



WWF

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2012

WWF - Pakistan

# Annual Report 2012



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# Introduction

As far as nature and its conservation are concerned, the twentieth century was a violent one. It was characterized by indiscriminate use and abuse of the environment, as well as haphazard hunting, and it wasn't until very late in the century that people started thinking that environmental conservation might be a good idea after all.

This happened mainly as a result of the work of several organizations, of which WWF was one. The World Wide Fund for Nature, or WWF, was born in Switzerland in 1960. It came into being so that humanity's inhumanity to life on the planet, the only one we've been given to work with, would not kill the planet itself.

WWF International coordinates the conservation activities being pursued by the entire WWF network, present now in more than a hundred countries around the world. 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;
- Promoting the reduction of pollution and wasteful consumption.

WWF works through two meta goals that 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;
- 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

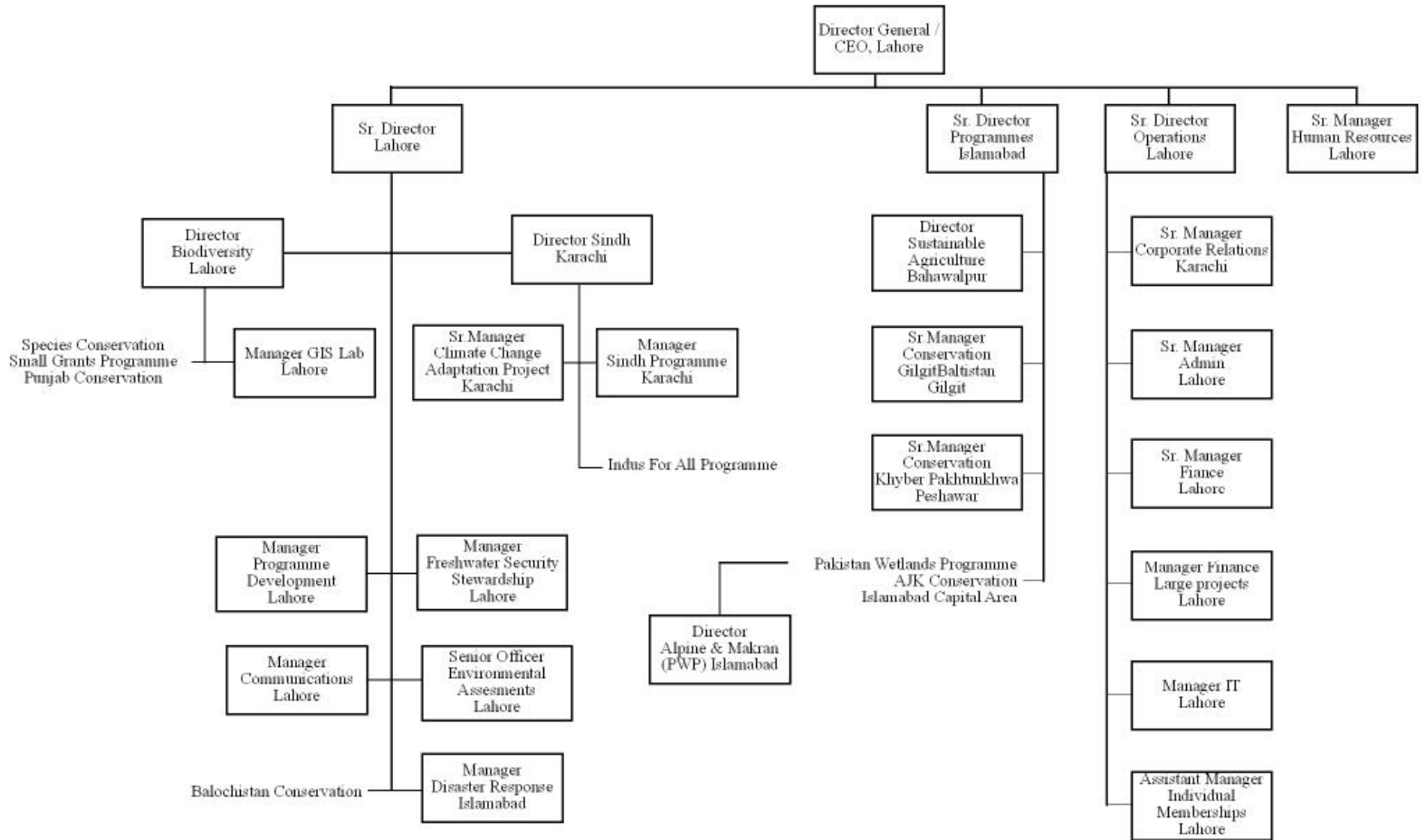
## Legend

### WWF Offices

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



# WWF - Pakistan's Organisational Structure 2012





WWF - Pakistan

## Ongoing conservation projects

Serial no	Project Title	Donors
<b>FORESTS</b>		
1	Improving Sub-watershed Management and Environmental Awareness around Ayubia National Park (G200 - Western Himalayas) – phase 3	The Coca Cola Foundation
2	Social, Economic and Environmental Development (SEED) Project in Central Karakoram National Park	Social, Economic and Environmental Development (SEED) Project under Pakistan Italian Debt for Development Swap Agreement
3	Integrated Approach for Mangroves Conservation; Mangroves Plantation and Children’s Awareness Raising at Sandspit, Karachi, Pakistan	International Union for Conservation of Nature and Natural Resources (IUCN)
<b>FRESHWATER</b>		
4	Indus for All Programme	The Embassy of the Kingdom of the Netherlands (EKN)
