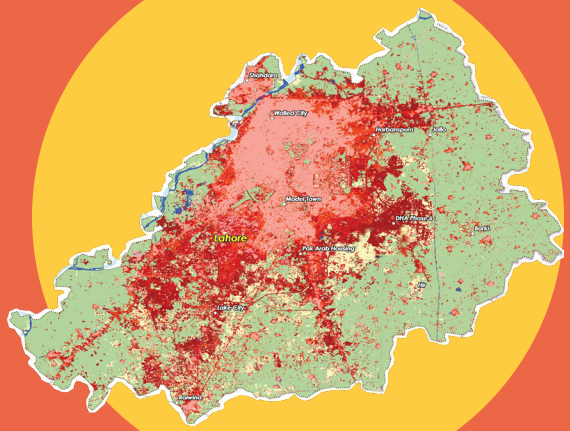


Wildlife in captivity

As part of the Sindh Government's Task Force for Wildlife in Captivity, WWF-Pakistan assessed the Karachi Zoo and Safari Park, offering key recommendations. These included adopting the Code of Ethics and Animal Welfare of the World Association of Zoos and Aquariums, forming an independent zoo management committee, upgrading infrastructure and enclosures, implementing capacity building, and adopting best husbandry practices.

Sustainable urban growth

WWF-Pakistan used remote sensing and GIS-based research to highlight the alarming urban expansion in Lahore and Islamabad, which is encroaching on fertile land, natural habitats and vital open spaces. This data provided critical evidence for urban planners and policymakers to implement stricter land use regulations and promote green infrastructure.





Mangrove deforestation

WWF-Pakistan's GIS lab documented the loss of around 200 hectares of mangroves along Karachi's coast over the past 20 years, emphasizing the need for stronger law enforcement, reforestation efforts, and coordinated action to protect and restore these critical ecosystems.

Shaping the Future of Conservation

Exploring Technology-driven Approaches

WWF-Pakistan strongly believes in harnessing the power of technology to meet conservation goals. Our interventions make use of evidence-based, data-driven solutions, which leverage the collective resources of the public and private sectors as well as academia.

Wildlife Reporting App
GPS-enabled for accurate, real-time location-based reports to empower citizens to report sightings and wildlife crime.

Early Warning System for Forest Fires
integrating AI, remote sensing and predictive modeling to enable efficient responses that reduce risk and minimize environmental damage.





Geographical Information Systems (GIS)
to aid environmental data analysis and planning



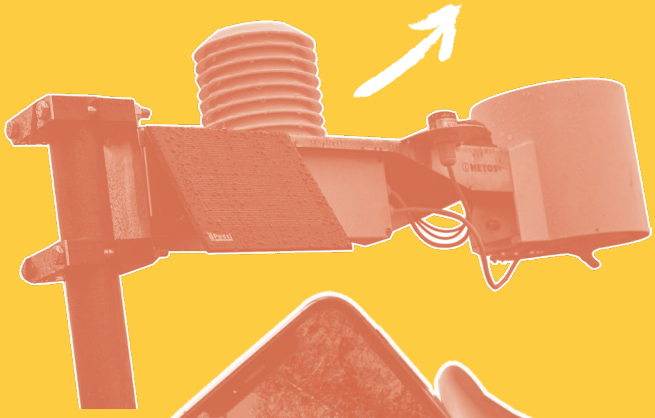


Attaching radio transmitters to pangolins

to understand movement, behavior and survival of the species.

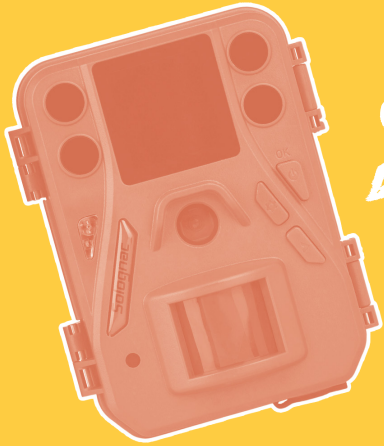
Weather monitoring stations

sending precise information directly to farmers' smartphones, helping them predict rains and dry days, informing decision making and conserving water at the farm level.



AI camera traps

for accurate, non-invasive tracking, enhancing understanding of wildlife behavior and for reducing human-wildlife conflict through data-driven solutions.



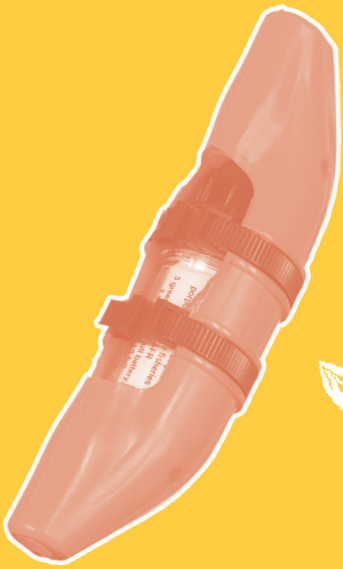
Forest Health Calculator App

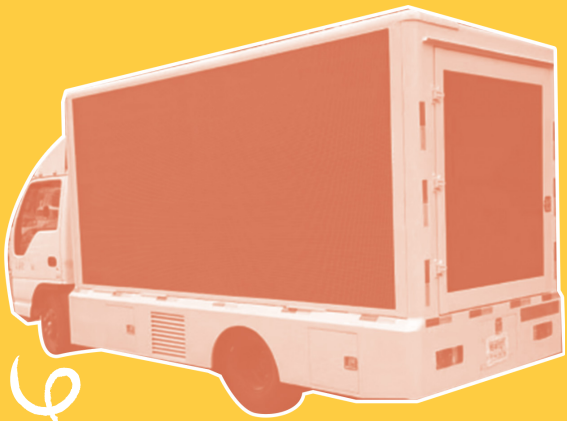
providing vital insights into forest health, from biomass to carbon levels, aiding conservation efforts and policy making, and transforming the way we monitor and protect forests.



Pingers (acoustic devices)

to deter Indus river dolphins from fishing nets, minimizing bycatch and improving conservation outcomes.





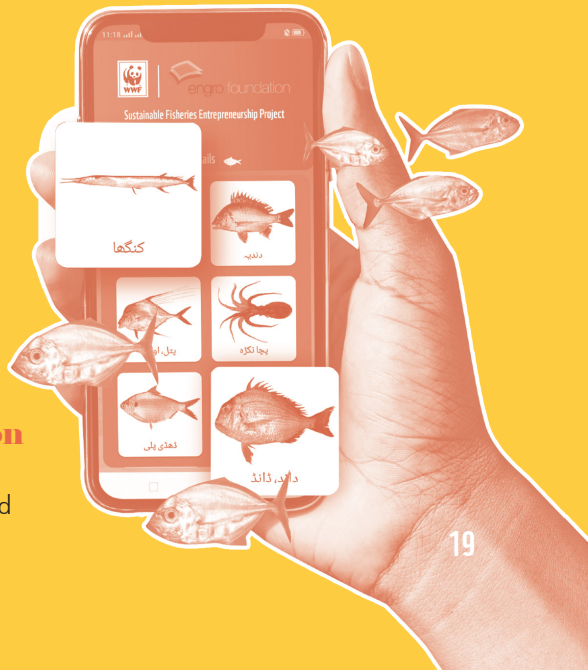
SMD vans

to bring digital knowledge and training material about modern farming techniques and climate-smart agriculture to the farmers' doorstep.



Android-based mobile application for small-scale fisheries

to streamline data collection, monitoring, and reporting processes for small-scale fisheries.



Launching Recharge Pakistan: A blueprint for climate action

Building Pakistan's resilience to climate change through Ecosystem-based Adaptation (EbA) and green infrastructure for integrated flood risk management



This historic project is the largest investment in an ecosystem-based approach to flood and water resources management at the national level. The project envisions EbA contributing towards better climate resilience, water and food security, and sustainable livelihoods in Pakistan.

The project is designed to reduce floodwater impact on agricultural and community lands by slowing runoff and utilizing wetlands to capture and absorb excess water. Its core interventions focus on:

- **Providing proof of concept for EbA and green infrastructure interventions as efficient and effective solutions for flood drought risk reduction in Pakistan,**
- **Enabling a paradigm shift towards EbA and green infrastructure in Pakistan, and**
- **Enhancing community resilience and adoption of EbA and green infrastructure interventions in Pakistan's Indus basin.**

Through a range of interventions, including the restoration of forests and wetlands, rehabilitation of flow paths and channels, development of recharge basins and retention areas, and strengthening of local businesses in the agriculture and forestry sectors at select sites in Khyber Pakhtunkhwa, Sindh and Balochistan provinces, the project aims to:



