



WWF

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2011

WWF - Pakistan

Annual Report 2011



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Introduction

The first half of the twentieth century was characterized by the big game hunters, where we saw men (and a few women) having photographs taken with a rifle in one hand and a foot on a dead lion. It can be argued that a killing spree was happening with no thought to the declining numbers of animals being hunted, or to the millions of trees being cut down for a variety of reasons.

It was in such a scenario that wiser people started thinking of the sustainability of it all, and then WWF was born. In 1960, Switzerland, neutral territory, became home to a fledgling organisation brought into being to see that humanity's inhumanity to life on this planet did not destroy the planet itself. And from there, it spread out to the world.

WWF International coordinates the conservation activities being pursued by the entire WWF network, present now in more than a hundred countries. It develops policies and priorities to promote global partnerships, and coordinates international campaigns and communications services for the network, thereby executing the international strategy of WWF.

WWF – Pakistan, born in 1970, works under the aegis of WWF International. Since its inception, the mission of WWF – Pakistan has been to save wildlife species and their habitats, to promote nature conservation and environmental protection for sustainable development, and integrating environmental principles with other policies across the government and private sectors. Part of the work we do is to create a public that is educated in and more aware of the environmental issues this planet, specifically Pakistan, is facing. Therefore our basic principles, lobbying with excellence, partnerships with local bodies, and capacity building at all levels, ensure sustainability in our work.

WWF aims to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature, by:

- Conserving the world's biological diversity;
- Ensuring that the use of renewable natural resources is sustainable; and
- Promoting the reduction of pollution and wasteful consumption.

WWF works through two meta goals which we must achieve by 2050, which are:

- The integrity of the most outstanding natural places on earth is conserved, contributing to a more secure and sustainable future for all; and
- Humanity's global footprint stays within the earth's capacity to sustain life, and the natural resources of our planet are shared equitably.

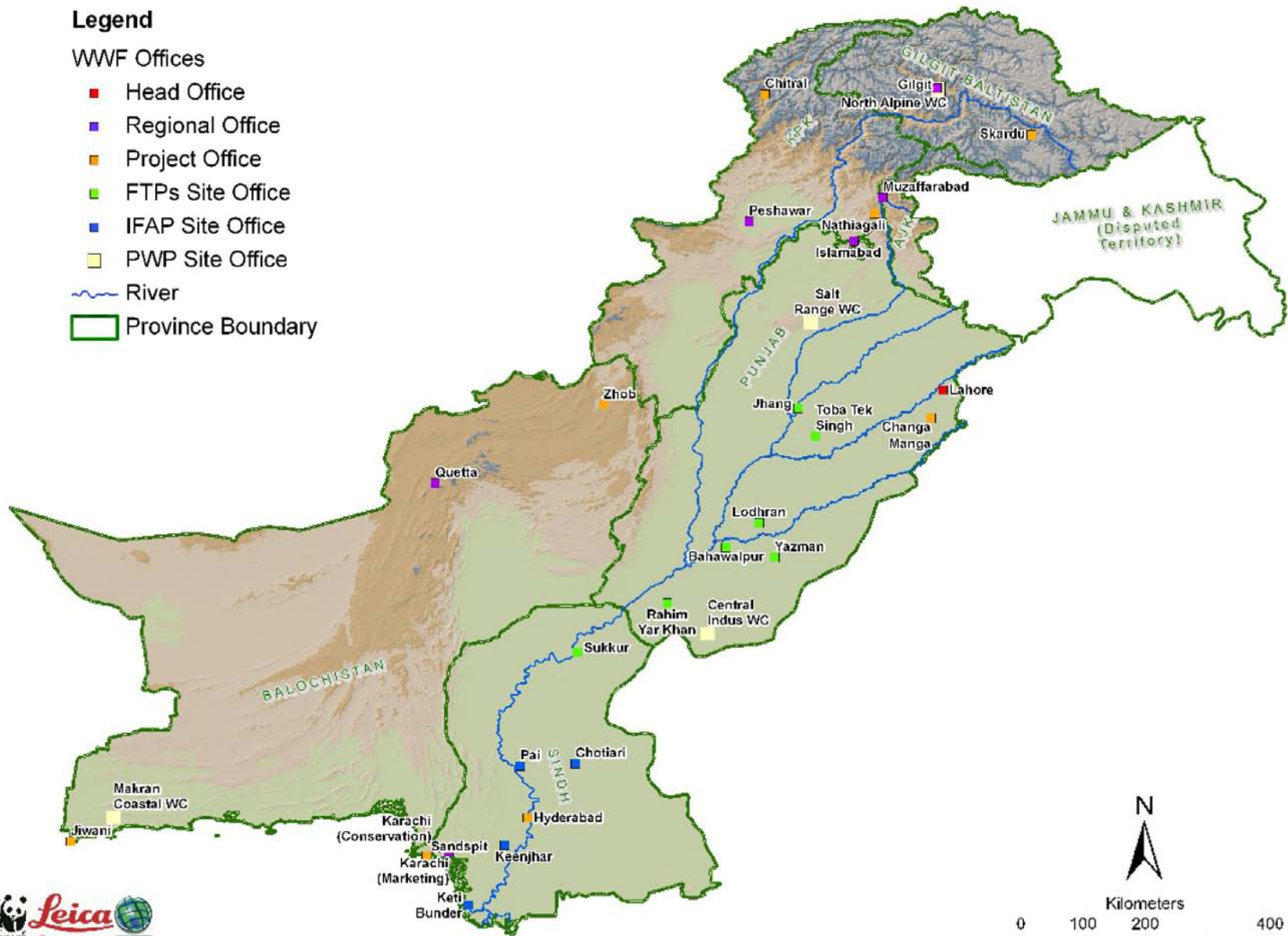


Location of WWF - Pakistan's Offices

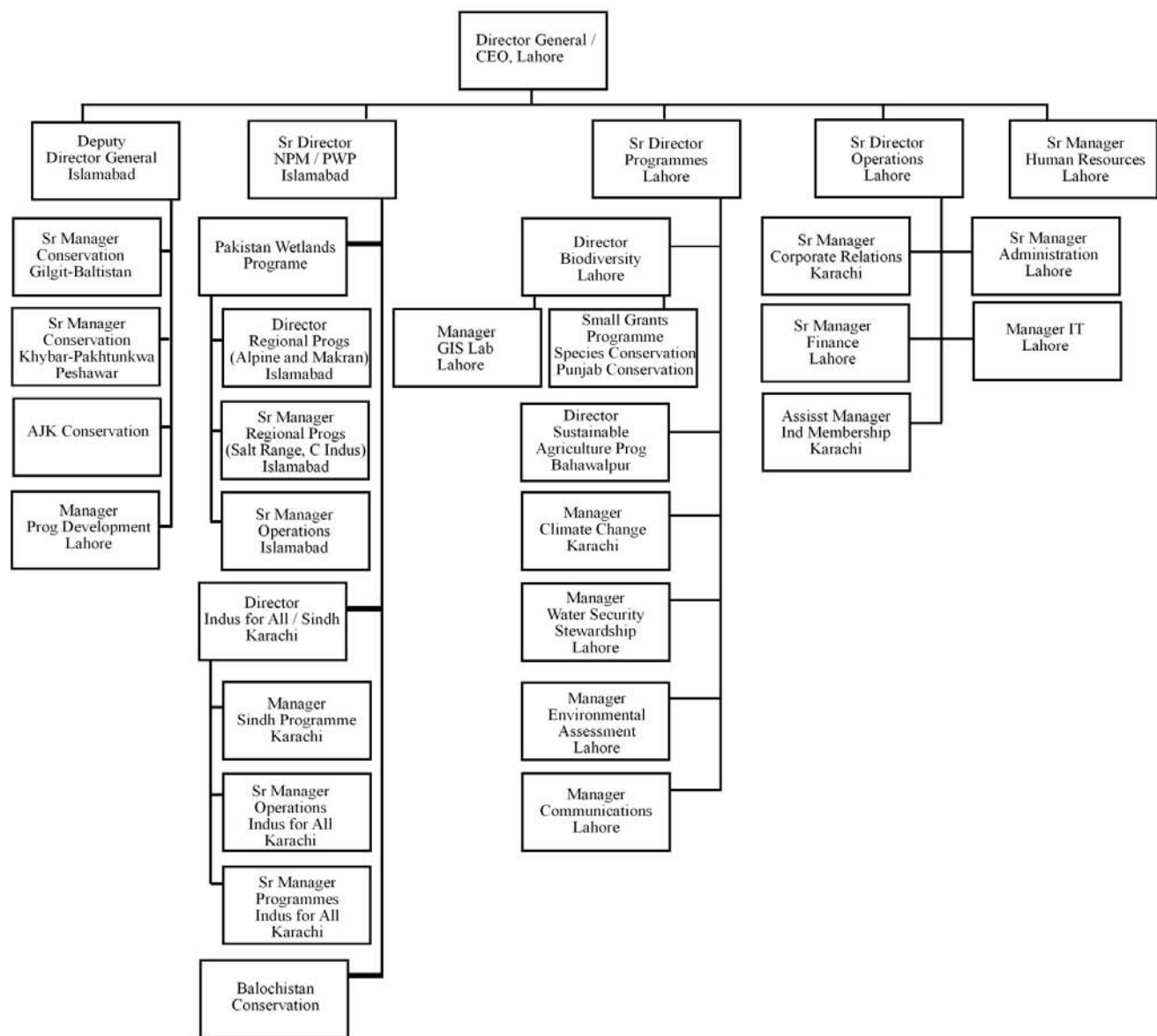
Legend

WWF Offices

- Head Office
- Regional Office
- Project Office
- FTPs Site Office
- IFAP Site Office
- PWP Site Office
- ~ River
- ▭ Province Boundary