5	Protection and Management of Pakistan Wetlands Programme	Global Environment Facility (GEF), UNDP, EKN, WWF Network
6	Saving Wetlands Sky High (Phase III)	WWF - Netherlands
7	Water and Environmental Sanitation Improvement in Coastal Communities in Karachi	UN Habitat The Coca Cola Foundation
<b>MARKET TRANSFORMATION / SUSTAINABLE AGRICULTURE PROGRAMME</b>		
8	Pakistan Sustainable Cotton Initiative, including Chenab	WWF - Sweden, IKEA, Chenab Ltd
9	Pakistan Sustainable Cotton Initiative-III, (PSCI-III)	WWF - Sweden, IKEA
10	Better Cotton Fast Track Fund (BCFTF) – Jhang, Sukkur/Ghotki, Rahim Yar Khan	The Dutch Sustainable Trade Initiative (IDH), Rabobank, Interchurch organisation for Development Cooperation (ICCO), WWF - Netherlands

11	Assessment of Environmental and Social Impacts of Cotton BMPs in Pakistan	WWF - Switzerland
12	Sustainable Cotton Production in Pakistan's Cotton Ginning SMEs	European Commission under SWITCH-ASIA Programme
13	Understanding the GHG Emission and Water Footprint (environmental footprint) Associated with Cotton Cultivation in Cotton-growing Regions of India and Pakistan	IKEA
14	Sugar Producer Support Initiative	Solidaridad
<b>SPECIES</b>		
15	Gyps Vulture Restoration Project	Hawk Conservancy Trust, Punjab Wildlife and Parks Department
16	Vulture Safe Zone	U.S. Fish and Wildlife Services under Wildlife Without Borders – Critically Endangered Species Fund
17	Snow Leopard Conservation Programme	Snow Leopard Trust (SLT)
18	Common Leopard Conservation Project	Human Welfare and Nature Conservation Society
19	Conservation of the 2 <sup>nd</sup> largest sub-population of Indus River Dolphin (Taunsa Wildlife Sanctuary)	WWF - Sweden
20	Indus River Dolphin Conservation Project	WWF - Switzerland
21	Development of a Pakistan National Biodiversity Clearing House Mechanism	Forestry Wing, Ministry of Climate Change, Government of Pakistan
22	Conservation of Brown Bear and Associated Biodiversity in Laspur and Brogil Valleys	Fauna and Flora International (FFI) Flagship Species Fund, Department for Environment, Food and Rural Affairs (DEFRA), UK
<b>COASTAL / MARINE</b>		
23	An Assessment of Cetacean Mortality in Tuna Gillnet Fisheries in Pakistan	Indo-Pacific Research and Conservation Fund, Australia