Capture 20 million m³ of water



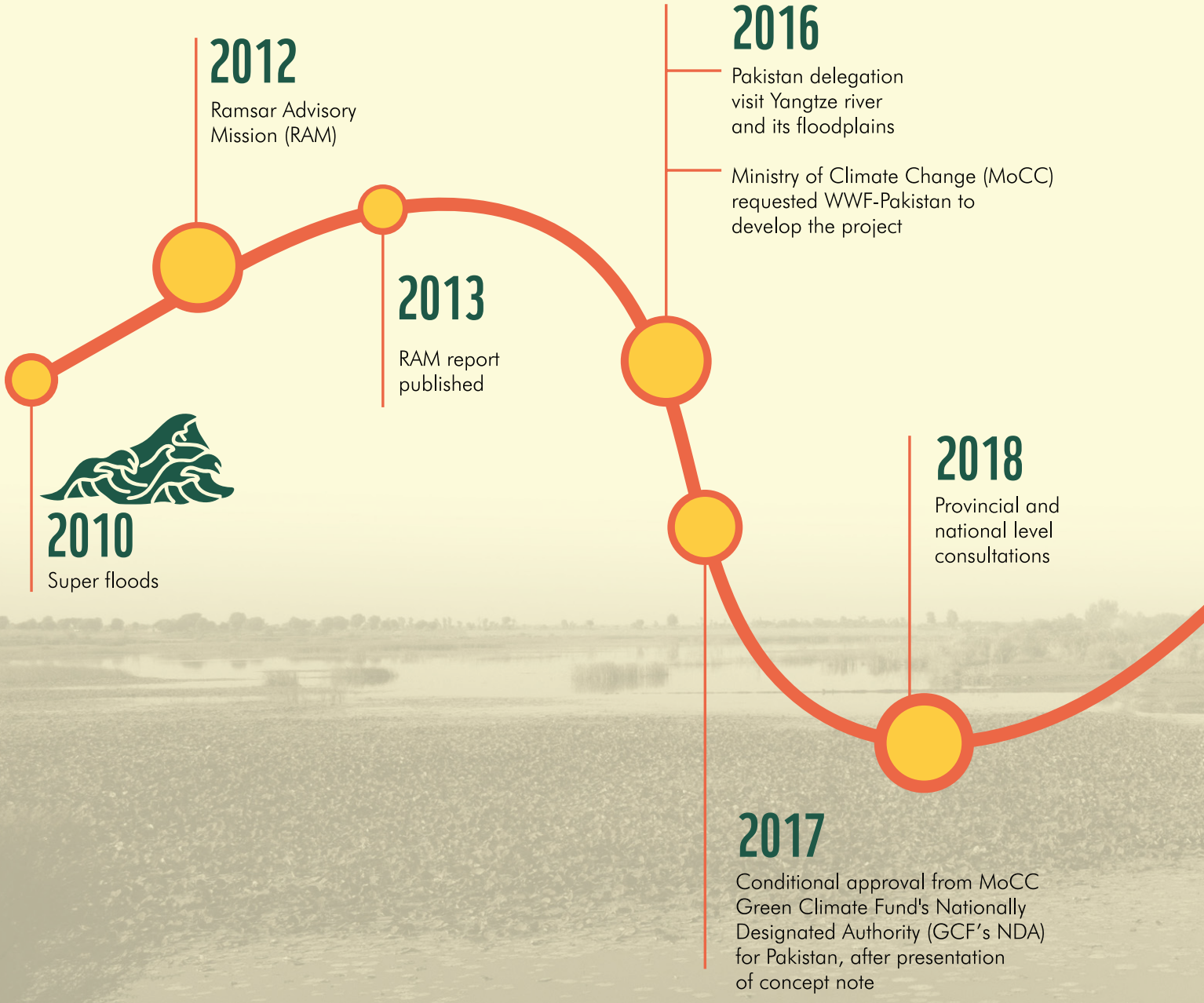
Replenish 1.6 million m³ of soil infiltration water



Directly benefit over 680,000 people, while indirectly supporting more than 7 million people



From Concept to Approval: A chronology of events





2019

Approval and No Objection Certificate (NOC) received from MoCC GCF's Nationally Designated Authority

2020

Project concept note approved by GCF-Focus Nature-based Solutions (NbS)

Project preparation facility approved by GCF

2021

Hiring of consultants

Prefeasibility and feasibility studies

Provincial consultative sessions

2022

Submission of Environmental and Social Management Framework (ESMF) gender, and other studies

Co-financing commitment letters received from WWF, The Coca-Cola Foundation (TCCF), and United States Agency for International Development (USAID)

2023

GCF Board approval received

2024

Notice of Effectiveness (NoE) Funding Activity Agreement signed

FOOD & AGRICULTURE



Fostering Sustainability in Food Production and Agriculture



Facilitating farmers in implementing the Better Cotton Standard System

Farmers in nine districts of Punjab and Sindh produced 159,677 MT of licensed Better Cotton which represents 10 per cent of Pakistan's total cotton output in 2023-24. Notably, the gin uptake was 100 per cent, with all the cotton procured for export products and the compliance to the standard was 100 per cent.

Promoting organic cotton cultivation

13,633 MT of certified organic cotton was produced by over 6,300 farmers across 21,896 hectares, whilst 10,365 MT of certified in-conversion cotton lint was produced by over 4,700 farmers across 16,647 hectares.

This has contributed an estimated USD 53 million to foreign exchange and the shift to organic farming practices has led to a reduction of 100,000 MT of GHG emissions.

To promote biological means of crop protection, 12 plant extractor machines were established at cultivation sites to facilitate the use of wild plant extract to control pests and disease. Alongside this, demonstration plots were set up at each project site to promote the use of yellow sticky cards and Pink Bollworm pheromone traps. Over 455,000 kg of nutri-compost was also distributed to farmers to improve soil health.



Scaling Up:

The Government of Balochistan approved the Balochistan Organic Agriculture Policy 2024, which was facilitated by WWF-Pakistan. In addition to this, Balochistan's Agriculture Extension Department, in collaboration with WWF-Pakistan, is working with 12,000 farmers across 38,445 hectares to advance organic cotton farming practices.

Advancing climate change mitigation and adaptation in agricultural practices

81,000 farming families in Punjab and Sindh were trained on adopting climate-smart agricultural practices across 139,000 hectares.

24% reduction in GHG emissions, resulting in a reduction of 104,508 MT CO_2 equivalent

24% improvement in crop-water productivity, with over 932,000 m^3 of farm water conserved

3% increase in organic matter through adoption of soil health conservation practices

22.63% increase in net income per acre

Eight weather stations have been installed in Khanewal, Multan, Bahawalpur and Sukkur, to provide advisory to over 6,000 farmers on a weekly basis, helping them make informed decisions about when to sow crops and when to irrigate them, reducing crop failure and conserving irrigation freshwater.

Farm machinery and agricultural techniques, including laser land leveling, mobile ginning machines, multi-bed planters, etc., demonstrated across 100 hectares for water efficiency, reducing soil erosion, improving crop yields, etc.

Agroforestry:

760,000 saplings planted to enhance green cover and increase carbon sequestration in the cotton landscape. Additionally, 240,000 fruit plants, including 660 commercial orchards, were planted across 411 hectares including 601 family fruit gardens.

Innovation:

Over 5,600 MT of good quality lint was procured by the textile supply chain through an online trading platform. 9,900 rural women have been trained on alternate livelihood improvement initiatives including kitchen gardening, tunnel farming, apiculture, dress-making, the establishment of micro-nurseries, etc., and over 360 women have been supported in establishing home-based enterprises.





Introducing the Regenerative Production Landscape Collaborative-Pakistan

WWF-Pakistan has been instrumental in convening a platform to unite key stakeholders for a common goal; mobilizing public-private sector finance for sustainable production and sourcing and for natural resource conservation. In 2023-24, 940 MT of certified regenerative cotton lint was produced by 593 farmers over 1,500 hectares which will hopefully set a positive trend for future years.

Minimizing food loss and waste

Five innovative solar dryers were installed in Hunza to reduce food loss and develop an apricot value chain from farm to shelf. The unit reduces drying time for fruits and vegetables by 50 per cent, thereby increasing the quality and therefore the value of the fruit. At the same time, 2,100 farmers have been trained to adopt climate-smart sugarcane production practices across 3,000 hectares in Jhang, Punjab (see impacts below).

25%
reduction in fertilizer application

25%
reduction in application of irrigation water

10%
reduction in use of pesticide

35%
reduction in input costs

12%
improvement in crop productivity



Empowering rural women and improving livelihoods

Over 9,760 rural women were trained in income-generating activities, health and hygiene practices, and farm-related vulnerabilities. In this respect, 2,000 kitchen gardens are helping rural women save over PKR 7,200 per household over five months. Additionally, 12 off-season mini-tunnels have been installed and are generating an average income of PKR 14,800 over four months (winter season).

Other livelihood successes include 6,825 chicks being hatched from 27 incubators and 6,000 families assisted in establishing home-based businesses. 18 bee boxes are being managed and operated by rural women, producing over 86 kg of honey for sale. Meanwhile, 2,000 indigenous fruit saplings planted across 100 orchards are enhancing biodiversity and food security, while 140 women have established micro-nurseries, with 500 to 1,000 saplings, generating over PKR 1,780 over three months.120 women have been trained in dressmaking, tailoring, handicrafts, with 40 starting their home-based businesses, and 250 women have been trained in sustainable livestock management with 200 demonstration plots established for high-yielding fodder, and 2,200 animals vaccinated.





BIO DIVER SITY

Conserving Biodiversity

Safeguarding species and ecosystems

Two white-rumped vulture chicks fledged at the Changa Manga Captive Breeding Centre, bringing the total number of vultures to 34. A vulture population survey was conducted in District Kotli, Azad Jammu and Kashmir (AJK), which recorded 14 white-rumped vultures, with 11 adults and nestlings. To reduce the threat of diclofenac poisoning, surveys were conducted at 92 pharmacies in 10 districts of AJK, which revealed the availability of vulture-toxic NSAIDs at 24 per cent pharmacies, with human diclofenac present at 16 per cent. Meanwhile, veterinary diclofenac was not found at any of the 31 pharmacies surveyed in the Nagar Parkar Vulture Safe Zone, Sindh.