WWF - Pakistan's Organisational Structure 2011



WWF - Pakistan

Ongoing conservation projects

| Serial no | Project Title | Donors |
|----------------|---|--|
| FORESTS | | |
| 1 | Improving sub-watershed management and environmental awareness around Ayubia National Park (G200 - Western Himalayas) – Phase 3 | The Coca Cola Foundation |
| 2 | Participatory Management and Development of CKNP | Government of Gilgit - Baltistan |
| 3 | Social, Economic and Environmental Development (SEED) Project in CKNP Area | Social, Economic and Environmental Development (SEED) Project under Pakistan Italian Debt for Development Swap Agreement |
| 4 | Plantation of Jatropha and Mangroves at District Thatta, Sindh | American Electric Supply (AES) |
| 5 | District-wise Forest Cover Assessment of Pakistan | Ministry of Environment, International Centre for Integrated Mountain Development (ICIMOD) and WWF - Pakistan |
| 6 | Land Cover Change Analysis of Selected Hindukush and Himalayan (HKH) Region in Pakistan | International Centre for Integrated Mountain Development (ICIMOD) and WWF - Pakistan |
| WATER | | |
| 7 | Indus for All Programme | The Embassy of the Kingdom of the Netherlands (EKN) |
| 8 | Protection and Management of Pakistan Wetlands Programme | Global Environment Facility (GEF), United Nations Development Programme (UNDP), EKN, WWF Network |
| 9 | Saving Wetlands Sky High | WWF - Netherlands |
| 10 | Water and Environmental Sanitation Improvement in Coastal Communities in Karachi | UN Habitat The Coca Cola Foundation |
| 11 | Indus Basin Water Security | WWF - UK |
| 12 | Water Stewardship in Pakistan | WWF International |

| MARKET TRANSFORMATION | | |
|------------------------------|---|--|
| 13 | Pakistan Sustainable Cotton Initiative, including Chenab | WWF - Sweden, IKEA, Chenab Ltd |
| 14 | Pakistan Sustainable Cotton Initiative-II, (PSCI-II) | WWF-Sweden, IKEA |
| 15 | Better Cotton Fast Track Fund (BCFTF) | The Dutch Sustainable Trade Initiative (IDH), Rabobank, Interchurch Organisation for Development Cooperation (ICCO), WWF - Netherlands |
| 16 | Assessment of Environmental and Social Impacts of Cotton BMPs in Pakistan | WWF - Switzerland |
| SPECIES | | |
| 17 | Gyps Vulture Restoration Project | Hawk Conservancy Trust, Punjab Wildlife and Parks Department |
| 18 | Snow Leopard Conservation Programme | Snow Leopard Trust (SLT) |
| 19 | Conservation of the 2 nd Largest Sub-population of Indus River Dolphin | WWF - Sweden |
| 20 | Conservation of Cetaceans in North Arabian Sea, along the Balochistan Coast, Pakistan | Department of the Environment, Water, Heritage and the Arts, Australia |
| 21 | Conservation of Brown Bear and Associated Biodiversity in Laspur and Broghil Valleys | Fauna and Flora International (FFI) Flagship Species Fund, Department for Environment, Food and Rural Affairs (DEFRA), UK |
| 22 | Indus River Dolphin Conservation Project | |
| CLIMATE CHANGE | | |
| 23 | Building Capacity on Climate Change Adaptation in Coastal Areas of Pakistan | WWF-Switzerland |
| OTHER | | |
| 24 | Indus for All Programme Partnership Fund | Embassy of the Kingdom of the Netherlands |
| 25 | Contract for Transferring the Green Office Concept within the WWF Network | WWF - Finland, WWF - Pakistan |
| 26 | Pakistan Environmental Reporting Awards | Association of Chartered Certified Accountants (ACCA) Pakistan, WWF-Pakistan |
| 27 | Flood Eco Assessment | WWF Network |
| 28 | Providing Clean Drinking Water to the Flood Affectees in Sindh | Planning and Development (P&D) Government of Sindh |



Donors

WWF Network

WWF - Australia
WWF - Finland
WWF - Germany
WWF International
WWF - Malaysia
WWF - Netherlands
WWF - Sweden
WWF - Switzerland
WWF - UK
WWF - US

Government and Aid Agencies

Department for Environment, Food and Rural Affairs (DEFRA), UK
Department of the Environment, Water, Heritage and the Arts, Australia
Embassy of the Kingdom of the Netherlands (EKN)
European Commission (EC)
Global Environment Facility (GEF)
Government of Gilgit-Baltistan
Interchurch Organisation for Development Cooperation (ICCO)
Irrigation and Power Development Department, Punjab
Ministry of Climate Change, Pakistan
Planning and Development Department, Government of Sindh
Social, Economic and Environmental Development (SEED) under Pakistan
Italian Debt for Development Swap Agreement
The Dutch Sustainable Trade Initiative (IDH)
UN Habitat
United Nations Development Programme (UNDP)
Wildlife and Parks Department, Punjab
Rabobank
US Fish and Wildlife Services - Critically Endangered Species Fund
Government of Japan

Corporate Sector

American Electric Supply
Chenab Ltd.
Engro Foods Ltd.
Engro Polymer and Chemicals Ltd.
IKEA
Tetra Pak Pakistan Ltd

Trusts, Foundations and Others

Agribusiness Support Fund (ASF)
Fauna and Flora International (FFI)
Hawk Conservancy Trust
International Centre for Integrated Mountain
Development (ICIMOD)
International Relief and Development (IRD)
MAVA and Hoffmann Foundation
Snow Leopard Trust
The Coca Cola Foundation
IUCN
Human Welfare and Nature Conservation Society

President's Message

WWF - Pakistan is amongst the largest and the fastest growing national offices in the WWF network, with around 350 staff members and over 32 field offices in the country. WWF - Pakistan has made enormous contributions to the preservation of the environment and of endangered species of Pakistan. Some of the endangered species which have been recovered include the Indus dolphin, brown bear, ibex and markhor. Degradation of natural forests continues to be a challenge, and is one of the priorities for WWF - Pakistan over the next five years.

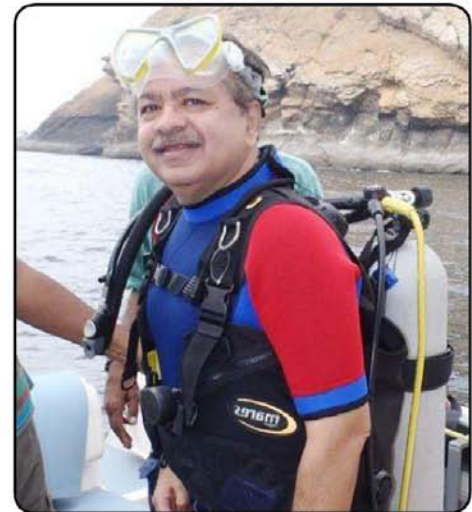
WWF - Pakistan also helps in bringing about awareness to the citizens WWF also helps in bringing about awareness to the citizens and the communities living around the delicate ecosystems, such as the wetlands, snow-covered mountains, freshwater resources and forest areas of Pakistan. The environmental challenges faced by Pakistan are immense. To address these challenges, our goal should be to become as sustainable as possible through the support of Pakistan's citizens.

It is important that a large part of the population of Pakistan engages in learning why it is critical to conserve the environment for the better health of humans, other animals and plant life. A vast number of our citizens must be able to recognize that the wellbeing of our lives is inextricably linked to the wellbeing of nature as a whole. For this, WWF has to reach out to millions of people in Pakistan and solicit their support, including financial support for WWF - Pakistan. We must focus to increase the number of 'supporters' of WWF to a significantly higher level than the current level of 200 corporations and 5,000 in a population as large as Pakistan.

To achieve this objective WWF - Pakistan plans to tap into social media and other similar outreach techniques in an organised manner so that a captive and receptive segment of the society becomes active supporters of WWF - Pakistan.



Khalid Mahmood
President
WWF - Pakistan



Director General's Message

Through your rivers... and through yourself.

Throughout the year, WWF - Pakistan was actively involved in rehabilitation activities linked to the floods of July/August 2010, the most severe ever recorded in Pakistan's history. WWF - Pakistan concentrated upon ecological rehabilitation, such as reforestation in Swat Valley, and Indus dolphin conservation in the Indus river. We hope that as a society we will learn from this event, especially the fact that rivers are supposed to flood, and by artificially restraining their flow too much, their ability to absorb floods decreases significantly. It will thus be in the interest both for nature and people to restore some of the flood plains of the Indus river to allow flooding from the banks to a moderate degree, bringing increased livelihoods to local communities through the enhanced fisheries, and rehabilitating the riverine ecology. Similarly, restoring lost natural forest cover in Swat Valley.

To complement the many field conservation projects WWF - Pakistan is undertaking, we also increased our environmental education programmes, reaching over a 100,000 schoolchildren to provide them the opportunity to

experience nature, learn about it, and most fundamentally to respect it. Children are by their very nature designed to love and respect nature, they just need to be provided an opportunity for self-realisation, often denied in our modern times.

Thus our aspiration remains that we create space in ourselves to let nature flow through our whole being... it is only then that our rivers will have enough flow too!



Photo: Nuzhat Saadia Siddiqi

Handwritten signature of Ali Hassan Habib in black ink.

Ali Hassan Habib
Director General
WWF - Pakistan



The year in focus

WWF - Pakistan Green Office Initiative

As a part of reducing carbon emissions and our ecological footprint, WWF - Pakistan initiated the Green Office Initiative (GOI) in 2010 as an extension of WWF - Finland's Green Office concept, which provides working community the opportunity to join hands with WWF's international goal for better living environment. WWF's Green Office is an environmental service for offices. With its help, workplaces are able to reduce their environmental burden, achieve savings and slow down climate change.

The WWF - Pakistan Green Office Initiative leads offices and organisations to considerable cost savings in energy materials and material expenses. It has also given companies the opportunity to take responsibility for its impact on the Earth. Now, with the WWF - Pakistan Green Office Initiative, organisations that have taken up GOI have a better understanding of the environmental impacts of business activities and are motivating and building awareness of environmental concern among employees. The companies like Unilever Pakistan Ltd, Packages Ltd, Engro Corp and Fertilizers Karachi and Engro Fertilizers Daharki are now certified for GOI and are able to utilize the Green Office Label in marketing, thus creating love and trust among target audience or customers. It has also given these companies an opportunity to implement corporate environmental responsibility with one of the largest and best known global conservation organisations in the world.

Kapas ki Godh

A TV play was made on the subject of Better Cotton. The story involved two boys and the development of their friendship with Bahawalpur's glowing cotton fields in the background. The film highlights the problems associated with pesticide and water use while cultivating cotton, the mainstay of Pakistan's economy, and the ways in which the production of Better Cotton counters the problems. Entwined through this is the boys' unlikely friendship.

Kapas ki Godh (The Lap of Cotton) was shown on several TV channels and is available on DVD at WWF – Pakistan.