24	Cage Culture of Local Marine Species at Keti Bundar	Food and Agriculture Organisation
25	Conservation of Cetaceans in North Arabian Sea, along the Balochistan Coast, Pakistan	Indo-Pacific Research and Conservation Fund, Australia
<b>CLIMATE CHANGE / ALTERNATE ENERGY</b>		
26	The Determinants, Impact and Cost Effectiveness of Climate Change Adaptation in Pakistan	International Development Research Centre (IDRC), Lahore University of Management Sciences (LUMS)
27	Building Capacity on Climate Change Adaptation in Coastal Areas of Pakistan	European Commission (EC)
28	Promote Alternate Energy in the Selected Flood Affected Areas of KP, Punjab and Sindh to Enhance Socio-economic Resilience of the Local Community and Improved Livelihoods	United Nations Development Programme
<b>OTHER</b>		
29	Indus for All Programme Partnership Fund	The Embassy of the Kingdom of the Netherlands (EKN)
30	Contract for Transferring the Green Office Concept within the WWF Network	WWF - Finland
31	Pakistan Environmental Reporting Awards	Association of Chartered Certified Accountants (ACCA) Pakistan, WWF - Pakistan
32	Flood Response Project	WWF Network
33	Providing Clean Drinking Water to the Flood Affectees through Water Filtration in Sindh	Planning and Development (P&D) Government of Sindh
34	Environmental Baseline Survey and Monitoring of Rehabilitation and Modernization of Jinnah Barrage Under Punjab barrages Improvement Phase II Project	Irrigation Department, Government of Punjab, MM Pakistan and Euroconsult Mott MacDonald



# Donors

## WWF Network

WWF Asia Pacific Growth Strategy  
WWF - Australia  
WWF - Finland  
WWF - International  
WWF - Malaysia  
WWF - Netherlands  
WWF - Sweden  
WWF - Switzerland  
WWF - UK  
WWF - US  
Sustainable Fishing Initiative

## Government and aid agencies

Department for Environment, Food and Rural Affairs (DEFRA), UK  
Indo-Pacific Research and Conservation Fund, Department of the Environment, Water, Heritage and the Arts, Australia  
Embassy of the Kingdom of the Netherlands (EKN)  
European Commission (EC)  
Food and Agriculture Organization (FAO)  
Forest Department, Government of Punjab  
Global Environment Facility (GEF)  
Government of Gilgit and Baltistan  
Interchurch organization for Development Cooperation (ICCO)  
International Development Research Centre (IDRC)  
International Union for Conservation of Nature and Natural Resources (IUCN)  
Irrigation and Power Development, Punjab  
Ministry of Climate Change, Pakistan  
Planning and Development Department, Government of Sindh  
Social, Economic and Environmental Development (SEED) in the Central Karakoram National Park, Government of Italy, Government of Pakistan  
Solidaridad  
The Dutch Sustainable Trade Initiative (IDH)  
UN-Habitat  
United Nations Development Programme (UNDP)  
U.S. Fish and Wildlife Services under Wildlife Without Borders – Critically Endangered Species Fund  
Wildlife and Parks Department, Punjab

## Corporate sector

Association of Chartered Certified Accountants (ACCA) Pakistan  
Chenab Ltd.  
Euroconsult Mott MacDonald  
IKEA  
Rabobank  
Tetra Pak Pakistan Ltd

## Trusts, foundations and others

Fauna and Flora International (FFI)  
Hawk Conservancy Trust  
Human Welfare and Nature Conservation Society  
International Centre for Integrated Mountain Development (ICIMOD)  
International Relief and Development (IRD)  
Lahore University of Management Sciences (LUMS)  
MAVA and Hoffmann Foundation  
Snow Leopard Trust  
The Coca-Cola Foundation  
TIDES Foundation

# President's Message

## Charging forward

Over the past year WWF - Pakistan has continued to make enormous contributions to the preservation of the environment and of endangered species in the country.