WWF-Pakistan staff collaborated with the Punjab Wildlife Department to establish a 70 km wildlife sanctuary for gavials and also conducted ecological surveys of fauna, flora, and hydrology at Deosai Wetlands Complex, Gasho Lake, and Naltar Wetlands Complex to develop Ramsar Information Sheets and management plans.

Wildlife surveys were also conducted at eight sites in the Nagar and Hunza districts to establish a baseline dataset for assessing the impact of road infrastructure development on biodiversity.

WWF-Pakistan, in collaboration with the Sindh and Punjab Wildlife and Fisheries Departments, successfully completed the first trials of pingers, acoustic devices designed to reduce dolphin mortality in fishing nets. The trials showed that Indus river dolphins maintained a 20-40 m distance from nets with pingers, demonstrating reduced dolphin activity near the devices.





Taking action against wildlife trafficking

The biodiversity team conducted gender-specific research on engagement and vulnerabilities in the context of poaching and illegal wildlife trade. This study aims to identify tangible actions to address wildlife crimes by separately engaging men and women. A citizen science app is also being developed and tested to report wildlife sightings and assist in reporting wildlife crimes to the relevant Wildlife Protection Departments.



WWF-Pakistan facilitated the rescue and release of two vultures, one Indus river dolphin, an Indian pangolin, and five freshwater turtles back into the wild, in collaboration with the respective Wildlife Departments. Additionally, in collaboration with Arid Agriculture University, Rawalpindi, and the Punjab Wildlife Department, Rawalpindi, a rescued Indian pangolin was tagged with a radio transmitter to monitor its movements, habitat, and survival post-release.

Tackling human wildlife conflict

Two AI-based camera traps were installed at Machiara National Park for real-time monitoring of wildlife movement and species identification, with the aim to mitigate human-leopard conflict in the region.

Further, 50 community members and wildlife officials were interviewed in Kallar Syedan, Rawalpindi to assess the scale and causes of human-pangolin conflict.





Building capacities

232 Bhulan dosts (friends of the dolphin) were trained on monitoring and reporting dolphin sightings, threats and habitat conditions, resulting in 1,300 records of sightings, 1,500 records of recurring threats, and the rescue and release of six Indus river dolphins.

Wildlife staff in KP, GB and Punjab, and 17 Divisional Forest Officers and Conservators from KP were trained in SMART technology to monitor wildlife populations and track and report illegal activities. Alexander Wyatt, WWF's Global Lead for SMART, conducted a national SMART training in Peshawar, equipping staff from the Wildlife Departments of KP, GB, and Punjab with essential tools to better manage protected areas. This was followed by a workshop on SMART Scale-out and Scale-up in KP, aimed at integrating technology and innovative approaches to improve conservation outcomes.

Smart phones and motorbikes were provided to river guards and staff of the Sindh Wildlife Department, and 10 SMART devices provided to the KP Wildlife Department for improved monitoring and patrolling of protected areas.

A Conservation Officer at WWF-Pakistan participated in SMART training in Cambodia, focusing on applying technology-driven solutions for conservation, whereas one official from the KP Wildlife Department was supported in attending a month-long training in Korea to enhance their skills in protected area management.

WWF-Pakistan's staff also trained 20 customs officials from Pakistan and Azerbaijan on wildlife crime and CITES implementation.







Supporting wildlife rangers

WWF-Pakistan rehabilitated a wildlife monitoring check post at Taunsa Barrage in Punjab and one in Khairpur, Sindh, which had been damaged during the floods of 2022, thereby helping the Wildlife Departments become more efficient in combatting wildlife crime.

We also conducted a preliminary assessment on women's representation as rangers in Pakistan's Wildlife Departments, identifying gender gaps and challenges. The findings will guide efforts to promote gender inclusivity and equal opportunities in the wildlife sector. To support conservation efforts, WWF-Pakistan also supported the Islamabad Wildlife Management Board (IWMB) under its Flood Support Grants, ensuring staff salaries for six months amid resource shortages caused by flood-related fund diversions. These initiatives reflect WWF-Pakistan's commitment to inclusivity and resilience in conservation.

The impact of floods on 200 rangers in Punjab, Sindh, and KP was also studied, highlighting their vital role as first responders. WWF-Pakistan supplied field kits to 60 staff and cash grants to 30 individuals, in addition to imparting training to 50 rangers in disaster response, preparedness and risk reduction.





OCEANS



Turning the Tide on Oceans

Promoting sustainable fishing practices and reducing bycatch

Three pelagic coastal gillnet vessels were converted to longline fishing gear to reduce bycatch of endangered, threatened and protected species. Additionally, 20 fishers from the recently converted longline vessles were trained on the data collection and reporting for fish catch and bycatch including safe handling and release of bycatch species, and post-harvest losses.

105 fishing assets were distributed to fishermen in the coastal villages of Ibrahim Hyderi and Rehri Goth to reduce post harvest losses, promote sustainable fishing practices, and ensure the safety of the fishers at sea. Also, 25 insulated ice boxes were distributed to improve cold storage and reduce post-harvest losses, and 40 boat-engine repair toolkits were distributed to help fishermen with boat engine maintenance and minor repairs.





Six trained observers or fishermen have been deployed on coastal gillnet vessels for data collection and reporting on catch, bycatch, entanglement, mortality and cetacean sightings and 20 trained fishers of the converted long line vessels have been engaged to record and report data on megafauna sightings and bycatch from the coastal areas.

A wide range of megafauna sightings and a total of 19 bycatch incidents recorded from coastal waters, highlighting potential areas for enhanced monitoring and mitigation.

17 marine turtles safely released back into the water.

A total of 666 dolphins sighted, indicating a strong presence of cetaceans in coastal waters.

Addressing knowledge gaps

150 gillnet fishermen interviewed across 11 coastal villages in Gwadar, Pasni, and Kharo Chan, to provide insight into bycatch knowledge and cetacean conservation. This will help increase our understanding of the extent of bycatch in our oceans and collectively develop a strategy to reduce cetacean mortality.

Supporting livelihoods

14 fisherwomen from Ibrahim Hyderi and Rehri Goth were trained through four-month long courses on stitching, beautician skills, and montessori teaching; enabling them to develop home-based enterprises. Similarly, 15 female fishers were trained on the basics of financial record keeping and enhancing their business management skills, and 10 fisherwomen were trained on seafood quality control, including controlling unhygienic conditions and ensuring proper handling, storage and transportation of fish. Women were also trained on market value chain and establishing home-based enterprises.



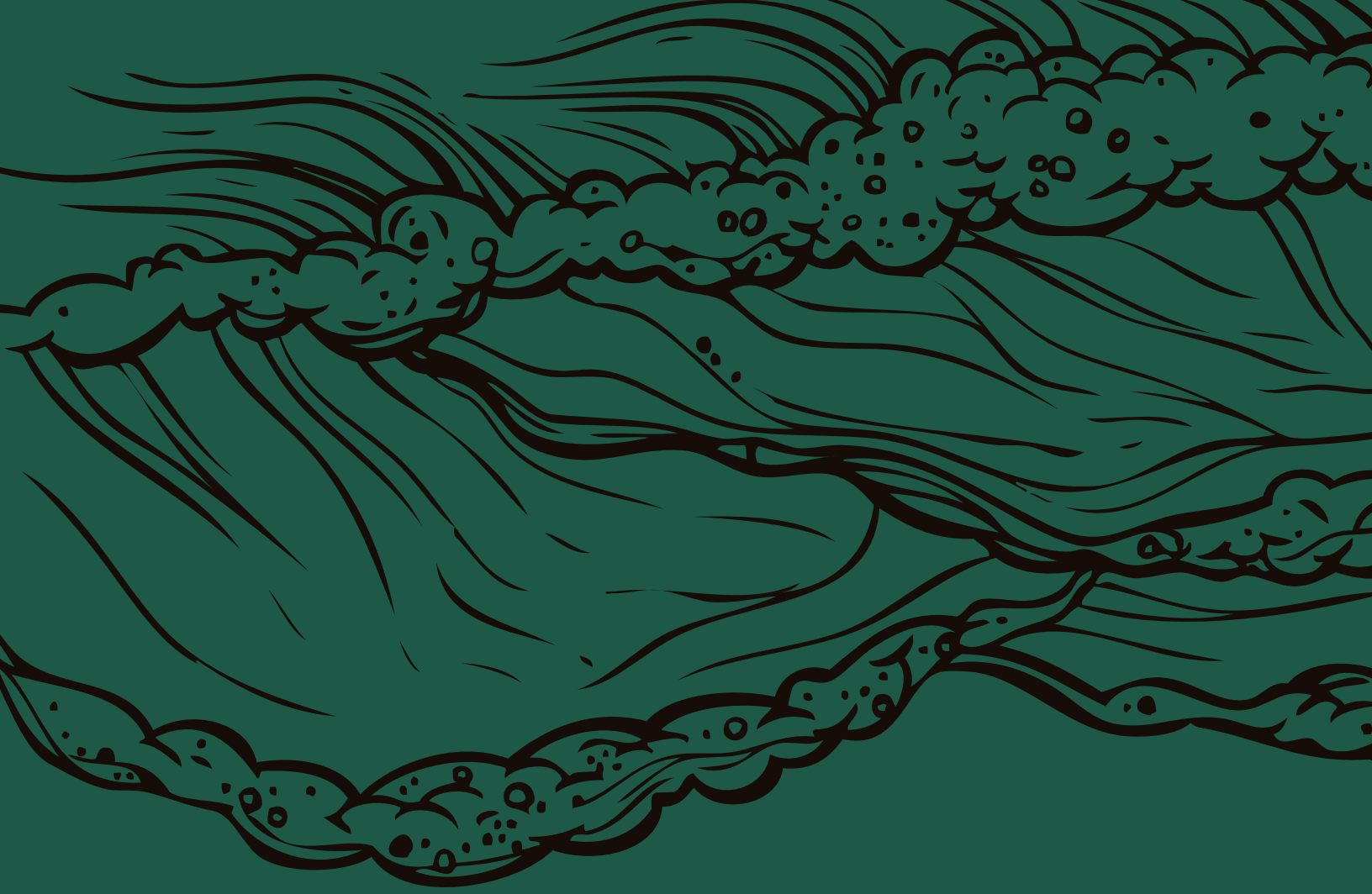


Empowering fishing communities

300 female fishers were trained on health and hygiene, including plastic pollution and the negative consequences of dumping plastic in coastal waters. A football match was organized in the fishing village of Ibrahim Hyderi to engage local youth in a healthy activity while raising awareness about marine conservation and sustainable practices, attracting over 1,000 attendees.