Syed Asad Ali Conservation Award

Syed Asad Ali Conservation Award recognises individuals who have made an outstanding contribution to nature conservation at the grass-roots level. Since 2000, WWF – Pakistan has been celebrating this award to pay tribute to the late Syed Asad Ali, the eminent conservationist. This year's award was presented to Syed Yahya Shah for his pioneering efforts of trophy hunting in Bar Valley, Gilgit, and for controlling the illegal hunting of the Himalayan ibex.

WWF – Pakistan's Living Planet Awards

WWF - Pakistan recognises valuable contributions to nature conservation made by the Small Grants Programme, by awarding the Living Planet Award to a few selected projects annually. Three completed Small Grants Programme funded projects were selected for the Living Planet Award. These included a documentary on diminishing vulture populations, a genetic research on the snow leopard and a community based conservation project from Ishkoman Valley of the Gilgit-Baltistan region.



Forests

Social, Economic and Environmental Development (SEED) Project for the Central Karakoram National Park

The Social, Economic and Environmental Development (SEED) project is working in the Central Karakoram National Park (CKNP), which covers an area of 10,000 sq km. The project aims at integrative development of the CKNP region through supporting its development and management, strengthening the tourism sector and improving local wellbeing and livelihood options.

In order to create an enabling environment among stakeholders for the area's sustainable management, the project has developed a comprehensive communication and awareness strategy. Subsequently some initiatives were taken to raise awareness about the park such as radio programmes in local languages, celebration of the World Forestry Day, International Biological Diversity Day and World Environment Day in Gilgit, Skardu and Hunza-Nagar Districts, respectively. A training workshop was organised for journalists of Baltistan.

In order to mobilize community in conservation, eight community organisations out of twenty have been activated in support of conservation and agreements have been signed with their nominated representatives. Also, five conservation plans, which document guidelines for participatory resource conservation in valleys, have been approved by the District Conservation Committee. To further implement these plans, SEED has helped local communities to grow more than 16,000 plants of fast growing multi-purpose species. In addition, keeping in view the tremendous tourist attraction to the area, it has planned to green the selected campsites and in this regard 9,000 trees have been planted at one of the campsites in Hisper Valley.

Followed by a comprehensive study on pastures and pastoralism, SEED has developed watch and ward mechanisms in six selected valleys. In this regard, a cadre of Village Wildlife Guides and staff of the CKNP Directorate have been trained in wildlife identification and survey techniques. Also, to monitor wildlife population in the CKNP buffer zone, wildlife surveys have been conducted in three valleys. Based on the surveys, plans will be developed for conservation and sustainable harvest of wild resources in the buffer zone of the CKNP.

Ecological Restoration in the Flood Affected Areas of Chel-Beshigram Valley of Swat District

The project aims to restore and sustainably manage the flood affected forest and stream ecosystems in selected sites of Chel-Beshigram Valley of Swat District. Objectives of the project are to sensitize and mobilize the local communities and other key stakeholders for ecological restoration and sustainable management of forests, rangelands and freshwater sources; to restore the damaged vegetation cover of the affected natural forests, rangelands and streams; to train and stabilize the affected streams through environment friendly ways; and to treat and stabilize the affected slopes through a combination of engineering, bio-engineering and biological measures;

The project has reforested eleven hectares of flood affected and degraded forests with local conifer species. Ten hectares of degraded grasslands were fenced to encourage natural regeneration of local forest species and medicinal plants. To ensure the participation of locals in project interventions, seven CBOs were established. About 500 fruit plants and 50 fuel efficient stoves were distributed in consultation with local CBOs. Different trainings on treatment of landslides/stream banks through bio-engineering, nursery raising and management were conducted. Six landslides and 2 km stream banks were treated with



engineering and bio-engineering structures.

Flash floods during the monsoon is common phenomena in the valley, To reduce their impacts, ten loose stone check dams and two flood Gabion protection spurs were constructed.

Conservation of Chilghoza Forest Ecosystem of Suleiman Range Through Market Based Approach

To conserve the unique Chilghoza Forest ecosystem of Sulaiman Range and promote the livelihoods of the local communities WWF - Pakistan and Agribusiness Support Fund (ASF) initiated implementing a one year project from October 2009 to November 2010 in two valleys of Shirani District, Northern Balochistan. The total budget of the project was Rupees 6.7 million out of which ASF funded Rupees 3.2 million while the remaining Rupees 3.5 million were raised through WWF - Pakistan and the community. The specific objectives of the project are to promote income from Chilghoza nuts and improved agricultural practices as substitute to selling trees; and to build capacity for sustainable development and conservation of biodiversity.

During the project period, a field office was established and staff was hired. The field staff regularly visited the project sites to ensure community participation in all aspects of the project. Demonstration plots for high yield grapes (HYG) with trellises were established at both project sites i.e. Kaisa Ghar and Shin Ghar. To ensure the participation of locals in project interventions, seven CBOs were established. Water collection and storage points were also completed, now available to serve more than 650 people. During the reporting period, different trainings like use of internet and internet based marketing, pre and post harvest training of Chilghoza pine nuts, establishment of grapes orchards and nursery raising were conducted. A website (www.chilghoza.com.pk) was launched to support the local traders and forest owners to access the Chilghoza market besides other developmental and conservation objectives. The project introduced Chilghoza cones shellers in the project area, which is the first such attempt in Pakistan. Similarly Chilghoza nuts roasting units were also manufactured in Gujar Ghari. These units were installed in two sites (i.e. Ahmadi Dargah and Lakai villages) of the project area. Besides these units kits consisting of cones harvesting tools were designed and distributed. For improved grading and packaging of nuts material consisting of packing bags, labels digital balance and ceiling machines were also provided in these processing units. Two nurseries of Chilghoza pine having 5000 plants each were also established.



Water

Indus for All Programme

The Indus for All Programme is in the fifth year of its first phase, of a 50 year vision. It aims to conserve the rich biological diversity of the Indus ecoregion through livelihoods improvement of local communities. The four critical ecosystems for this phase include coastal areas (Keti Bunder), inland forest (Pai Forest), freshwater wetland (Keenjhar Lake) and desert wetland complex (Chotiari Reservoir). The key components of the Programme are sustainable livelihoods, natural resource management (NRM), capacity building and linkage development.

For livelihoods development, the Programme has created income opportunities for local communities that are either linked with NRM or divert earning sources away from environmentally harmful activities being undertaken previously, e.g. certain agricultural practices, thus serving the WWF Global Programme Framework (GPF) goal of reducing humankind's ecological footprint (impact of people) on the natural environment. Under the programme, two home-based bakeries, a community dairy cooperative shop, fifty livestock model farms, an Information Technology Centre and a Computer Centre have been established at Pai Forest. Additionally, a cotton ginning machine was installed at Chotiari; *matkas* and fishing nets were distributed among 20 fishermen at Keenjhar Lake; and ice boxes, fish storage tanks, boats and engines disbursed at Keti Bunder.

Under NRM initiatives, the WWF GPF goal of 'biodiversity conservation covering priority places and species' is being addressed. Key interventions include community-based crab culture and mangroves rehabilitation undertaken at Keti Bunder and a process of de-weeding of exotic flora initiated in Keenjhar Lake. Moreover, five hotspots of the smooth coated otter have been identified in the Chotiari Reservoir site, and rehabilitation of hog deer habitat initiated at Pai Forest. Other activities include rangeland management in Chotiari Reservoir site, pitcher and drip irrigation system and indigo plant revival at Pai Forest, in addition to fish landing platform, crab and shrimp pond establishment at Keti Bunder. Advocacy and mobilization efforts are geared towards banning of illegal fishing nets and actively responding to 2010 floods through organising NGOs and local CBOs. A study on lessons on creating eco-entrepreneurs (BMP type PES scheme) was also conducted. Alternate energy interventions include installation of 63 solar units, 6 wind power units, 4 hybrid units and 96 biogas units, together benefitting around 170 villages in Programme sites by providing energy access, and reducing harmful health impacts as well as dependency on non-renewable sources.

As part of the awareness and capacity building momentum, conservation and information centres were established at Keenjhar Lake and Chotiari Reservoir to provide a platform for environmental education and field work. Other activities related to awareness raising include observing significant environment days, organising nature study camps (at Keenjhar and Ayubia), and conducting youth greening activities (competitions, speeches, tableaux, theatre, tree plantation, musical shows, local games etc) and local festivals. Workshops and seminars are organised to enable stakeholders, particularly CBOs, fulfill their developmental goals. Several exposure visits have been organised for programme beneficiaries and stakeholders, including a visit to Nepal (Chitwan National Park), Khairpur Mehrano forest, Tharparkar rangelands, Malaysia (Kuala Selangor National Park), BMP initiatives in Punjab etc. International visits have also been made, for instance to present a paper on the Indus Delta at the 2010 International Rivers Conference in UK, and to attend International Visitors Leadership Programme in US on water resources protection. Furthermore, a Friends of Indus Forum, Islamabad Chapter, has been inaugurated and a consultative workshop was held for revision of Sindh Forest Act 1927, as part of the programme's work on governance.



Pakistan Wetlands Programme

The Pakistan Wetlands Programme (PWP) aims to promote the sustainable conservation of naturally occurring freshwater and marine wetlands and their associated globally important biodiversity in Pakistan. Programme strategy is based on two sub-sets of objectives. The first will provide the required policy, institutional, technical and financial framework and generate positive public support essential for the mainstreaming of wetlands conservation. The second involves the design and implementation of progressive, participatory management plans for four independent demonstration complexes, each chosen to be representative of a broad ecoregion in Pakistan. The programme includes specific mechanisms to secure financial sustainability and enhanced replication and proliferation of viable wetlands management interventions in a nationwide, on-going wetlands conservation initiative.

The programme has succeeded in generating a broader interest in wetlands management at provincial and national levels. This has resulted in establishment of Broghil, Qurambur and Phoonch River National Parks, which are all wetlands based. With the programme inputs new wetlands such as high altitude peatlands in Broghil and coral reef on the Makran Coast have been explored and investigated.

The Pakistan Wetlands Programme took the lead on alternate energy resources and provided inputs to promote biogas plants and solar/wind hybrid system for wetlands dependent communities. The programme has not only updated information on the existing 19 Ramsar sites in Pakistan but has identified suitable wetlands for designation on wetlands of international importance. It has developed management plans for the four wetlands complexes that will be implemented with the enhanced capacity and availability of trained professionals. PWP has established a strong partnership with international, national and provincial organisations which has resulted in some landmark achievements, such as launching of MSc Wetlands Management at the University of Veterinary and Animal Sciences. PWP has achieved a distinguished place in awareness raising campaigns and has developed high quality publications on wetlands conservation.