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 - Pakistan has to reach out to millions of people in Pakistan and solicit their support, including financial support for WWF - Pakistan. Therefore, WWF - Pakistan is focusing on increasing the number of supporters of WWF to a significantly higher level than the current level.

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

On behalf of the WWF - Pakistan Board we thank all the organisations and individuals who have helped WWF - Pakistan play an active role in conserving the unique ecology in Pakistan.



Khalid Mahmood  
President  
WWF - Pakistan



# Director General's Message

## Charging forward

This was a year of major expansion in the work of WWF - Pakistan, with the annual budget increasing by 60 percent to about Rs 800 million. The new large initiatives included climate change adaption in coastal areas, management of the Indus flood plains and helping Himalayan Mountain communities in Swat recover from the impact of the 2010 floods.

With increasing extreme weather events, such as the 2010 and 2011 floods, WWF - Pakistan enhanced its collaboration with a number of organisations to help develop solutions that are ecologically friendly. These include management of the Indus River floodplains and restoration of the Himalayan forests.

This year also saw a substantial increase in the number of youth that WWF - Pakistan interacted with to enhance their understanding of the environment. The platforms to enable this include Spellathon, Nature Carnival, Eco-Internship and Green School Programme.

WWF - Pakistan's interaction with the superior courts continued, and two important cases are in the Lahore High Court. One case, relating to the recovery of encroached forestland in Murree Forest Division has seen some success with the Punjab Forest Department able to retrieve 1,279 acres of forest. In another case the Lahore High Court has included WWF - Pakistan as a member of a Commission to help develop a plan to restore the natural ecology of the River Ravi. This is certainly a difficult and long-term challenge, but a solution is possible considering that substantial land is available along the River Ravi to establish various water treatment facilities, such as the natural constructed wetlands treatment that also restores the natural river ecology.

A major challenge for the future is to continue momentum for the good work done through two large projects, which are coming to a close: these are the Pakistan Wetlands Programme and the Indus for All programme. Fortunately, WWF - Pakistan has been able to secure alternate funding to continue many of the critical aspects of the work.



*Photo: Nuzhat Saadia Siddiqi*

Ali Hassan Habib  
Director General  
WWF - Pakistan



# The year in focus

## Green Office Initiative

WWF - Pakistan introduced the concept of Green Office to various corporate and organisations in Pakistan in early 2008 with the hope of creating a programme to enable offices in reducing their negative environmental impacts. The implementation of the programme helps participating companies to reduce their environmental footprints by cutting down on energy costs, reducing waste and making better procurement choices. In addition, the company benefits from a motivated and environmentally aware personnel and an improved corporate image. This user-friendly and practical programme is based on the general principles applied in the Environmental Management Systems (EMS). Offices who fulfill the programme's criteria gain the Green Office diploma and right to use WWF's Green Office logo (with certain terms and conditions).

In Pakistan, eleven companies including Packages Ltd, Engro Corporation Ltd and Engro Fertilizers Ltd, Qarshi Industries, Tetra Pak Ltd, Unilever Ltd, IBA Sukkur have enrolled in the programme. Most of the companies have been certified with the GO diploma. Engro Fertilizers Ltd and Engro Corporation Ltd alone reduced their carbon emissions by 114.45 metric tons in 2011. Engro Daharki Ltd, Tetra Pak Ltd, WWF - Pakistan head office, Qarshi Industries Ltd and Packages Ltd, have shown an overall carbon emission reduction of about 378.8 metric tons through less electricity consumption, reduced paper usage and by minimizing waste in the same year.

WWF - Pakistan is now getting support from Asia Pacific Growth Strategy for expanding the Green Office network in Pakistan. The target is to have approximately 60 more corporations enroll in the GO network by 2017.

## Syed Asad Ali Conservation Award

Syed Asad Ali Conservation Award recognises individuals who have made outstanding contributions to nature conservation at the grassroot level. Since 2000, WWF – Pakistan has been celebrating this award to pay tribute to the eminent conservationist, Syed Asad Ali (late).