FRESH WATER

Protecting Freshwater Resources

Building capacity in implementing Smart Environmental Management Practices (SEMPs)

WWF-Pakistan trained 160 leather and textile professionals on SEMPs and 275 individuals from SMEs in these sectors on existing and upcoming European Union sustainability regulations, strengthening overall sectoral compliance.

Additionally, 36 individuals were trained on chemical management, 103 trained on setting science-based targets for near term and net zero goals, and 21 individuals were certified on the Zero Discharge of Hazardous Chemicals standard. At the same time, six SMEs were supported in implementing the standard and 30 SMEs were trained on the operation and maintenance of Effluent Treatment Plants; with gap assessments conducted at three SMEs to support the implementation of best practices. A thorough greenhouse gas accounting and analysis of Pakistan's leather sector was also conducted, providing data to inform emission reduction strategies.

We also trained 140 government officials, including representatives from the Sindh Environment Protection Agency (SEPA) on international environmental standards, MEAs and SDGs; and effective handling of environmental cases.

To support monitoring and reporting, a digital sustainability reporting dashboard for textile and leather SMEs and a learning management system for implementing SEMPs was developed and a self-monitoring and reporting tool was developed to assist SEPA. Furthermore, transparency and traceability guidelines were also developed for the leather supply chain in Pakistan.

A comprehensive plan to mitigate contamination risks at existing tannery sites in Sialkot was developed, ensuring safe relocation to the Sialkot Tannery Zone.

Further, to support the skill enhancement and training of students, equipment was provided to the merchandising lab at PHMA Institute of Knitwear Technology Karachi, benefiting over 900 students, and the lab at the Leather Products Development Institute Sialkot, was upgraded.





Promoting water stewardship and replenishment

WWF-Pakistan is implementing the water stewardship and water management principles in the KP and Punjab provinces, using replenishment and wastewater treatment techniques to off-set use of freshwater, recharge the aquifer, and conserve water through on/off-farm water management principles.







INTERVENTION	IMPACT
125 Rainwater harvesting systems	Conservation potential of **48,564 m^3/year**
7 Water storage tanks	
2 Rainwater collection ponds	
31 Ablution water reuse systems	Reuse potential of **134,099 m^3/year**
23 Groundwater recharge wells	Replenishment capacity of **168,915 m^3/year**
4 Recharge pits	
11 Floating treatment wetlands	Wastewater treatment capacity of **169,999 m^3/year**
5 Drinking water filtration plants	Capacity to provide **2,640 gallons** of drinking water/hour

In addition to the interventions, we also conducted a training of trainers for 60 individuals on promoting WASH and trained over 7,600 community members on WASH and sustainable water practices.

Additionally, laser land leveling of 42 hectares in Lahore and Multan conserved 16,650 m^3 of irrigation water and 640 m of watercourse lining saved 31,400 m^3 of irrigation water.

Improving urban water governance through the Water Sensitive Cities approach

WWF-Pakistan installed 175 rainwater harvesting systems across two disadvantaged communities in Islamabad and Rawalpindi, providing 1,241 people with access to water for non-potable uses. Additionally, groundwater recharge interventions with a replenishment capacity of 1,500 m^3 were implemented, alongside a water reuse system capable of recycling 90 m^3 of ablution greywater. We also established two water-sensitive green spaces and trained 650 individuals on sustainable water management practices, fostering greater community awareness and resilience.

Gender equality, disability and social inclusion

Educated over 70 persons with disabilities (PWDs) on water-sensitive concepts and prioritised 16 PWD households for the installation of rainwater harvesting systems, improving access to water.

Using nature-based solutions to improve water security in Khyber Pakhtunkhwa and Gilgit-Baltistan

WWF-Pakistan established six rainwater harvesting ponds with a total capacity of 651 m^3, benefiting over 2,000 individuals by improving groundwater recharge. Additionally, 40 roof rainwater harvesting systems are now providing water to 1,635 people, while gravel-based water filtration units at four schools are ensuring safe drinking water for over 1,700 students. An improvised 27,087 m piped network is delivering reliable drinking water to over 8,800 individuals.

To mitigate the over-exploitation of groundwater, three recharge wells with a recharge potential of 1,206,108 m^3 have been constructed in Haripur, KP. We also rehabilitated 3,979 m of traditional irrigation infrastructure, benefiting 27,694 individuals and boosting agricultural productivity across 3,300 hectares of farmland. In collaboration with over 350 farmers, we cultivated less-water intensive crops on 47 hectares, boosting sustainable agriculture and livelihoods. Three kitchen wastewater treatment systems were also installed for kitchen gardening. In GB, 10 hectares of land was afforested, including the successful germination of the endangered wild almond.

Through capacity-building efforts, we trained 85 stakeholders, including government representatives, on Nature-based Solutions and over 2,600 individuals on agriculture, health, income-generating practices, and best management practices in agriculture.



Strengthening flood resilience

This year we helped restore 5,880 ft of natural drainage pathways in KP and GB, reducing the vulnerability of over 4,500 individuals and protecting 24 hectares of cultivated land and 75 hectares of forest.

We also constructed 12 check dams, mitigating soil erosion across 31 hectares and benefiting 7,814 individuals; built 2,726 ft of gabion walls, protecting 11 hectares and reclaiming 26 hectares of land; and used bioengineering for slope stabilization over 3.2 hectares to prevent landslides and soil erosion to protect both communities and agricultural land.





Ecological restoration in flood affected areas of Cheil-Beshigram, KP

In Swat valley we helped the community construct a 3,000 cubic feet soft gabion to combat soil erosion and stabilize slopes, a 2,000 cubic feet check dam to control water flow and prevent landslides, and a 2,000 cubic feet flood protection spur.

We also restored 1,000 m of damaged channels to ensure efficient delivery of clean water and repaired two main water tanks for agricultural and drinking needs.

FORESTS



Restoring and Protecting Forests

Restoring forest landscapes

This year, with the support of local communities, WWF-Pakistan planted native species across 132 hectares of grassland and agricultural land in Jhelum district, alongside 1,000 fruit plants on six hectares of farmland, enhancing tree cover, boosting biodiversity, sequestering carbon and supporting local livelihoods. Seven solar water pumps were provided to improve water supply for the plantation in Jhelum, along with 14 solar panels to support the transition to clean energy.

We also planted 300 plants around Darbar Chabar Syeddan and spread 11,000 seed balls.

In Swat valley, we restored 25 hectares of communal land through plantation and designated 200 hectares of forest land for assisted natural regeneration to recover vegetation damaged by the 2022 floods and enhance ecological services and flood protection.

We protected 419 hectares of degraded land in Jhelum with a combination of hedge and barbed wire fencing and community engagement, to support natural regeneration of native trees. Over 12,000 running feet of fencing was also installed to enhance security and protection and 14 hectares of plantation was restocked, supporting sustainable growth and improved forest health.

In Nathiagali, KP, 20 hectares of communal land was brought under plantation and in GB, 30,000 climate and soil-adapted plants were planted over six hectares in Hussainabad to combat river erosion, sequester carbon, and boost biodiversity, while providing fuelwood, fodder and raw materials. An 831 m irrigation channel was also repaired to support the growth.

WWF-Pakistan also safeguarded 4,080 hectares of critical natural forest in KP and GB, while implementing sustainable land management practices across 1,716 hectares, including protection, afforestation, and the cultivation of water-efficient crops.





Planted mangrove saplings across 1,550 hectares in the Indus delta.

Cultivated alternate fodder crops over 35 hectares to reduce grazing pressure on mangroves.

Over 244,400 native plants planted across multiple regions of the country, along with 26,000 saplings planted at the Wetlands Centre, Karachi, Sindh and Sonmiani Beach, Balochistan, through corporate employee engagement initiatives.

A Participatory Forest Resource Management Plan has been piloted, tested and documented, to contribute to the protection and sustainable use and management of forests established in KP under the Billion Tree Afforestation Project and the Ten Billion Tree Afforestation Project.



Supporting forest dependent communities

We distributed a collective 1,300 kg of millet, canola and oat seeds to improve fodder availability for livestock and to mitigate challenges posed by heat and lack of rain, and also vaccinated over 1,000 livestock heads to protect against disease. 50 cows were also artificially inseminated to improve breed quality.

In order to improve and sustain plantation cover, six community-based organizations participating in forest conservation on communal land in KP and Balochistan were provided with 6,000 fast-growing tree species, 3,000 fruit plants, 300 kitchen gardening seed packets, 180 poultry units and 150 kg of fodder seeds.