Saving Wetlands Sky High

Through its Gilgit-Baltistan regional office, WWF – Pakistan is implementing the Saving Wetlands Sky High (SWSH) programme in Ishkoman, Hundrab and Shandoor Valleys. The programme is also being implemented by WWF in India, China, Nepal, and Bhutan. The aim of this programme is to mitigate the key threats to high altitude wetlands (HAWs) ecosystems, their associated biodiversity and livelihoods of communities through involvement of locals, government agencies and non government partners at the grassroots level.

This year, different trainings were conducted on natural resource management, communication skills, and proposal writing. These trainings were attended by 59 participants including executive staff, Board of Directors, members of CBOs, government officials and progressive farmers of project site communities.

Community based organisations, Shandoor Local Support Organisation and Proper Ishkoman Development Organisation developed their action plans for the year 2011. Also, management plans of Ulter and Shandoor-Hundrab Lakes were revised and updated in a joint workshop, to incorporate feedback of the Gilgit-Baltistan Forest Wildlife Department and other stakeholders.

A fund of Rs 500, 000 was established to conserve Ulter, Ishkoman and Shandoor-Hundrab Lakes of which WWF – Pakistan contributed 80 %. The rest was contributed by the community. A comprehensive mechanism was also developed to generate income through the fund in order to continue the activities planned in the management plans of Shandoor-Hundrab and Ulter Lakes. The fund has been kept in the First Micro Finance and Karakoram Cooperative Bank as Term Deposit



Receipts (TDRs) for five years with a pledged interest rate of Rs.13% per annum.

Studies were conducted on bird migration, their population patterns and impacts of climate change on high altitude wetlands ecosystems, associated biodiversity and community livelihoods in the project sites. Also, SWSH and the Pakistan Wetlands Programme jointly conducted socio-ecological surveys to study birds, reptiles, terrestrial vegetation, socio-economic conditions, small and large mammals and then to develop GIS maps of selected high altitude wetlands of Gilgit-Baltistan.

Another milestone this year was declaration of Qurambur Lake and its surrounding area as a National Park by the government of Gilgit-Baltistan.

Assessment of socio-economic and environmental impacts of cotton BMPs

Cotton growing is the mainstay of Pakistan's economy. Cotton cultivation takes up a lot of water and pesticides, and thus presents a problem: cotton growers here still use pesticides listed as highly or even extremely dangerous by the World Health Organisation, as they are cheaper than newer chemicals. These include organophosphates which affect the nervous system, and thus have caused and continue to cause pesticide related illnesses in people working on cotton cultivation. A study by the National Agriculture Research Centre in Pakistan found that one third of groundwater samples in Punjab exceed maximum allowed pesticide residue levels. And then, water usage in a semi-arid country is always a tricky thing.

Better Management Practices (BMPs) are locally adapted farming practices which help farmers improve their profitability while reducing key impacts. BMPs are ways to reduce water and pesticide use, while at the same time promoting the concept of decent work which means school for children, masks and gloves for farmers, and so on.

WWF – Pakistan has been working at promoting BMPs in the cotton growing areas in Punjab and Sindh. The WWF cotton project started in 2001, assessing the social and economic conditions of cotton farmers. Some years after application of the BMPs, a comparative analysis was done which indicated a difference in the number of bird species in the BMP and non-BMP sites. Relatively high numbers of bird species were observed in the BMP as compared to non-BMP which relates to the effectiveness of the BMP practices. During the mid season (August 2010), analysis of soil samples for pesticide residues showed a clear difference between BMP and non-BMP fields. *Deltamethrin* and *Chloropyrifos* pesticide were detected in much greater quantity in the non-BMP fields as compared to BMP areas, which again reflects the effectiveness of the BMP practices. Overall, this study has resulted in educating the farmers of the sustainable BMP practices, which is not only cost-effective but also results in efficient use of natural resources (such as water), along with a positive behavioural change.



Market Transformation

Sustainable Agriculture Programme

The Sustainable Agriculture Programme (SAP) is WWF – Pakistan’s effort towards sustainable agriculture with a holistic and scientific approach. It focuses on participatory movement for socio-economic transformation that endorses and respects local knowledge and values for better ecosystem management. SAP has been working with businesses, government, farmers, research institutes and other organisations to discover and demonstrate ways of growing cotton and sugarcane in Pakistan by using less water, chemical fertilizers and pesticides. The projects under SAP include: Pakistan Sustainable Cotton Initiative (PSCI) – II, Pakistan Sustainable Cotton Initiative (PSCI) – Chenab, Better Cotton Initiative (BCI) and Sugar Producer Support Initiative.

The collaboration and enthusiasm of partners has enabled extension into the community to reach many more farmers than expected. WWF - Pakistan is now working with around 47,000 cotton farmers over half a million acres under BCI. IKEA and Levi Strauss & co. are supporting the initiative and they are not only sensitizing their supply chain around the world to procure Better Cotton but have also introduced Better Cotton products in the market.

WWF - Pakistan plans to devise a mechanism in which millers, traders, consumers and the established farming communities follow the track of achievements and work together for the improvement of cotton and sugar supply chain. This will ultimately lead to financial and economic sustainability and improved livelihoods of resource poor communities. The livelihood component is defined by a reduction in water (25-30%), fertiliser (30-50%) and inorganic pesticide usage (20- 25%),

Under the Better Cotton System, the farmers’ organisations have built their capacity as producer units to act as implementing partners. Cotton work is now in complete compliance with BCI’s Decent Work (DW) principles and criteria, and also ensuring 100% increase in approved Better Cotton production and its availability.

The Sugar Producer Support Initiative, in collaboration with the University of Agriculture, Faisalabad and Sakarganj Research Institute, has validated and widely disseminated Better Management Practices. They are also facilitating a test run in Better Sugarcane Initiative principles and criteria in Pakistan and also exploring new brands to support sugarcane work. In this regard, Coca Cola have already shown their commitment.



Programme Development

The Programme Development Department

The department continues to identify new funding and strategic partnership opportunities with Government and Aid Agencies and maintaining the old partnerships. It also continues to play its role in aligning WWF – Pakistan’s projects and programmes with the Global Programme Framework and facilitating selection of conservation priorities.

Over 35 concepts and proposals have been developed by the Department with the support of Conservation Department and regional offices and submitted to donors.

Two Project Review Committee (PRC) meetings were held on July 26, 2010 and January 21, 2011. The agenda included: reviewing Technical Project Reports (TPRs); sharing a draft of and finalizing a set of rules and guidelines for the PRC; and sharing a strategy for evaluation of projects.

Additional activities

A set of guidelines for the study ‘Development of Methodology for Valuation of Forest Products and Services’ funded by FAO and Ministry of Environment under National Forest Programme Facility were developed; the study was co-managed with Programme Economist, Indus for All Programme. A National Consultative workshop for all the stakeholders was held on 28th January, 2010 in Islamabad to share the guidelines and get feedback, as mentioned in the last update. The study was revised based on the Workshop’s feedback and submitted to the Ministry of Environment alongwith a Completion report.

Flood Response Project

The widespread flooding in Pakistan during 2010 caused considerable damage and affected over 20 million people. In response to the widespread damage wreaked by the floods, and the extensive relief and rehabilitation measures required, a detailed Flood Response Strategy was developed by WWF - Pakistan.

WWF – Pakistan’s Flood Response Strategy has been developed encompassing three stages: Stage 1 – Assist with humanitarian relief to partner communities; Stage 2 – Assess ecological impacts of floods on priority sites; and Stage 3 - Assist in ecological restoration. An appeal for aid was prepared in collaboration with WWF International for circulation among the WWF Network. Flood response project is being coordinated by the Manager PD.

Stage 1: Humanitarian relief to partner communities

The WWF - Pakistan project site teams mobilised quickly, providing direct support in the form of relief goods to over 3,500 people in partner communities affected by the flood and many more affected were aided in partnership with other humanitarian organisations. WWF - Pakistan has been working on projects with these partner communities for years as they reside in areas of global biological significance, such as the severely impacted Indus River and Himalayan Forest Ecoregions. Over 30 tons of food items and other relief goods and support, such as livestock fodder, tents, water purification drops, medicines, medical camps, jerry cans, and boat rescue were provided in various areas.



Stage 2: Ecological assessments in high priority ecosystems

The second stage of the WWF – Pakistan’s Flood Response Strategy focused on assessing flood impacts in ecologically significant areas. These studies incorporate various aspects including vegetation, land and soil, water and fauna.

The following representative sites were chosen from three ecologically important regions in Pakistan for assessing both positive and negative impacts of the flood:

1. Western Himalayas Ecoregion: Upper Swat Valley
2. Indus Delta Ecoregion: Lower Basin of Indus
3. Indus Flood Plains: Taunsa Wildlife Sanctuary with Buffer Zone and Indus Dolphin Reserve

Owing to the scale of the task, the survey of the Indus River Dolphin Reserve, between Sukkur and Kotri Barrages, was conducted separately and not as part of the Indus Ecoregion assessment.

Stage 3: Assistance in sustainable ecological restoration

WWF is in the process of developing Ecological Rehabilitation Plans based on the results of the ecological assessments for the high priority ecosystems. Some of the measures that will be taken are reforestation and plantation in damaged areas. WWF - Pakistan will look for ecological solutions and base its plans on the lessons learnt from past WWF experiences, such as the China - Yangtze disaster.

Green Recovery and Reconstruction Training Toolkit (GRRT) Trainings

WWF - Pakistan, in partnership with humanitarian, development and environmental partners developed practical field tools, methods and strategies in order to integrate environmental sustainability within post-disaster recovery and reconstruction. The outcome is the Green Recovery and Reconstruction Training Toolkit (GRRT). The GRRT is a training program designed to increase awareness and knowledge of environmentally sustainable disaster response approaches. It helps ensure that reconstructed communities are built back better by actively addressing environmental sustainability, reducing risk and vulnerability to future disasters, and adapting to climate change.

Phase 1 - GRRT National Trainings (March 2011):

Under the first phase of the GRRT Training Plan, WWF - Pakistan, in collaboration with National Disaster Management Authority of Pakistan (NDMA) and United Nation Development Programme (UNDP) conducted two 3-day customized GRRT trainings, targeting the Shelter and Community Restoration Clusters, from 21st to 26th March in Islamabad. The NDMA, Provincial Disaster Management Authorities, UNDP, international humanitarian and development organisations, local non-government organisations and environmental partners participated at these trainings.