This year three candidates were selected. Syed Bakal Shah has worked to sensitise local community for the protection of partridges in Thatta, Sindh, as a result of which the community declared 23 km area a no-hunting zone. The second candidate, Abdul Ghani (late), was selected for the award for his dedicated efforts for the conservation of mangroves in Sandspit Karachi. Muhammad Yousaf, who lost his seven year old son to a common leopard in Barangali District Abbottabad, was the third candidate. He provided support to the Wildlife Department in trapping the animal and not killing it, against the wishes of the community, and also played an instrumental role in resolving conflict between wildlife authorities and the local community.

To recognise the significance of women in conservation, next year 'Women in Conservation Awards' will also be awarded.

## WWF – Pakistan's Living Planet Awards

WWF - Pakistan recognises valuable contributions to nature conservation made by the Small Grant Programme projects 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 2012. These included a research project to explore the evolutionary perspective of the Indus river dolphin. Two community led projects for the promotion of ecotourism at Jiwani and for the conservation of pheasants in Azad Jammu and Kashmir were also chosen for the awards.





## Geographic Information System (GIS)

Under the *suo motu* action against the illegal forest encroachments in Murree Forest Division, forensic support was provided to the Lahore High Court. For this purpose, joint venture of GIS mapping was conducted by Punjab Forest Department, Survey of Pakistan, Punjab Revenue Department and WWF - Pakistan.

Detailed surveys using advanced land surveying equipment such as Differential Global Positioning System (DGPS) and Total Stations were used to collect the forest extent data at centimeter level accuracy. A team consisting of more than 200 people from the four departments completed the survey of a 600 km long boundary line in 120 working days. During the study, more than one thousand encroachers were identified, who were residing within the state forest land. The forest boundaries were finalized by using field data, high resolution satellite images of 46 cm detail, Survey of Pakistan's topographic data, forest history files and *latha* maps. The project was funded by Indus for All programme Partnership Fund and Punjab Forest Department. The final maps have been endorsed by the stakeholders. These maps will be submitted to the Court to get the orders of forest land retrieval from the encroachers and then restore the land with the indigenous (natural) forests of the area.

A project on 'District-wise National Forest Cover Assessment' was successfully completed and the forest cover maps of forty nine districts were developed. The project was conducted jointly with Ministry of Climate Change, International Centre for Integrated Mountain Development (ICIMOD), Space and Upper Atmosphere Research Commission (SUPARCO), Pakistan Forest Institute (PFI) and WWF – Pakistan. The main objective of the project was to estimate the forest cover of the selected districts having more than five percent of the forest land and also to make this information available for both national level decision making and international reporting requirements. Landsat and SPOT-5 satellite images of 2010 and 2011 were used to develop the maps. Under the project, in addition to the field surveys, various workshops, trainings and consultative meetings were organised to develop and enhance the accuracy of the forest cover maps.

## Rescue 1122 Health and Safety workshop

WWF – Pakistan's Organisational Health and Safety policy has been in effect since January 1, 2010. WWF - Pakistan, has implemented Occupational Health and Safety (OH&S) measures at all its offices. The policy has been made in collaboration with Environmental Management Systems (EMS) at the head office. An essential prerequisite of the policy, training of WWF - Pakistan staff in Occupational Health and Safety techniques was arranged in coordination with the Punjab Rescue 1122 team.

The three day training session for staff was took place in October, 2011, comprising a basic life support orientation course and fire safety workshop.

Twenty staff members from different departments were trained in various life support activities including ABC (Air, Breathing and Circulation of Blood) and CPR (Cardiac Pulmonary Resuscitation). Special practical sessions were arranged to train the staff on spinal injury management, fire prevention, fractures, drowning and bleeding control.

## WWF - Pakistan Long Service Awards

Long Service Awards were organised for WWF staff in 2011 for the first time and will be held annually moving forward. Employees who had been with the organisation for ten years or more were given the awards in ceremonies held in Lahore, Karachi, and Islamabad. Members of WWF - Pakistan's Board were invited to these ceremonies. The awards brought new energy and spirit for continued efforts towards the mission of the organisation. A total of 52 employees received these awards in the 10, 15 and 20 years categories.