Safeguarding forests from fire threats

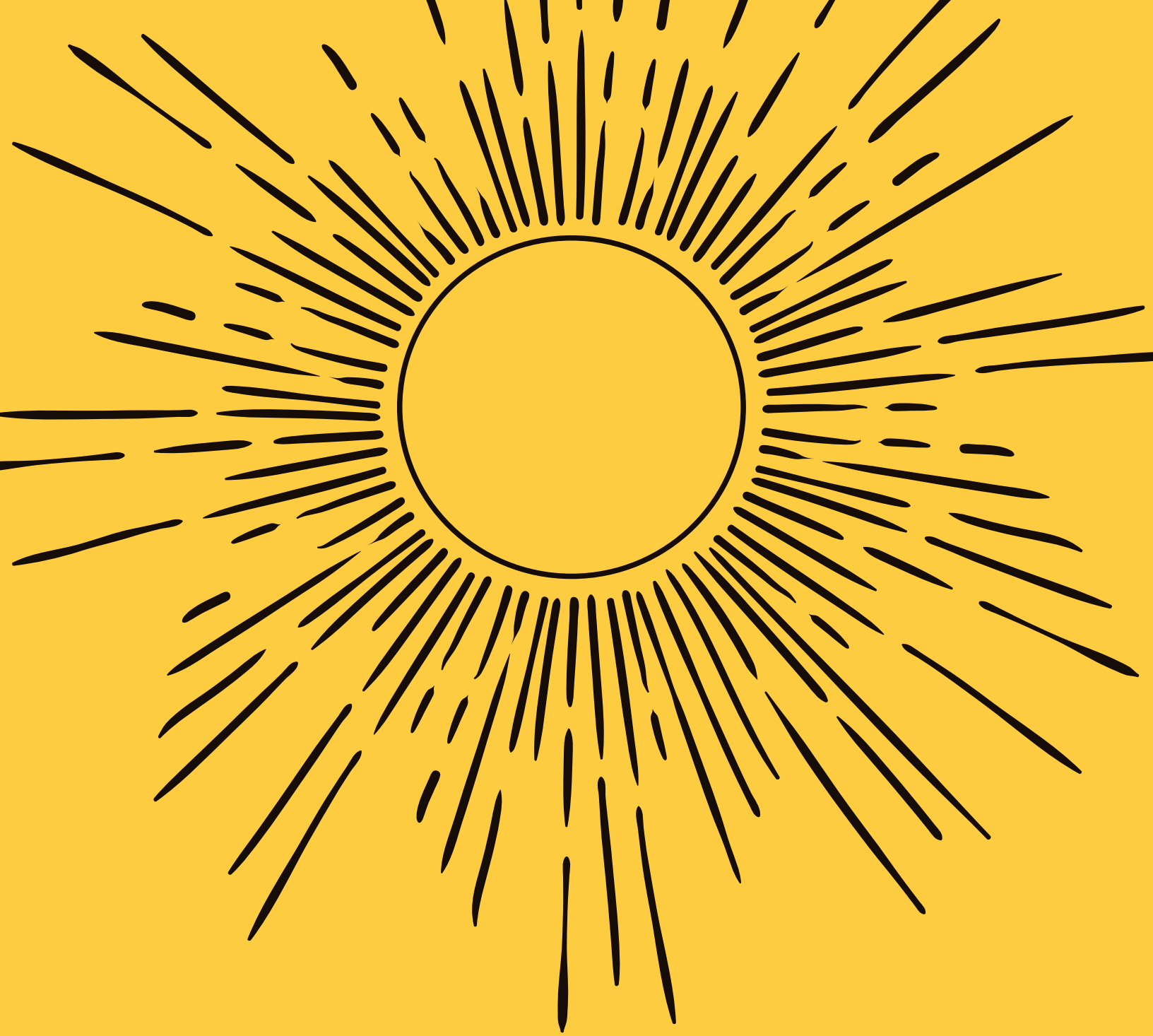
In collaboration with the KP Forest Department, we installed Forest-Fire Detection and Early Warning Sensors at three new locations in Kaghan Forest Division, KP, aiming to scale the system with the objective to enhance fire protection and enable rapid response and intervention.

WWF also developed a training module on forest fire fighting and trained 30 personnel from the KP Forest Department, Rescue 1122, District Administration, and community volunteers. We also provided 10 fire fighting kits to forest rangers of the KP Forest Department. This was supported by the development and testing of a codified forest fire response mechanism through simulation drills at Jaba, KP.



Capacity building

Trained the Jhelum Forest Division staff on voluntary carbon market projects to improve their understanding of carbon sequestration.



CLIMATE & ENERGY

Tackling Climate Change

Recycling waste

WWF analysed over 280 samples of solid waste across eight cities of Pakistan to assess the impact of seasonal variation on the quantity of Used Beverage Cartons (UBCs) in municipal waste and conducted interviews with stakeholders to assess their willingness to participate in the UBC supply chain. The results revealed that of the 60,000-70,000 tonnes of UBCs manufactured annually, around 40 per cent (26,567 tonnes) are found in the municipal waste stream of all scope cities.

We also monitored the recycling of 43,291 tonnes of Polyethylene Terephthalate (PET) into PET flakes for the polyester and carpet industry, 1,560 tonnes of UBCs into pulp for the paper and packaging industry, and 244 tonnes of multi-layer plastic into concrete pavers for use in construction.



Filling the gaps in smog surveillance

WWF-Pakistan installed air quality monitoring devices in 15 cities of Pakistan, integrating them with the IQAir platform to expand the network of low cost air quality monitoring and enhance public access to real-time data.

Air quality data from the last 10 years was used to conduct a situational analysis of the air quality in Lahore, highlighting major contributors to the problem and providing short, medium and long term recommendations.



Promoting eco-tourism

11 fishermen from Rohri, Sukkur were trained on implementing eco-tourism principles, empowering them to become sustainable tourism ambassadors and offering a livelihood opportunity that reduces reliance on over-exploited fisheries and supports the restoration and protection of the local ecosystem.

We also developed a comprehensive eco-tourism promotion plan for Sukkur and Taunsa, along with a training manual covering guided tour basics, marketing strategies, first aid and information on key local monuments.

Climate change awareness, capacity building, and gendered impacts assessment

Over the last year, we engaged over 80 key organizations nationwide to assess climate change-related capacity building needs, collaborated with 200+ organizations across all provinces, gathering inputs on climate education, training and public awareness, and recorded over 2,100 responses from 110 districts to assess the general public's awareness on climate change and its local impacts. Additionally, 300 responses were collected from climate-vulnerable and remote communities to understand gendered impacts of climate change on women and 70+ responses were collected from climate change network members gathered through a survey to catalog local, regional and international climate change networks. We used these responses to produce reports on climate change education, capacity development, gender equality, and information sharing, while also developing educational material to support climate action.



Fostering dialogue for climate action

WWF-Pakistan brought together 100+ mid career and senior US government exchange programme alumni, policy experts, and changemakers at a two-day national conference in Islamabad, sparking actionable discussions on climate change responses and solutions for Pakistan.



Advancing climate commitments

WWF-Pakistan facilitated a roundtable conference with 25 stakeholders, including government agencies, donors, and technical experts, to discuss opportunities for implementing priority actions from the Pakistan Cooling Action Plan, aimed at reducing greenhouse gas emissions and enhancing energy efficiency.

We launched two new intiatives, including the Eco Smart Campus initiative to certify education institutions in Pakistan for sustainable practices, onboarding Beaconhouse National University Lahore and Aror University Sukkur that are leading the way in reducing environmental impact and promoting sustainability on campus, and the Eco-Diner certification programme to promote sustainability in the restaurant sector through tailored environmental management plans. Cheezious restaurant in Islamabad was onboarded to implement environmentally responsible practices.

This year 14 new companies committed to WWF-Pakistan's Green Office Programme, a network of over 140 companies working to achieve time-bound, numeric targets for reductions in greenhouse gas emissions. Additionally 40 Green Office certification and surveillance audits were also conducted and as part of the programme, 500+ individuals were trained on optimization of paper, water, energy consumption, net zero emissions, sustainable goals, etc.



Promoting renewable energy

WWF-Pakistan installed 19 solar water heaters in public spaces in KP and GB, benefiting 4,690 people and reducing CO_2 emissions by 230 tonnes annually. This included solarizing Dhodial Pheasantry, Mansehra, KP with a 10 KW solar system, offsetting 11 tonnes of CO_2 emissions annually. This year also saw the deployment of eight solar drying units, supporting 64 households in preserving produce and enhancing resilience against extreme weather.



Driving Sustainable Infrastructure for Conservation

In collaboration with the GB Parks and Wildlife Department, WWF-Pakistan led Pakistan's first-ever road ecology study assessing the potential impacts of road infrastructure on the snow leopard and its habitat (focusing on the Karakoram Highway and the under construction Gilgit-Shandur road). The study provides recommendations on ensuring the green delivery of road infrastructure projects.

We also contributed to the development of the Global Snow Leopard and Ecosystem Protection (GSLEP) Program's policy advisory titled 'Linear Infrastructure in Snow Leopard Landscapes', which was formally approved by the GSLEP steering committee.

To gather evidence of snow leopard movement near the highway, we deployed 16 camera traps along the Karakoram Highway in Khunjerab National Park, in collaboration with the GB Parks and Wildlife Department. We also trained staff of the GB Parks and Wildlife Department on camera trapping techniques, strengthening local capacity for ongoing wildlife monitoring.