These initial trainings included an introductory session on the GRRT to highlight the need for mainstreaming environment sustainability into disaster recovery and reconstruction for decision makers within the Pakistan government, humanitarian agencies and donors, other than the two customized trainings for the Shelter and Community Restoration Clusters in incorporating environmental sustainability aspects into their programs. International trainers who work with WWF US were engaged to conduct the trainings.



Climate Change

Climate Change Adaptation through Watershed Management in Shigar Valley, Skardu

The project aims to protect the watershed against riverbank erosion and help communities improve their livelihoods by reclaiming the land and managing natural resources. WWF - Pakistan, Gilgit-Baltistan is implementing the project jointly with the Gilgit-Baltistan Forest and Wildlife Department, Skardu. The objective of the project is to manage watersheds for increased productivity and minimum climate change risks, conserve biodiversity for longer term socio-economic and ecological uplift and develop a mountain to market chain for sustainable use of sea buckthorn by-products.

The project constructed a watershed structure, protecting 816,750 sq ft. land from erosion which ultimately gave space for regeneration of plants, countering climate change hazards. Fast growing tree species were also planted on wastelands. These provided conducive habitats for many aquatic and terrestrial lives, increased land usage and also provided a source of income for the communities in future.

In order to provide an alternative source of income for the communities, especially women, steps were taken to develop skills in sea buckthorn nursery raising, harvesting, berry collection, post harvest processing and value addition techniques which helped reduce pressure on local natural resources, especially on natural forests.

The project also worked a ban on poaching, which restored the natural habitat of Blind Lake with the result that the population of aquatic life and migratory birds increased. and active community participation in conservation ensured an increased population of Himalayan ibex, from 21 to 37, and other associated wildlife species.

Building Capacity on Climate Change Adaptations in Coastal Areas of Pakistan

In January 2011, WWF – Pakistan was awarded a 5-year project (2011-2015) by the European Commission funds from 'Environment and Natural Resource Thematic Programme' budget line (ENRTP). The project 'Building Capacity on Climate Change Adaptation in Coastal Areas of Pakistan' (CCAP) will be implemented in collaboration with WWF – UK and Lead Pakistan and in association with India, Bangladesh, and Iran. CCAP's specific objective is that by 2015, government and community climate adaptation capacity will have increased; water governance will be strengthened; the Indus Delta will have improved climate resilience; and there will be regional and transboundary cooperation on river delta adaptation. The project's focus is on coastal communities at Kharo Chan and Keti Bunder union councils (of Thatta District in Sindh) and Jiwani union council (of Gwadar District in Balochistan) for adaptation and building capability among vulnerable coastal communities.

At the level of fisher and farmer communities at Keti Bunder and Kharo Chan, the project has successfully identified needs and constraints and delineated project boundaries in preparation for 2013 climate change impact interventions. Further, CCAP has created a volunteer scheme in which prominent and influential individuals are selected to promote and coordinate the project's actions at selected villages and more widely among the target communities.

At provincial level, the project has engaged government departments through individual initiatives as well as through the Indus Ecoregion Steering Committee (IESC). To date, CCAP has participated twice in IESC meetings. The Friends of Indus Forum is already collaborating with CCAP to lobby for environmental flows and mainstreaming of climate adaptation into planning and policy making. CCAP has also designed curriculum for training of CBOs as well as concerned government officials and civil society organisations. These will be implemented by LEAD Pakistan in the second half of 2012.



Species

Gyps Vulture Restoration Project

As the population of vultures declined to critically endangered, WWF – Pakistan launched the Gyps Vulture Restoration Project in 2005. The focus of the project is to restore a viable population of white-backed vulture (*Gyps bengalensis*) by providing them with healthy environment. Their population, along with those of long-billed and slender-billed vultures, declined by 90% due to the residue of a veterinary non-steroidal anti-inflammatory drug, Diclofenac Sodium, in dead livestock which the vultures ate.

The project has built a captive breeding facility with the potential of reintroduction in the wild. Other than carrying out population surveys and organising awareness campaigns, it has worked to put a ban on using Diclofenac on livestock and is ensuring that safer alternative drugs, such as Meloxicam, are available for use.

This year, the Gyps Vulture Restoration Project has carried out a comprehensive survey on species of vultures found in Pakistan and their populations. A survey was done in Punjab, Sindh, Balochistan, Khyber-Pakhtunkhwa, and Azad Jammu and Kashmir. A total of 457 Egyptian vultures (*Neophron percnopterus*), 167 Eurasian griffon (*Gyps fulvus*), 43 white backed vultures, 3 king/black vultures (*Sarcogyps calvus*), 7 cinereous vultures (*Aegypius monach*), 55 long billed vultures (*Gyps indicus*) and 89 Himalayan griffon (*Gyps himalayensis*) were observed. The critically endangered species, white-backed vulture, was only observed in Sindh and Punjab, while Indian vulture (*Gyps indica*) was only found in Sindh.

In order to maintain a sustainable population of vultures in wild, a Vulture Safe Zone is also being established in the Nagar Pakar area of Sindh. This is being done in collaboration with the Sindh Wildlife Department and is supported by the US Fish and Wildlife Service. This area is home to the largest population of white backed vultures in Pakistan. The Vulture Safe Zone will be 100 kms in diameter and will act as a protected area for the species. Within this area the vulture-safe drug Meloxicam will be promoted through spreading large-scale awareness amongst the farmers and veterinarians. Free livestock vaccinations will also be provided. The aim is to provide safe food to the vultures close to their breeding grounds.

Indus River Dolphin Conservation Project

This project focuses on conserving the Indus dolphin. Its first phase was launched in 2004 and the second phase was initiated in July, 2007. The project works to conserve the Indus dolphin by improving agriculture and fishing practices. The programme preserves the Indus dolphin's genetic variability and conserves the biological diversity of the lower Indus River ecosystem. It also ensures the sustainable use of river biological diversity and promotes actions to mitigate pollution and wasteful extraction of riverine resources.

After the floods of 2010, WWF – Pakistan, with Sindh Wildlife Department, conducted a survey to monitor the effects of floods on dolphins. The team found 24 stranded dolphins of which thirteen were rescued. Another eleven were found and rescued at Fatto Waro Patan channel, Sukkur. More dolphins were rescued at other locations.

Similarly, a post ecological impact assessment survey was conducted to identify population status of the Indus dolphin between Sukkur and Kotri Barrages on the Indus river. It concluded that the number of dolphins increased from four in 2006 to 37 this year. Another survey was conducted at three canals: Rice, Kirthar and Dadu. The team monitored canal regulators, interviewed local communities, and motivated them to report stranded dolphins.



As a part of creating awareness and to engage people in learning more about the Indus dolphin, dolphin watching boat safaris were organised in Sukkur District. Many visitors, which included government officials, students and the general public, learned about dolphins through presentations and documentaries.

Scientific research on the Indus dolphin was carried out to better understand the species in its habitat. For that purpose, an agreement was signed with the Lahore University of Management Sciences (LUMS). Hydrophones are being used to do acoustic studies on the dolphin, which will improve surveillance. In another study, baseline data was collected on genetic and physiological health parameters of the species. Other studies included habitat assessment of the Indus River Dolphin Reserve and tissue analysis of the dolphin for future conservation.

An important part of conserving the Indus dolphin is involving communities. This year, a local community based organisation called Indus River *Mirbahar* Organisation was formed. The CBO will work to conserve the Indus dolphin and its habitat by promoting sustainable fishing. A dolphin rescue ambulance is now being used as a mobile education unit in the off season. It is equipped with multimedia, a projector screen, sound system, computer and power generator. Different vocational trainings have been conducted to train fisherfolk and educate them about conserving dolphins.

To further educate fisherfolk, a sustainable fishing manual was developed in national and local languages. Different awareness raising activities like open days and walks were organised. A Disaster Management Plan (DMP) has been developed after research and in consultation with the stakeholders.



Corporate Relations

WWF - Pakistan and the corporate community

The environmental challenges facing Pakistan are immense, and WWF - Pakistan wants to encourage participation in conservation by all members of the corporate sector. To achieve this WWF - Pakistan seeks to increase corporate participation in environmental protection, work pro-actively with companies in areas of environmental protection, help companies devise strategies through which they can effectively protect the environment while promoting development, and create a latticework of interactivity among all the corporate sectors of the country.

Corporate Relations and environmental education

For over two decades, WWF - Pakistan has been committed to providing quality environmental education so that future generations can begin to acknowledge the benefits and values of natural resources. The School Outreach Programme and activities of WWF-Pakistan have succeeded in stimulating students' imaginations, and promoting public outreach and environmental conscious among peers and parents alike.

Nationwide Spellathon

In 1996, WWF - Pakistan pioneered an environmentally driven initiative targeting the youth of Pakistan: an environmental spelling bee known as Spellathon. Spellathon 2011 hosted 125,000 students across the country. Spellathon is a nation-wide spelling competition for schools, in which, through a series of thematic environmental stories, written quizzes promote contemporary knowledge of the environment to the youth in a fun and exciting way. Spellathon is now an integral part of the annual calendar of almost every private school across Pakistan.

Spellathon 2010-2011

WWF - Pakistan conducted Spellathon in 100,000 students nationwide with the sponsorship support of Safeguard, P&G. The theme of Spellathon 2010-2011 was 'Water Conservation'. The Spellathon this year was unique in the sense that the message of water conservation was amalgamated with health and personal hygiene.

Our collaboration with Safeguard has helped us intensify our efforts to raise awareness on environmentally critical challenges in Pakistan and further disseminate health and hygiene education. The generous support of Safeguard has enabled WWF - Pakistan to raise the quality and scale of Spellathon.

Rose Petal also sponsored Spellathon activity with 25000 students. The generous and continuous support of Rose Petal has facilitated WWF - Pakistan to raise the quality and scale of the activity to better standards each proceeding year.

Geo News, official media partner for Spellathon for a year also gave extensive media coverage to all the three phases of the campaign in selected schools in Lahore, Karachi and Islamabad.

Traveling Nature Carnival 2011

WWF – Pakistan’s Travelling Nature Carnival is a one day fun filled event for schoolchildren, teachers and parents with an objective to raise awareness among young minds of our nation on pressing environmental issues in an interactive and colourful way. It has been an immensely successful source for the schools and students to display and share their ideas and views to deal with the environmental problems at individual and collective level in the form of 3-D models on the given environmental topics. These 3-D models project the understanding and perception of students about the impacts of environmental hazards and the ways to deal with them.