## Employees with experience in WWF - Pakistan exceeding 10 years

- |     |                    |     |                     |
|-----|--------------------|-----|---------------------|
| 1.  | Younas Mughal      | 17. | Jeevan Das          |
| 2.  | Omar Zakria        | 18. | Mohammad Saleem     |
| 3.  | Imran Aslam        | 19. | Mewa Khan           |
| 4.  | Hammad Naqi Khan   | 20. | M Shafiullah Khan   |
| 5.  | Islam Awan         | 21. | Jehangir Durrani    |
| 6.  | Idrees Bhatti      | 22. | Babar Hussain       |
| 7.  | Uzma Khan          | 23. | Rab Nawaz           |
| 8.  | Anwar Khan         | 24. | Ahmad Ali           |
| 9.  | Najeeb Ullah Shah  | 25. | Naseeb Gul          |
| 10. | Mohammad Sajjad    | 26. | Mohammad Zafar Khan |
| 11. | Shahid Mehmood     | 27. | Mohammad Essa       |
| 12. | Rashid Ud Din      | 28. | Mohammad Shafi      |
| 13. | Ghulam Akbar (Dr.) | 29. | Rehmat Ali          |
| 14. | Najam Ul Huda Khan | 30. | Hamid Hussain       |
| 15. | Amir Saeed         | 31. | Imdad Hussain       |
| 16. | Sabiha Zaman       |     |                     |

## Employees with experience in WWF - Pakistan exceeding 15 years

- |    |                  |     |                     |
|----|------------------|-----|---------------------|
| 1. | Ali Hassan Habib | 10. | Javed Masih         |
| 2. | Ali Irfan        | 11. | Mohammad Ali        |
| 3. | Anwar Naseem     | 12. | Ejaz Ahmad (Dr.)    |
| 4. | Basharat Ali Naz | 13. | Masood Arshad (Dr.) |
| 5. | Nasir Hameed     | 14. | Akram Farooqi       |
| 6. | Younas Awan      | 15. | Salvador Fernandes  |
| 7. | Asmatullah Khan  | 16. | Abdul Sami          |
| 8. | Wali Zada        | 17. | Asmatullah          |
| 9. | Fida Hussain     |     |                     |

## Employees with experience in WWF - Pakistan exceeding 20 years

- |    |                  |
|----|------------------|
| 1. | Waqar Nasim      |
| 2. | Mohammad Jan     |
| 3. | Mohammad Pervaiz |
| 4. | Fazle Yar        |



# Forests

## Social, Economic and Environmental Development (SEED) project for CKNP

WWF – Pakistan is an implementation partner in the SEED project for the Central Karakoram National Park (CKNP). Spanning over five years, the project aims at sustainable management of CKNP and livelihood improvement of adjacent communities. Financial support has been provided by the Governments of Italy and Pakistan under the Pakistan-Italian Debt for Swap Agreement (PIDSAs) initiative. Other partners include Directorate of the CKNP, Aga Khan Rural Support Programme, Alpine Club of Pakistan and Mountains and the Glaciers Protection Organisation.

WWF – Pakistan is implementing various components related to mass awareness, community mobilization, conservation planning, pasture and livestock management and social forestry. During this year, WWF – Pakistan completed its target of establishing and mobilizing twenty CBOs around the park in support of the CKNP. Conservation planning has been completed in fourteen valleys including establishment of valley conservation funds in eight valleys. Baseline wildlife surveys were conducted in thirteen valleys. Participatory watch and ward mechanisms have been established in seven target valleys where the community-watchers trained in wildlife monitoring are in place to control exploitative activities.

Other activities under pasture and livestock management include livestock vaccination in one valley, breed improvement campaign in one valley, improvement of a primitive cattle shed in one valley to reduced predator attack, fodder cultivation on 11 hectares and energy plantation on 26 hectares. Under social forestry schemes, plantation of fast growing tree species have been carried out on 84 hectares in eight valleys and campsite plantation in Hisper Valley on about six hectares. To raise public awareness regarding CKNP a video documentary, a poster, a diary and a factsheet have been developed in addition to organising four radio programmes and awareness raising campaigns on globally significant environmental days. In order to address conservation issues of CKNP in local media, a two day training cum exposure visit to CKNP was organised at Gilgit for a group of eighteen journalists.