Amplifying the Voice of Conservation

Leveraging the power of digital and traditional media, alongside the influential voices of our goodwill ambassadors and the support of like-minded organizations; WWF-Pakistan mobilized public support, inspiring action from grassroots movements to global networks.

Our awareness initiatives aim to shift mindsets, promote sustainable behaviors, and showcase our ongoing efforts to protect nature. Through this broad approach, we amplify WWF's impact, while fostering a larger environmental movement aligned with our mission.

Building stronger alliances for a sustainable future



WWF-Pakistan partnered with the Citizens Archive of Pakistan and the National History Museum to organize World Wildlife Week at the museum, reaching over 1,000 students through wildlife film screenings and expert talks which celebrated Pakistan's rich biodiversity. Additionally, we also observed World Heritage Day with the museum, highlighting the vital link between heritage sites and climate change, amplifying the call for urgent conservation action.

We also collaborated with the British Council to host a screening for the 'Wildlife Diaries' at their library, featuring talks from wildlife experts and filmmakers to highlight the impact of visual storytelling in conservation.



Art for a Cause: Blending fashion and conservation

WWF-Pakistan partnered with Sapphire to launch a capsule collection of organic cotton tee shirts, featuring designs from local artists, each telling a unique story connecting art with conservation. Proceeds from the sales are directly supporting WWF-Pakistan's conservation work.

In collaboration with the Ismaili Civic Pakistan, we released a powerful video message to mark World Environment Day, inspiring action on urgent environmental issues.
The campaign was complemented by a cleanup drive and tree plantation, mobilizing communities and individuals to take steps towards a sustainable future.

We celebrated the first ever 'International Day of the Markhor'

WWF-Pakistan collaborated with Pakistan Post to launch a special edition Markhor postage stamp, celebrating Pakistan's national animal and underscoring our commitment towards its conservation.





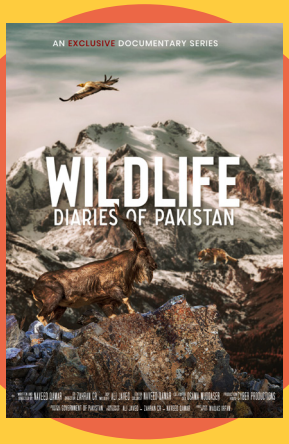
Inspiring action through influential voices

Our goodwill ambassadors played a pivotal role in amplifying our message and expanding our reach on critical environmental issues. From supporting World Environment Day and Earth Hour to promoting our digital communication, they helped rally audiences to join our mission for a sustainable tomorrow.

Getting Creative: Showcasing conservation through content



Released nine long-form documentaries and 47 short videos.



Released a docu-series, 'Wildlife Diaries of Pakistan ', celebrating Pakistan's rich natural diversity.



Our flagship magazine, Natura, has embraced a thematic approach with recent editions focusing on the role of innovation in conservation, nature-based solutions, etc.



WWF-Pakistan's World Wetlands Day Photography Competition received over 300 entries, engaging budding photographers and the public in a critical conversation on protecting these vital ecosystems.



Released a series of short videos on World Mangroves Day that highlight the lives of the women in the Indus Delta, their critical role in mangrove conservation, and how our interventions are supporting them.



Released short, compelling videos on conservation issues featuring insights from our experts to deepen public understanding as well as highlight innovative solutions for environmental sustainability.

Extending our reach across media platforms

140% increase in content interactions

On average, our posts were seen and clicked by 7,000 people per day

103% reach growth

Around 900,000 impressions

Over 100 million impressions

Launched our official TikTok channel



Talking to the press about accelerating climate action

WWF International President Dr Adil Najam and WWF-Pakistan's Director General Hammad Naqi Khan held a joint press conference to speak to the media fraternity about Pakistan's vulnerability to climate change and the urgent need for a robust climate change response from all stakeholders in Pakistan.

Our experts made 26 TV appearances and featured on eight radio shows, speaking about key environmental issues from plastic pollution to rapid urbanization and illegal wildlife trade.

We released 28 PRs, which resulted in 160 media stories, building a broader understanding of our mission and the need for urgent action.

Published five feature articles in leading papers, offering in-depth coverage of our work in addressing environmental challenges.

Empowering the Future



Our Environmental Education and Youth Engagement Programmes

WWF-Pakistan's Environmental Education Programme is helping foster a sustainable future by empowering the next generation of environmental stewards.

Aligned with WWF's Global Education and Engagement Strategy, the programme focuses on engaging young people in promoting sustainability and addressing environmental challenges.



School Outreach Programme

Our School Education Programme reached more than 100,000 students and directly engaged 18,000+ students. Here is how we did it:

Spellathon:

Now in its 27th year, the Spellathon continues to receive overwhelming support and enthusiasm, engaging students aged 6 to 13 years. Last year, over 60 schools across Pakistan participated in Spellathon, learning about environmental issues through storybook readings and spelling competitions.



Green School Programme:

The Programme engaged 453 students last year, involving them in impactful activities like paper and telescope making, mural painting, team-building exercises, and visits to recycling facilities. By fostering environmental responsibility through these hands-on experiences, the programme is nurturing a generation of conscious leaders, and inspiring lasting change.



Recycling awareness sessions:

A campaign focusing on the 3Rs- reduce, reuse, and recycle- engaged 12,206 students from 130 schools. Supported by Tetra Pak, the campaign successfully collected and recycled 1,200 kg of waste (over 46,000 cartons), fostering a strong sense of environmental responsibility in the students. Similarly, nearly 600 students from schools in Islamabad, Shigar and Skardu participated in a solid waste management campaign supported by Nestle, where they learnt about causes, consequences, and solutions to plastic waste.



Water clubs:

Clubs established under the Australia-Pakistan Water Security Initiative sensitized 927 students, from 11 schools from the project's demonstration sites, on water-sensitive behaviours and water conservation practices. The students participated in over 50 activities, which included a water audit of the school and awareness sessions regarding groundwater recharge, greywater reuse, and rainwater harvesting.



Earth Hour:

WWF-Pakistan's Earth Hour 2024 activities took place in three major cities of Pakistan, where nearly 1,000 students dedicated over 2,900 hours to Earth, partaking in a series of engaging activities including nature scavenger hunt, origami, mural art painting, and environmental quizzes to promote climate stewardship.



Eco Strokes campaign:

In partnership with the Ministry of Education, Bisconni (CoCoMo), AkzoNobel, Milkar, and 37 volunteer artists from the Rawalpindi Women University, this campaign brought climate education to life through vibrant murals. Painted on the walls of five public schools in Islamabad, these murals serve as powerful visual reminders of the importance of climate action, engaging students and the community in an impactful and creative way.

Youth Development Programme

Designed for young people between ages 15 and 30, this programme focuses on skill building through practical experiences and on community service that tackles specific environmental issues to deliver local impact.

This year, we reached 15,000 students and directly engaged 2,800+. We achieved this through:



- The Eco Internship Programme, which trains, empowers, and mobilizes youth to address environmental issues. 1,780 students from 35 institutes completed 225 community service projects focusing on reducing food waste, tackling plastic pollution, and raising awareness on water conservation, wildlife conservation, and climate change.

- Four certified workshops, empowering 200 students with the skills to identify, report, and tackle environmental issues. Focused on storytelling, digital storytelling, and design thinking, these workshops were held in collaboration with the School of Leadership Foundation, Maati TV, Lincoln Corner, and Local Conference of Youth (LCOY).

- As part of the 'Rung Do' tree plantation drive, 818 trees were planted in Islamabad, each tree sponsored by a student from 30 schools. This initiative is contributing to increasing Pakistan's forest cover and involving students in environmental action.





Outdoor Education Programme

To encourage a healthy lifestyle and spending time with nature, our Outdoor Education Programme organized 19 excursions for 1,137 students of 19 schools in Karachi and Lahore. The students engaged in various activities such as beach cleanup, mangrove plantation, tent pitching, star gazing, and leadership and team building exercises.

Partnering with the Panda

We have been working extensively with the private sector to raise awareness about environmental conservation by providing access to experiences and opportunities.

'Rung Do' Tree Plantations

244,400
native plants planted!

As part of WWF-Pakistan's 'Rung Do' Tree Plantation drive, 400 dedicated employees of 19 corporate sector organisations planted 244,400 native plants across multiple regions of the country, including Sindh (Karachi), Balochistan (Sonmiani and Kund Malir), Punjab (Khanewal, Multan, Faisalabad, Lahore, Kasur and Sialkot), KP (Swat and Haripur), parts of Gilgit-Baltistan, and the capital city of Islamabad. These plantations will enhance local ecosystems and foster community involvement and awareness about the importance of reforestation and biodiversity conservation.

This was made possible with the support of our plantation partners:
Bank Alfalah, Procter & Gamble Pakistan (P&G), Al Baraka Bank Pakistan, Cheezious, Soorty Enterprises Pvt Ltd, Habib Bank Limited, AGP Limited, Nestle Pakistan Limited, Crescent Steel and Allied Products Limited, FrieslandCampina Engro Pvt Ltd, Hutchison Ports Pakistan, Avery Dennison, Rafhan Maize, NovoNordisk, ABS-Labs (Private Limited), Borjan, Coca Cola, Ibrahim Fibers, EBM and Packages Foundation.

The spaces to hold and nurture these plantations were provided by our venue partners:
SSG Nathiagali in Karachi, University of Engineering and Technology (UET) Kala Shah Kaku, City District Government Boys High School and Parks and Horticulture Authority in Lahore, Pakistan Boy Scouts Association and National University of Science and Technology in Islamabad, UET in Faisalabad, Bahauddin Zakariya University in Multan, National Radio and Telecommunication Corporation in Haripur, and Government College Women University in Sialkot.