Once again, almost fifty thousand visitors including schoolchildren, parents, teachers, corporate partners and media participated in WWF - Pakistan’s Travelling Nature Carnival 2011.

Indus Motor Company, Allied Bank Ltd and Rose Petal by Packages sponsored the carnival in Karachi, Lahore and Islamabad respectively.

WWF - Pakistan in collaboration with Indus Motor Company launched the ‘Toyota School Environment Programme’ in selected schools across Karachi. WWF - Pakistan and Indus Motor Company achieved the overall objective of the ‘Toyota School Environment Programme’ by engaging private and public school students and teachers in a structured awareness raising programme which helped foster a sense of individual responsibility and accountability towards nature conservation in all participating students at the Travelling Nature Carnival 2011.

Green School Programme

WWF - Pakistan has recently launched the Green School Certification model with the objective to engage the students and teachers of private and government schools in a structured Annual Awareness Programme to foster a sense of individual responsibility and accountability in future generation of Pakistan towards nature conservation. The Green School, after completing the full Green Year will be awarded WWF - Pakistan’s accreditation of a Green School.

The Programme is planned for the whole year to give students regular insight into eco dynamics and the overall environmental challenges faced at global and regional levels, to broaden students’ scope as responsible custodians of valuable natural resources and to consequently inculcate civic responsibility in them.

Registered Green Schools are awarded WWF - Pakistan’s Green School accreditation only after fulfilling all certification criteria.

The annual calendar in Green Schools includes activities like exposure trips to WWF - Pakistan’s Wetland Centre, Vulture Conservation Centre and Nathiagali. Plantation drives, creative writing and poster competitions are also done.

Dawood Public School and Roots School System were the pioneers in signing up for the GSP in October 2010 and have taken part in all proposed activities. The other registered Green Schools include BSS-Abbottabad, BSS – Gulrez, Islamabad, Froebel’s International, Rawalpindi Campus, London Cambridge, Karachi, Lahore Grammar School, Karachi and BSS North Nazimabad, Karachi.

Eco-Internship Programme

Realizing that there is a lack of opportunities for students to get actively involved in environmental conservation, WWF

- Pakistan launched the innovative Eco-Internship Programme in schools across the country in 2009. A total of 5,500 students have graduated through the Eco-Internship Programme.

Eco-Internship 2011 was sponsored by Lotte Pakistan PTA across private and public schools of Karachi. This six session long summer internship is held for students from class eight and above across Pakistan. The sessions give students an insight into the eco dynamics and environmental challenges of Pakistan, and offers sustainable solutions for environmental conservation. They include in-depth presentations by experts on a diverse range of topics including water conservation, alternative energy, solid waste management, climate change, environmental economics, endangered species and nature photography etc. Hands on activities, interactive discussions and an informative exposure visits are also a part of the extensive Eco-Internship Programme. WWF - Pakistan acknowledges the support of Kolson for providing refreshments for the students during the sessions held in Karachi.

Students receive a certificate after the successful completion of the internship. The Eco-Internship graduates also become individual members of WWF - Pakistan and have to solicit members as part of the internship, developing their marketing, presentation, leadership and public speaking skills.

MERCK has now become a continuing supporter of the Eco-Internship. They donated 500 pH strips and two chlorine kits to check the presence of this disinfectant in the drinking water along with one arsenic testing kit to check the concentration in drinking water for the sessions on water conservation.

CityFM89 came forward as a media partner to raise awareness amongst the masses about the Eco-Internship Programme through various shows, telephonic interview of a WWF official and arranging WWF quizzes for its listeners. It also generously donated 1100 eco-friendly bags to promote the concept of reuse amongst the youth.

Students from various institutions also voluntarily assisted in conducting the Eco-Internship Programme 2011.

Beaconhouse School System and WWF - Pakistan

WWF - Pakistan launched the Eco-Internship Programme in BSS in 2009. Since its inception, the Eco-Internship Programme has undergone a metamorphosis not only in the content and structure of the programme but also in the volume of students that are engaged through it. In BSS Central and Northern Regions there has been a many fold increase in students participating in the programme since 2009.

The BSS campuses, managements and students' feedback reflects immense popularity of ECO Internship Programme by the student body. The Eco-Internship Programme has not only delivered a hands-on environmental awareness programme with a global organisation but has also enhanced the career path and future prospects of BSS students.

Earth Hour 2011

On Saturday, 26 March 2011, Pakistan observed Earth Hour 2011, from 8:30pm to 9:30 pm. Earth Hour across the globe has come to represent a symbol of conservation and the support in Pakistan for this unique initiative has been overwhelmingly positive, earning Pakistan recognition and praise from the Australian headquarters of Earth Hour.

WWF - Pakistan recognises the support of Earth Hour 2011's main sponsor INBOX business technologies, co sponsors Pakistan International Airlines and Qarshi Group of Industries, as well as the generous support of the EH 2011 ambassadors and supporters including UNILEVER, Rose Petal, PPL and PSO.

WWF - Pakistan acknowledges the support of Crescent Industries for their unprecedented donation to Earth Hour

curing natural Caring Globally



without any brand activation just for the activities and events.

One of the goals of Earth Hour is to get the message of conservation and responsible energy consumption to the masses. We thank GEO News, our media partner and Radio 1 FM 91, our radio media partner. WWF - Pakistan also acknowledges the support of all media channels who did extensive media coverage, helping to deliver the message to millions around Pakistan.

Stars line up for Earth Hour 2011

Prominent celebrities are listened to by many important people and have a brilliant fan base that respects them. We have an active social audience who are keen to support people who do the right thing and are prepared to stand up and say what they believe in.

For the first time in history, WWF - Pakistan engaged and announced support of high-profile celebrities for the promotion of the Earth Hour 2011 message.

Pakistani Cricket legend Wasim Akram, leading actress Reema Khan, singing sensation Abrar-ul Haq, distinguished actress Atiqa Odho and model Vaneeza Ahmed added their voices of support for this year's mammoth event and worked together with common purpose to protect the one thing we all have in common – the planet.

Earth Hour represents a change of mindset and behaviour towards how we live and view energy consumption in harmony with the ecological system. This is not achievable overnight, it requires a generation to change. This generational change is being led by our Green School partners particularly Dawood Public School, Beaconhouse School System, and Roots School System and where Earth Hour was not only observed but celebrated by hundreds of dedicated teachers students, parents and dignitaries.

WWF - Pakistan is grateful for the leadership of the Sindh government for their great support given by registering Sindh as Earth Hour Province and Karachi as Earth Hour City. Forty billboards were donated for Earth Hour 2011 by the Sindh government making this the first time that WWF - Pakistan had billboards put up for a campaign. The support from Federal Ministry of Environment and ENERCON, in particular the contribution from Javed Ali Khan, DG Federal Ministry of Environment has been a critical success factor for Earth Hour 2011. Islamabad was declared the Earth Hour Capital, Quaid-e-Azam's mausoleum in Karachi the Earth Hour National Landmark. The National Assembly event and soliciting support for Earth Hour from the President of Pakistan, the Prime Minister, Speaker National Assembly is appreciated. Thank you to all the provincial assemblies and parliamentarians for organising the Earth Hour candle lighting ceremonies and Earth Hour walks.

WWF - Pakistan is also thankful to the Speakers of National Assembly, Punjab Assembly, Sindh Assembly, Balochistan Assembly, Khyber Pakhtoonkhwa Assembly for celebrating Earth Hour 2011 with their fellow parliamentarians across the country.

WWF - Pakistan is grateful to the Civil Aviation Authority for their generous support in spreading the messages of Earth Hour 2011 at Islamabad, Lahore, Karachi and Peshawar airports. WWF - Pakistan is also thankful to their management for officially participating in Earth Hour 2011 with candle lighting ceremonies and Earth Hour 2011 walks at the airports.

WWF - Pakistan is thankful to all the universities, colleges, restaurants, Forum and Pak Tower malls, supermarkets, our corporate partners and TV channels for promoting the message of Earth Hour across the country.

Annual Corporate Events

Earth Day 2011

The Earth Day Gala 2011 engaged students of WWF – Pakistan’s Green School following the theme: *A Billion Acts of Green*. In Islamabad, WWF - Pakistan in collaboration with U.S. Embassy organised a clean-up activity at Trail 5, Margalla Hills. Students from government schools, representatives from U.S. Embassy, MoE, CDA and WWF - Pakistan were given garbage bags to clean up the site. Students from Rawalpindi, Islamabad and Kharian also enthusiastically participated in story and poetry competition.

In Karachi WWF - Pakistan, along with students, City District Government Karachi, Environmental Protection Agency, corporate and media representatives gathered at Karachi Zoo to clean up the area, raising environmental awareness in the masses. CDGK provided plants to selected participants for plantation at the zoo.

In Lahore a tree plantation drive was run at the Safari Park throughout the month of April to mark the significance of Earth Day. Each student planted a tree as a gift to Mother Nature. Two hundred and fifty trees were planted by the Green School students at the event.

WWF – Pakistan in collaboration with the Rafi Peer Theatre Workshop also organised a puppet show that highlighted environmental issues. Forman Christian College students participating in WWF’s Eco-Internship were also given a tree sapling each by WWF- Pakistan as their Earth Day gift to be planted at their college premises. These events were covered by Radio1 FM91, GEO News, Samaa TV, and Express News.

Environment Day 2011

WWF - Pakistan celebrated Environment Day in collaboration with Standard Chartered Bank. WWF - Pakistan organised a plantation event for 1,000 employees of SCB at Head Baloki in Lahore, Ayubia National Park and Wetlands Conservation Centre, Karachi.

Partnerships

WWF - Pakistan signed a partnership agreement with Punjab Wildlife and Forest Department to promote plantation and educate the masses on the significance of vegetation and the challenges involved in the plantation and maintenance of indigenous species. Thirty-one acres of land have been given to WWF – Pakistan with an aim to engage students, corporate members and public at large in the plantation of variety of native species.

WWF - Pakistan in 2011 also formed partnerships with leading retail outlets, hotels and restaurants. The partners include: Stoneage, Guardian Pharmacy, Kap’s Café, Toni & Guy, Golden Fort, Accessorize, Mothercare, Next, Pine Inn Hotel Murree, Team A Ventures, Rodeo Drive-Creators etc. Individual members of WWF - Pakistan can avail variable discounts at all the corporate retail partners.