The project also underwent its mid-term review exercise in which all activities were physically evaluated by a team of professionals including a senior conservationist and a structural engineer.

## Ecological restoration in the flood affected areas of Chel-Beshigram and Miandam valleys of Swat District

The project was initiated in August, 2011 in response to WWF - Pakistan's ecological assessment in the flood affected areas of Swat. The project is funded by the WWF network and aims at restoring and sustainably managing the flood affected forest and stream ecosystems in selected sites of Chel-Beshigram Valley of Swat District. Major interventions include community mobilisation and sensitisation, slope stabilisation, stream stabilisation, medicinal plants harvesting and processing, plantation and protection of forests and rangelands.

To reduce pressure of fuelwood on the forests, a total of 45 fuel efficient stoves (FES) were provided to the locals. Reforestation of local tree species was done on 8.4 hectares area while an eleven hectares degraded area was fenced for natural regeneration and improvement of plants diversity. More than 100 hectares of degraded pasture were protected through a ban on free grazing. Biological treatments were given to both streams and landslides. A total of ten loose stone check dams, measuring 232 m<sup>3</sup>, were constructed, eleven slides were treated with soft gabions, brushwood layering and retaining walls.



## Reducing Emissions from Deforestation and Forest Degradation (REDD+)

With the financial assistance from the One UN Joint Programme on Environment (JPE), the office of the Inspector General of Forests, under the Ministry of Climate Change (MoCC), International Centre for Integrated Mountain Development (ICIMOD) and WWF - Pakistan are jointly implementing the project, “Reducing Emissions from Deforestation and Forest Degradation (REDD+)”. It aims at developing the capacities of key stakeholders and taking their inputs through consultative workshops for developing the future national strategy in the context of REDD+ in Pakistan.

WWF - Pakistan and ICIMOD have signed a Letter of Agreement (LoA), and a future road map of the project has been developed, focusing on capacity building of stakeholders. In addition, a mechanism for REDD+ preparedness phase for Pakistan is being developed.





# Water

## Freshwater Programme

Under the Freshwater Programme of WWF – Pakistan, various small and large scale projects are being implemented, including some field based initiatives such as Pakistan Wetland Programme (PWP), Indus For All programme, Saving Wetlands Sky High and some research work.

In collaboration with WWF – UK, WWF – Pakistan has been working on Indus Basin Water Security Project (2009-2012) which focuses on an advocacy driven approach to secure sustainable freshwater resources to support people, ensure environmental flows and protect the the Indus River system. The project's duration was four years and it is now in its ending phase. As an output, a report titled "Development of Integrated River Basin Management (IRBM) for Indus Basin" was proposed. The report iterates that measures are needed to ensure that the agricultural and natural ecosystems of the Indus Basin function well; the water resource entitlements and services upon which people depend are strengthened and made more productive; and the adaptive capacity of the local people is enhanced in the face of future water fluctuations. The study reviews the present policy as well as the institutional and legal framework for allocation and management of water resources; critically analyses 2010 floods management; and covers water economics and zoning by focusing on irrigated ecozones of the River Indus. Finally, the study looks at international best practices, provides recommendations for an improved river basin management framework for the Indus Basin and identifies the elements of a proposed National Water Policy for Pakistan.

WWF – UK is also providing support to WWF – Pakistan for water stewardship project with the objective of promoting the development of the Pakistan Water Stewardship strategy and action plan. The project ensures that a clear strategy for WWF - Pakistan's work on private sector water stewardship exists, and it supports and aligns with the WWF Global Freshwater Programme goals. This strategy involves building relationships with various interest groups and multinational/national companies, and using these relationships to influence policy and private sector water usage, supply chain and water management. WWF has also submitted a proposal to the European Commission (EU) to strengthen this work.

## Indus for All Programme

The Indus for All Programme entered its last year of implementation in 2012. Overall, most of the activities planned for the 60 months project period have been successfully implemented.