Additionally, to mark World Environment Day 2024, Bank Alfalah and J&P Coats joined hands with WWF-Pakistan to plant 26,000 saplings at WWF's Wetland Centre in Karachi, Sindh and at Sonmiani, Balochistan.



Employee Engagement

Celebrating various environmental days allows not just for team building opportunities but also inculcates a sense of responsibility towards the environment. Following on from this commitment, for World Environment Day, WWF-Pakistan collaborated with Merit Packing and Contour Software by organizing awareness sessions on the impacts of plastic pollution on the environment and people while focusing on strategies to reduce plastic waste. During World Water Week, WWF-Pakistan engaged 60 Artistic Milliners employees in sessions on the importance of water bodies, coastal community resilience, and mangrove sustainability.

A total of 300 employees from TPL REIT Management Company Limited, Crescent Steel and Allied Products Limited, Rajby Industries, and Careem collaborated with WWF-Pakistan for beach cleanup, team building and leadership activities, and visits to natural and cultural sites like Banbhore, Haleji Lake, Makli Hills, Shah Jahan Masjid, and Keenjhar Lake.







Donors

WWF Network

WWF-Australia
WWF-Belgium
WWF-Germany
WWF-International
WWF-Italy
WWF-Japan
WWF-Netherlands
WWF-Sweden
WWF-UK
WWF-US

Public Sector

Green Climate Fund (GCF)
Better Cotton Initiative (BCI) – Growth and Innovation Fund (GIF)
European Union (EU)
Germany's Federal Ministry for Economic Cooperation and Development (BMZ)
International Labor Organization (ILO)
Department of Foreign Affairs and Trade, Australian Government (DFAT)
Foreign, Commonwealth, and Development Office (FCDO), UK
United Nations Environment Programme (UNEP)
International Union for the Conservation of Nature (IUCN)
Department for Environment Food and Rural Affairs (DEFRA), UK
KfW Development Bank
The Food and Agriculture Organization of the United Nations (FAO)
United States Agency for International Development (USAID)
Global Water Challenge (GWC)
Wildlife Adaptation Innovation Fund
Aga Khan Rural Support Programme (AKRSP)
Dutch Fund for Climate and Development

Corporate Sector

Serena Hotel
Cheezious
Sapphire Textile Mills
Artistic Milliners (Pvt) Ltd
Soorty Enterprises
Gul Ahmed
Premium Textile Mills
SAMA Verte
Coca-Cola Beverages Pakistan Limited (CCBPL)
Pakistan Beverages Limited
Packages Convertors Limited
Tetra Pak Private Limited
English Biscuit Manufacturers (EBM)
Nike
IKEA, Sweden
PepsiCo, Pakistan

Trusts, Foundations, and Others

Duke University
Sandoz Foundation
Laudes Foundation
Engro Foundation
The Coca-Cola Foundation
The Hawk Conservancy Trust
British Council
Pangolin Crisis Fund (PCF), Wildlife Conservation Network
IDH – The Sustainable Trade Initiative
Bonsucro Impact Fund
ISEAL Alliance Innovations Fund
Shan Shui Conservation Centre

Corporate Donors

Through its Corporate Membership Programme, WWF-Pakistan engages corporations in both dialogue and active support to preserve and improve the environment of our country.

Platinum (PKR 750,000)

Educational Services Pvt Ltd

Silver (PKR 100,000)

National Foods
Season Oils
Ibrahim Fibers
Sitara Group
Malik Auto
Mirpurkhas
Pak Kuwait
Sanofi - Aventis
Shan Foods
Shahtaj Sugar
KOT Addu
Berger Paints
FFC
Ittehad Group
Samira Fabrics
Murree Brewery
Pharmagen
Tafsol Technologies
FrieslandCampina Engro Pvt. Ltd.
Pakistan Single Window

Gold (PKR 200,000)

EFU
Atlas Group
Coca-Cola
Habib Metropolitan Bank
Pakistan Cables
Dic Pakistan
Adamjee Insurance
AGP Limited
Hilton Pharma
EBM
JDW Sugar Mills

Others

Bilal Group
Tariq Glass

WWF-Pakistan's Projects

Food and Agriculture

PROJECT	DONOR	DURATION
Sapphire Regenerative Cotton Project	Sapphire Textile Mills Limited	July 2024 - December 2026
Better Cotton Project Punjab	BCI Growth and Innovation Fund	April 2023 - March 2024
Better Cotton Project Sindh	BCI Growth and Innovation Fund	April 2023 - March 2024
Organic Cotton Cultivation Promotion with Small and Marginal Tribal Farmers in Pakistan Phase II	Laudes Foundation	February 2020 - March 2025
Artistic Milliners Organic Cotton Project	Artistic Milliners (Pvt) Ltd	April 2021 - December 2024
Soorty Organic Cotton Initiative	Soorty Enterprises Pvt Ltd	April 2021 - December 2024
Gul Ahmed Organic Cotton Project	Gul Ahmed	April 2022 - December 2026
Sapphire Organic Cotton Bahawalpur	Sapphire Textile Mills Limited	June 2022 - December 2026
Sapphire Organic Cotton Wadh	Sapphire Textile Mills Limited	June 2022 - December 2026
Artistic Fabric Mills Organic Cotton Project	Artistic Milliners (Pvt) Ltd	April 2022 - December 2026
Premium Organic Cotton	Premium Textile Mills	May 2023 - December 2027

Milliner Cotton Initiative Phase II	Artistic Milliners (Pvt) Ltd	January 2023 - December 2025
Climate-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 (CSPS)	IKEA via WWF-Sweden	September 2020 - August 2025
Agroforestry for Carbon Sequestration, Biodiversity conservation, Agroecosystem Enrichment to improve socio-economic and environmental resilience of Cotton farming communities	IKEA via WWF-Sweden and IDH	January 2020 - December 2025
A transition towards standardized, compliant Cotton Value Chain to create enabling environment for quality-based trading in Pakistan	IKEA via WWF-Sweden	September 2020 - August 2025
Gender empowerment through entrepreneurship development and skill enhancement on home-based micro-enterprises for socio-economic and environmental resilience of farming families	IDH	January 2020 - December 2025
Improving the income security of small-scale cotton farmers in Pakistan	BMZ via WWF-Germany	October 2023 - January 2028
Regenerative Production Landscape Collaborative Pakistan	Laudes Foundation	July 2023 - June 2028
Affordable Clean Energy Farms	SAMA Verte	2024 - 2026
Improving wage transparency in cotton: Farm-level wage sampling tool	ISEAL Innovations Fund	2024 - 2025
Cross Practice Innovation Fund: Innovative Solutions for Food Loss Reduction, Value Addition and Market Linkages to Improve the Livelihoods of Apricot Farmers in Gilgit-Baltistan, Pakistan	WWF-International	July 2023 - June 2024
Promoting Sustainable Sugarcane Production among Smallholder Farmers of Pakistan	Bonsucro Impact Fund	November 2022 - May 2024
Multi-stakeholder Dialogues to Support Food Systems Implementation	WWF-International	June 2023 - December 2023

Biodiversity

PROJECT	DONOR	DURATION
Pakistan Vulture Restoration Project	Hawk Conservancy Trust	July 2019 – June 2024
Gender Dynamics in Pakistan's Wildlife Trafficking	DEFRA - Darwin Initiative Evidence Grant	July 2023- October 2024
Saving Pangolins in Pakistan through enhanced conservation capacity and community stewardship - Phase II	Pangolin Crisis Fund (PCF), Wildlife Conservation Network	June 2022 - August 2023
Installation of Artificial Nest Boxes in Islamabad	Wildlife Adaptation Innovation Fund via WWF US	May 2024 - April 2025
From Detection to Prevention: AI Based Camera trap to prevent HWC and Improve Species Monitoring - Phase II	WWF - Belgium	May 2023 - September 2024
Building Back Together – Supporting the Rangers and Protected Areas Affected by Floods in Pakistan	Sandoz Foundation via WWF-International	January 2023 - December 2023
HRE II - Biodiversity and Socioeconomic Assessments in Hunza and Nagar Districts of Gilgit-Baltistan, Pakistan	Aga Khan Rural Support Programme (AKRSP), through KfW Development Bank	December 2021 - November 2027
Rangers in Flood Devastated Pakistan	WWF-International	February 2023 - March 2024
Ranger and Community Disaster Rescue Centre in Pakistan	WWF-International	July 2023- October 2024
Ecological Restoration in the flood affected areas of Cheil-Beshigram, Swat, through NbS	WWF Network	November 2022 – October 2024
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 2022 - December 2023

Oceans

PROJECT	DONOR	DURATION
Sustainable mangrove management and community development in the Indus Delta - Phase II	BMZ via WWF-Germany	November 2021 – December 2024
Global Tuna Project II: Scaling different gear settings as a CMM for reducing by-catch in tuna drift gillnet fisheries in the Indian Ocean	FAO	July 2023 – June 2024
Assessment of Tuna Gillnet	Duke University	July 2022 – April 2024
Sustainable Fisheries Entrepreneurship Project (SFEP) - Phase III	Engro Foundation	January 2022 - December 2024