Greeting Cards Campaign

WWF - Pakistan launched its exclusive Greeting Cards selection catalogue, 2011 to raise funds for the conservation of natural resources and associated biodiversity in Pakistan. The state of the art catalogue featured pictures of renowned artists including Mashkoor. It is distributed every year to more than 3000 corporate companies for greeting card selection across Pakistan.

Environmentally responsible companies including Getz Pharma, IGI Insurance, Tetra Pak, Guard Group, Shezan, Sufi Industries, Ethical Laboratories, Bilal Engineering and PSO sponsored the campaign by placing promotional messages in the catalogue.

Panda Products

WWF - Pakistan has an extensive range of appealing items of daily use which includes t-shirts, Panda mugs, lamps, Swiss knives, diaries, photo frames, travelling and school bags, stuffed toys, key chains, p-caps etc. In 2011 exclusive panda stationery items were designed and developed for the use of the corporate sector and educational institutions with an objective to enhance the brand visibility and raise funds. Corporate companies are invited to purchase these items from the Corporate Relations department of WWF - Pakistan.

Individual Membership Programme

Starting in the year 2009, the Individual Membership Programme has now grown to more than 6000 members in our membership database. The membership programme is working towards spreading awareness amongst the masses.

Over the years the programme has been charged with the responsibility of nature conservation and fostering a sense of personal accountability towards the conservation of natural resources in the country. It has also managed to organise a group of people with common ideals to influence positive change.

In order to raise awareness about environmental challenges and to offer WWF members tangible benefits, we give a wide range of incentives to members. The incentives keep increasing each year to give the maximum possible to our valuable members. They include:

- Starter Pack: WWF folder, membership card, letter of acknowledgement;
- Free access to WWF's Environmental Data Resource Centre;
- Free access to WWF's Video Centre with over 700 documentaries;
- Discounts on WWF - Pakistan eco-travel exposure trips;
- Discounts on panda products;
- Free subscription to the electronic version of WWF – Pakistan's flagship magazine Natura;
- Free passes to WWF annual events;
- Percentage discounts at leading retail stores, cafés and brand stores.



Retail Partnerships

Under the Individual Membership Programme, the membership team signs agreements with the leading retail brands throughout the year for percentage discounts. From only four partners in 2009, the number has now increased to twelve.

Nationwide:

STONEAGE – 5%

Team A Ventures (NEXT, Accessorize, Mothercare, Early Learning Centre) – 5%

Guardian Pharmacy – 5% - 8%

Lahore only:

Coffee Tea and Company – 10%

TONI & GUY – 10%

Subway M.M Alam Road – 10%

Golden Fort Restaurant – 10%

Café KAPS – 10%

Partnerships for a living planet

WWF - Pakistan also believes in exploring diverse ideas whilst canvassing opportunities, and exploring synergies for collaboration with other organisations including:

Government College University Lahore

WWF - Pakistan and GC University Lahore's Career Guidance and Placement Centre started the New Year with a commitment to work collectively *For a living planet*. GC University Lahore is one of the oldest educational institutions of liberal arts and sciences in the country with a commitment to the intellectual, cultural, social and economic development of the country. Through this MoU, GC University Lahore and WWF - Pakistan have mutually agreed upon establishing collaboration in the fields of environmental education, nature conservation awareness and other such projects while providing internship and volunteer work to GCU undergraduate and postgraduate students in the fields of Natural Sciences, Basic Sciences; Social Sciences and Humanities, as well as other areas of mutual interest.

Centre for Financial Excellence

WWF – Pakistan and Centre for Financial Excellence signed an MoU to jointly work towards spreading environmental education and creating a new generation of youngsters who are aware of conservation issues of our country. College and university level students will be hosted by WWF – Pakistan for exhaustive Eco-Internships, where they will learn about conservation issues through theory, and practical fieldwork as part of this programme.



Scientific Committee

Small Grants Programme

The Small Grants Programme (SGP) provides opportunities to local community organisations, NGOs and researchers to carry out grass root initiatives for addressing the local and national environmental issues by providing them financial and technical assistance. The Scientific Committee (SC) comprises of eminent scientists from diversified backgrounds and administers the Small Grant Programme. Through the years, members of the Scientific Committee have dedicated their time and expertise to the sole cause of nature conservation. This year Dr. Anwar Nasim, world-renowned scientist with tremendous contributions towards the scientific research took charge as the Chairperson of the Scientific Committee. Additionally Dr Zabta Khan Shinwari, Hussain Bux Baghat from the Sindh Wildlife Department, Prof Dr Khan Bahadar Marwat, Vice Chancellor, Agricultural University Peshawar, Zahra Nasir, Environmental Journalist and Shah Murad Alinani, Country Representative of IUCN Pakistan also joined the Scientific Committee as members.

During this year the SC awarded 11 projects which include baseline research studies to determine the current conservation status of several ecologically significant species such as butterflies, musk deer, parakeets and Suleiman markhor etc. Some potential studies to determine the climate change impacts of the different species were also initiated. The SC also continued support for the community based organisations and awarded alternative livelihood and community based conservation projects in ecologically priority areas. The SC also completed another important research study during this year to calculate the figures of the forest land conversion for non-forestry uses in Pakistan since 1947 which was compiled by Dr. Bashir Ahmed Wani, Former Inspector General of Forest.

The SC, realising the need for the promotion and dissemination of scientific information and research initiated another grant which supports academia towards organising symposia, seminars and conferences on the key environmental issues of the country. A number of scientific conferences including Pakistan Congress of Zoology, International Conference on Sustainable Approaches of Pest Management, International Conference on Biodiversity were partially sponsored through this grant. Under the Student Research Grant Programme of Scientific Committee six research projects have also been facilitated.

Corporate Donors

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3. Unilever Pakistan Limited



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WWF - Pakistan

Board Members



Syed Babar Ali is the President Emeritus WWF - Pakistan. He was also Vice President Emeritus WWF International. He is responsible for laying the foundation of WWF - Pakistan.



Brig (Rtd.) Mukhtar Ahmed is the Vice President Emeritus WWF - Pakistan. He has been affiliated with WWF - Pakistan since 1992.



Iqbal Ahmed Qarshi is the Chief Executive Officer of Qarshi Industries, Private, Limited and Chairman of the Qarshi Foundation. He is associated with several social welfare organisations.



Syed Hyder Ali is a chemical engineer from the University of Michigan and has a Masters Degree in paper chemistry. He is currently working as Managing Director at Packages.



Lubna Farooq is CEO of De Goodar Shirkat - a mineral water company (SMC-Private Ltd). She contributes towards women's skills development, women's entrepreneurship development and improvement.



Ali Hassan Habib is the Director General / Chief Executive Officer of WWF - Pakistan.



Dr Feriha N Peracha is a clinical and neuro-psychologist, presently working in the private sector. She is actively involved in organisations that endeavour to promote and preserve the social and natural environment of Pakistan.



Hasan Irfan Khan: is a lawyer by profession, with focus on intellectual property rights.



Spenta Captain Kandawalla is the Director, State Life Insurance Corporation of Pakistan, Managing Director, Kendex Sales (Pvt) Ltd, and Director, Captain-PQ Chemical Industries. She works as a volunteer with several organisations such as Layton Rehmatullah Benevolent Trust.



Khalid Mahmood: is the Chief Executive Officer of Getz Pharma (Pvt) Ltd and the President of WWF - Pakistan. A boating enthusiast, he is committed to helping in marine



Samad Dawood is the CEO of Dawood Corporation (Pvt) Ltd.



Rameeza Majid Nizami is the Deputy Managing Director of the daily *Nawa-e-Waqt*, and the Chair of WWF - Pakistan's Media Committee.



Syed Mahmood Nasir is the Inspector General of Forests, Ministry of Environment.



Hamid Zaman is the is the Managing Director, Sefam (Pvt) Ltd, Sarena Industries and Embroidery Mills (Pvt) Ltd.



Dr Zabta Khan Shinwari is Professor and Chairperson, Department of Biotechnology and Bioinformatics, Quaid-e-Azam University.



Dr Anwar Nasim is the Adviser Science, COMSTECH.



Sarfraz A Rehman is the CEO, Engro Foods (Pvt) Ltd.



Ahmer Bilal Soofi is an Advocate at the Supreme Court of Pakistan.

Balance Sheet

as at 30th June, 2011

| FUNDS | 2011 Rupees | 2010 Rupees (Restated) |
|---|-------------------|---------------------------|
| General Fund | 5,009,037 | 9,319,620 |
| 1001 The Nature Trust ⁽¹⁾ | 15,003,983 | 15,003,983 |
| Scientific Committee Funds ⁽²⁾ | 8,036,290 | 4,701,399 |
| Restricted funds ⁽³⁾ | 11,911,047 | 9,342,963 |
| Total | <u>39,960,357</u> | <u>38,367,965</u> |
| REPRESENTED BY: | | |
| Fixed Assets ⁽⁴⁾ | 41,683,954 | 41,404,453 |
| Investments ⁽⁵⁾ | 50,840,797 | 55,172,787 |
| Current Assets | 246,322,322 | 76,056,753 |
| | 338,847,073 | 172,633,993 |
| Current Liabilities | 295,357,290 | 129,059,174 |
| Liabilities against Assets Subject to Finance Lease | 2,217,475 | 4,119,176 |
| Deferred Liability | 1,311,951 | 1,087,678 |
| | 298,886,716 | 134,266,028 |
| Total | <u>39,960,357</u> | <u>38,367,965</u> |

Based on accounts audited by A.F. Ferguson & Co. Chartered Accountants

Change in Accounting Policy

The organization changed its accounting policy for treatment of fixed assets from FY 2010. Had there been no change in accounting policy the general fund balance for the year would have been higher by Rs. 26.634 million.

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1. 1001 Nature Trust Fund is a special fund for the purpose to strengthen the NO to achieve its objectives.
 2. Scientific Committee Fund is a small grants fund for researchers and scientists. Money raised from national fundraising is used to fund different small projects with a maximum funding of Rs.200,000 annually per project.
 3. Restricted funds are received from various donors and Government Aid Agencies to execute specific projects.
 4. Fixed Assets are stated at cost less accumulated depreciation. Depreciation is charged on the historical cost of an asset over its estimated useful life.
 5. Investments: The money set apart and kept unutilized, invested in financial institutions as short term and long term investment etc. Investments are stated at cost. Income from investments is recognized when the right to income on such investments accrues to fund.