Freshwater

PROJECT	DONOR	DURATION
Recharge Pakistan: Building Pakistan's resilience to climate change through Ecosystem-based Adaptation (EbA) and Green Infrastructure for integrated flood risk management	Green Climate Fund (GCF), The Coca Cola Foundation (TCCF), and USAID	July 2023 - June 2030
Water Resources 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) through WWF-UK	December 2021 - June 2026
South Asia Water Security Initiative (SAWASI) Demonstration Projects in Pakistan	Department of Foreign Affairs and Trade (DFAT), Australian Government	April 2021 - June 2025
International Labour and Environmental Standards application in Pakistan's SMEs (ILES)	European Union	October 2016 - September 2024
Promoting Water Stewardship among the vulnerable communities of Karachi	Pakistan Beverages Limited	July 2023 – March 2024
Community Water Stewardship - Replenishing Groundwater Resources of Lahore and Multan	PepsiCo	April 2021 - March 2024
Integrated Water Resource Management in the Indus Basin	Nike	July 2022 - May 2025
Community Water Stewardship Initiative: Sustainable access to Water and Improved Sanitation and Hygiene Behavior in Multan Catchment	PepsiCo	November 2022 - November 2023
Sustainable Water Management of Lahore Phase - I	Global Water Challenge (GWC)	October 2022 - September 2023
Sustainable Water Management of Lahore Phase - II	The Coca Cola Foundation (TCCF)	January 2023 - December 2023
Sustainable Water Management of Lahore Phase - III	Coca Cola Beverages Pakistan Limited (CCBPL)	December 2023- November 2024

Promoting Water stewardship and replenishment among the vulnerable communities of Karachi	Artistic Milliners	February 2024 - July 2025
Detailed Water Assessment of the Packages Convertor Limited situated on Walton Road Lahore	Packages Convertor	June 2024 - November 2025
Promoting Water Stewardship in agricultural farms in Rahim Yar Khan through the AWS Standard: Demonstrating environmental leadership to sustain cotton value chain	Artistic Milliners	June 2024 - September 2024
Indus River Dolphin Conservation	Engro Foundation	January 2022 - December 2026
Sound of Safety: Testing Pingers for River Dolphins and Fishers	WWF-UK	April 2022 - March 2024

Forests

PROJECT	DONOR	DURATION
Forest Restoration Action: WWF-Pakistan and Serena Hotel	Serena Hotel	August 2022 - July 2024
Third Party Consortium Monitoring of the Ten Billion Tree Tsunami Afforestation Project (TBTTAP)	IUCN	July 2022 – June 2025
Building Communities' Adaptation Capacity though Afforestation Interventions in Swat District	Cheezious	November 2023 – December 2024
Forest Fire Detection: Early Warning System Phase II	Foreign, Commonwealth and Development Office (FCDO) through WWF-UK	November 2023 - March 2024
Billion Tree Afforestation Support Project (BTASP)	KfW Development Bank	September 2022 - August 2028
Third Party Monitoring of Billion Tree Afforestation Support Project (BTASP)	KfW Development Bank through IUCN	May 2022 - June 2025

Climate and Energy

PROJECT	DONOR	DURATION
Support to SAMA ^ Verte/CLASP for KCEP Pakistan	CLASP/SAMA ^ Verte	April 2023 - October 2023
WWF-Pakistan's Monitoring of Multilayer Plastics (MLP) Collection and Recycling by Concept Loop Phase - I	PepsiCo	October 2023 - December 2023
A Feasibility Assessment to Estimate the Quantity of UBCs and to Identify the Potential for Developing its Efficient Supply Chain Model	Tetra Pak	May 2023- May 2024
Green Office Initiative	Corporate Sector	December 2009 - Ongoing
Estimation and Validation of PET Recycling in Major PET Recycling Plants in Pakistan	PepsiCo	January 2023 - December 2024
WWF-Pakistan's Monitoring of Multilayer Plastics (MLP) Collection and Recycling by Concept Loop Phase II	PepsiCo	January 2024 - December 2024
Plastic Recovery Bank and Stars of the Planet	Pakistan Beverage Limited	May 2024 - November 2024
Generating Alternate Income and Improving Livelihood through MLP Upcycling	English Biscuit Manufacturers (EBM)	June 2024 - May 2025

Sustainable Development and Livelihoods

PROJECT	DONOR	DURATION
Preparation of the Third National Communication (TNC) under the United Nations Framework Convention on Climate Change (UNFCCC)	United Nations Environment Programme (UNEP)	April 2022 - February 2024
DFCD Enabling Environment - Indus Delta Ecooregion Phase II	DFCD via WWF-Netherlands	April 2024 - December 2025
Greening Linear Infrastructure in Snow Leopard Home Ranges of the Hindu Kush-Himalaya-Karakoram Landscape in Pakistan	WWF-International	March 2022 - June 2024
Building Ecological and Sustainable Transport / Linear Infrastructure for Snow Leopard Habitats in the Hindu Kush, Karakoram, Himalayan Landscape (BEAST)	Shan Shui Conservation Centre	October 2022 - October 2023
Support for WWF Local Communities Impacted by 2022 Floods	WWF-Japan	November 2022 - September 2023
Breaking the Waves: Stories of Women from the Indus Delta	British Council	January 2023 - October 2023

Balance Sheet

As at 30 June 2024

FUNDS	2024 (Rupees)	2023 (Rupees)
General Fund	442,391,322	306,242,410
1001 The Nature Trust [1]	15,003,983	15,003,983
Scientific Committee Fund [2]	983,553	3,673,780
Restricted Funds [3]	99,184,805	71,243,178
Endowment Funds [4]	35,998,584	31,002,655
Total Funds	**593,562,247**	**427,166,006**
REPRESENTED BY		
Fixed Assets [5]	283,714,463	243,421,103
Investments [6]	611,664,187	492,692,936
Current Assets	1,503,495,531	1,646,374,451
Total Assets	**2,398,874,181**	**2,382,488,490**
Current Liabilities	1,702,427,307	1,908,068,032
Employee Retirement Benefits	102,884,627	47,254,452
Total Liabilities	1,805,311,934	1,955,322,484
TOTAL	**593,562,247**	**427,166,006**

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 2024

INCOME	2024 (Rupees)	2023 (Rupees)
Project support from Various Agencies [1]	2,944,121,851	2,028,864,386
National Fundraising and Others [2]	66,241,667	62,051,315
Return on Investments	153,854,854	92,498,649
Total Income	**3,164,218,372**	**2,183,414,350**
EXPENDITURE		
Global Programme Framework [3]		
Species	75,009,132	58,823,449
Freshwater	804,799,420	474,157,976
Commodities	911,164,662	697,765,290
Energy / Carbon	137,792	376,601
Places	13,802,224	29,712,070
Others	680,247,924	437,799,173
Non Global Programme Framework [4]		
Conservation, Information, Education and Public Policy	253,290,023	206,761,160
Fundraising	45,915,579	28,075,603
Administration	116,609,157	87,793,393
Depreciation	86,133,577	60,680,362
TOTAL EXPENDITURE	**2,987,109,490**	**2,081,945,077**
SURPLUS FOR THE YEAR	**177,108,882**	**101,469,273**

Based on accounts audited by Yousaf Adil , Chartered Accountants.

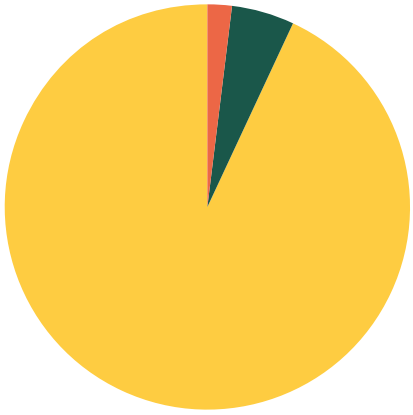
1. Project Support from Various Agencies includes funds accrued from donors such as Government and Aid Agencies, WWF Network, Corporates and Trusts & Foundations during the financial year.

2. National Fundraising & Others includes the donations generated through various campaigns such as Spellathon, Earth Hour, Earth Day, Individual Membership Programme, Eco-Internship, Green School Programme, 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 2024

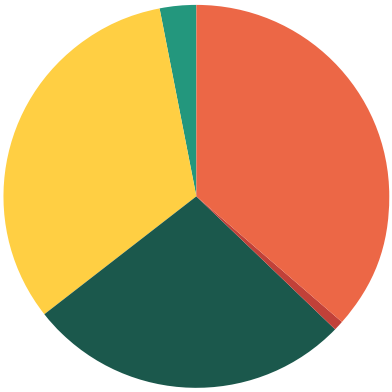


2.1%
NATIONAL FUNDRAISING AND OTHERS

4.9%
RETURN ON INVESTMENTS

93.0%
PROJECT SUPPORT FROM VARIOUS AGENCIES

Expenditure for financial year 2024



GLOBAL PROGRAMME FRAMEWORK

83.2% of Total Expenses

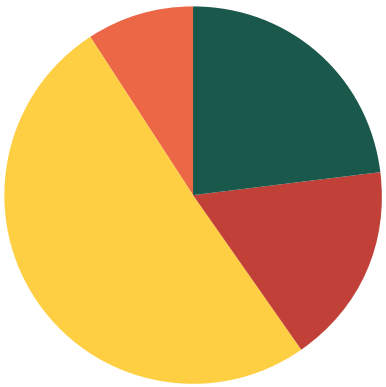
30.5%
COMMODITIES

26.9%
FRESHWATER

22.8%
OTHERS

2.5%
SPECIES

0.5%
PLACES



NON GLOBAL PROGRAMME FRAMEWORK

16.8% of total expenses

8.5%
CONSERVATION, INFORMATION AND EDUCATION

3.9%
ADMINISTRATION AND OTHERS

1.5%
FUNDRAISING

2.9%
DEPRECIATION




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