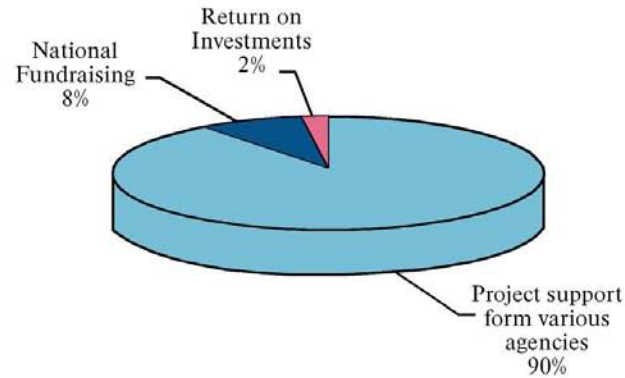
Income and Expenditure

for the year ended 30th June, 2011

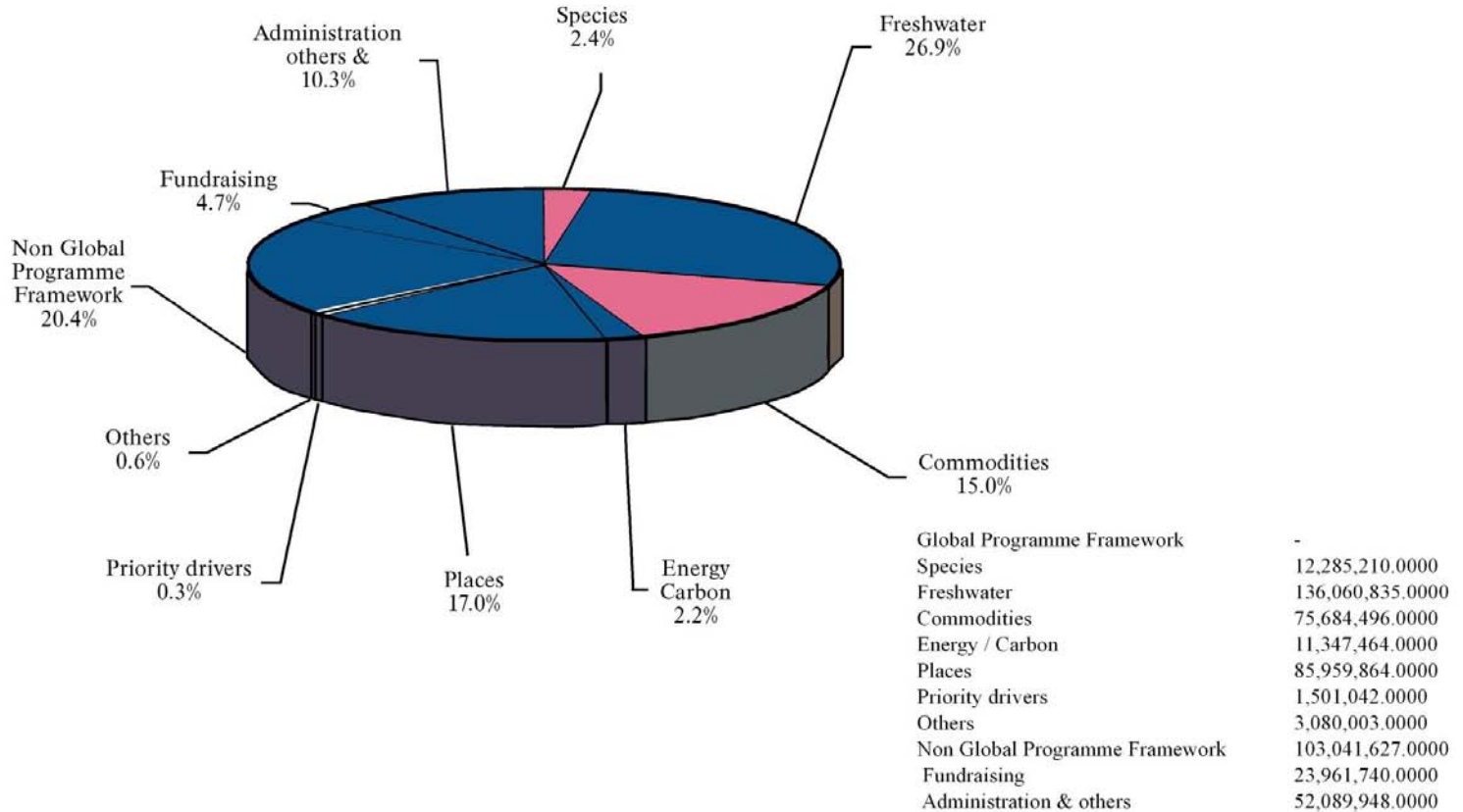
| INCOME | 2010 Rupees | 2010 Rupees (Restated) |
|--|--------------------|---------------------------|
| Project support from various agencies ⁽¹⁾ | 457,167,378 | 346,941,381 |
| National Fundraising ⁽²⁾ | 40,410,453 | 32,875,939 |
| Return on Investments | 9,026,790 | 7,915,592 |
| Total | <u>506,604,621</u> | <u>387,732,912</u> |
| | | |
| EXPENDITURE | | |
| Global Programme Framework⁽³⁾ | | |
| Species | 12,285,210 | 20,546,806 |
| Freshwater | 136,060,835 | 114,085,688 |
| Commodities | 75,684,496 | 70,478,504 |
| Energy / Carbon | 11,347,464 | 23,428,280 |
| Places | 85,959,864 | 117,964,576 |
| Priority drivers | 1,501,042 | 1,698,857 |
| Others | 3,080,003 | 4,577,196 |
| | | |
| Non Global Programme Framework⁽⁴⁾ | | |
| Conservation, information, education & public policy | 103,041,627 | 62,712,228 |
| Fundraising | 23,961,740 | 19,201,395 |
| Administration | 38,144,963 | 28,764,395 |
| Depreciation | 13,944,985 | 18,958,170 |
| Total | <u>505,012,229</u> | <u>482,416,095</u> |
| | <u>1,592,392</u> | <u>(94,683,183)</u> |

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1. Project Support from Various Agencies include funds received from donors, WWF Network campaigns and Government Aid Agencies (GAAs) during the financial year.
 2. National Fundraising includes the donations generated as a result of fundraising through various campaigns such as Spellathon, Nature Carnival, Greeting Cards and Corporate Membership etc.
 3. WWF Network has organised global conservation efforts into Global Programme Framework which focus the conservation programme around two main 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 2011

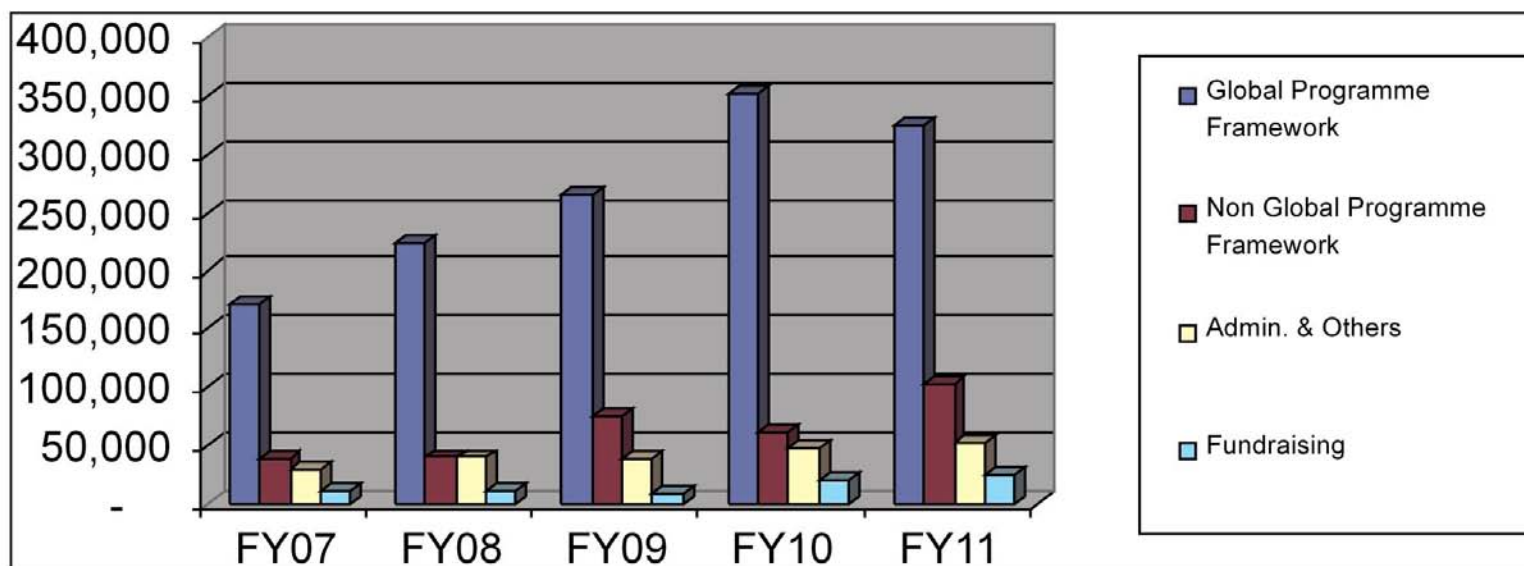


Expenditures For Financial Year 2010



Expenditures for Last 5 Years (Rs in 000's)

| | FY07 | FY08 | FY09 | FY10 | FY11 |
|--------------------------------|----------------|----------------|----------------|----------------|----------------|
| Global Programme Framework | 170,293 | 223,146 | 265,384 | 352,780 | 325,919 |
| Non Global Programme Framework | 37,380 | 39,379 | 75,647 | 61,912 | 102,242 |
| Admin. & Others | 28,627 | 39,376 | 38,419 | 47,723 | 52,090 |
| Fundraising | 10,156 | 9,847 | 9,267 | 20,001 | 24,762 |
| | 246,456 | 311,748 | 388,717 | 348,416 | 505,012 |



WWF – Pakistan came into being in 1970, and has been working to conserve Pakistan’s natural resources ever since



Pakistan is a semi arid country with rapidly decreasing water resources. We are active in the country with projects designed to conserve them

Our next challenge: climate change



Why we are here:

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

www.wwfpak.org

info@wwf.org.pk



Governance, Finance, Programme



Air Travel Offset



Environmental Management