To highlight the importance of the environment and create awareness among stakeholders, different environmentally important days were celebrated. Ozone Day and Natural Disaster Reduction Day were celebrated at Pai Forest, whereas World Fisheries Day and World Energy Day were celebrated at Keenjher Lake. Academia, print and electronic media, the community and relevant government officials participated and delivered speeches regarding the importance of the day.

The power mapping baseline study has been completed, covering eight priority sites of the Indus ecoregion, whereas an impact assessment of the implemented interventions under LDP was also completed, covering our priority sites. Small mammals, reptile and habitat inventory surveys were also conducted at four sites, and hotspots for the smooth coated otter were identified at Chotiari Reservoir in Sanghar.

To ensure that links with the community are kept intact, efforts were made to strengthen the CBOs through the training of more than 100 CBO and network members. Under major physical outputs various interventions were completed during the reporting period, such as establishment of a computer centre for local youth, two small bakeries established at two



villages, and the establishment of ten organic kitchen gardening units. Fifteen sewing machines were given to trained women artisans at Pai Forest. Provision of livestock to ten poor households (one cow per household), distribution of ten sewing machines and establishment of three small enterprises were done at Chotiari Reservoir during the reporting period. In addition to this, seventy-five women artisans of Chotiari and Pai Forest area were given fifteen days' training in product development, design and colour scheming. These women are being linked with potential markets in the big cities.

In terms of networking, the eleventh Indus Ecoregion Steering Committee (IESC) meeting was held on March 20, 2012. Annual Review and Networking meeting was also held. About 100 participants from academia, NGOs/CBOs, government, and print and electronic media attended the event.

## Efforts for saving high altitude wetland ecosystems in Gilgit, Pakistan

The Saving Wetlands Sky High (SWSH) programme phase three is a WWF - Netherlands funded regional programme being implemented by WWF offices in China, India, Pakistan, Nepal and Bhutan. WWF - Pakistan, in collaboration with relevant government, non government and locally active community organisations, have been implementing the Pakistan component in Qurumbar, Gahkuch, Naltar, Deosai, Jarbasso and Rash Lake sites in Gilgit-Baltistan. The programme aims to mitigate some of the key threats to high altitude wetlands ecosystems, their associated biodiversity and livelihoods through involvement of local communities, government agencies and non government partners at the grassroots level.

So far, socio-ecological surveys of five high altitude wetlands namely Ghursay Lake (Kharmang), Karfaq Lake (Ghanche), Jarbasso Lake (Shigar), Birgal Lake (Ishkoman) Gahkuch Marsh Land and Shandoor Wetlands complex have been conducted. Local communities have been mobilized for care and conservation of target sites, fodder and energy plantations have been raised to dilute pressures on pastures and limited local forests, scientific research on HAW ecosystem functions and values is in progress, BACIP is supporting poor households to meet their domestic energy demands, hazard risk and vulnerabilities have been assessed and communities are trained in disaster risk reduction (DRR) techniques.

In order to offset freshwater ecological footprints, effective measures have been taken to protect critical watersheds and key wildlife habitats which include: training local herders and ex-hunters in wildlife identification and survey techniques, prey and predator population monitoring. A joint watch and guard system has been established to control illegal hunting of ungulates and shooting of waterfowl, high productive cattle have been introduced through breed improvement to reduce grazing pressure on pastures, livestock is being vaccinated against common diseases to control animal mortality. Livestock insurance schemes (LIS) have been established with community contribution, for compensating predation losses and ultimately controlling retaliatory killings of top predators, particularly the endangered snow leopard and wolves in the project areas. Radio programmes on wetlands related conservation issues have been recorded and aired in local languages, IEC materials have been developed and distributed and environmental events are celebrated with project schools, communities, media and other partners to foster awareness about wetlands among communities and other stakeholders.

## Watershed Management Project, Nathiagali

WWF - Pakistan implemented a watershed management project with the funding of The Coca Cola Foundation since November, 2008. The project aims at ensuring availability of clean water in springs and streams for local consumption as well as safe ecological flows. The project is now in its fourth phase and is focusing on stakeholders' sensitisation and awareness, capacity building, research, improvement of vegetation cover on degraded slopes of the catchments, bioengineering techniques of slopes and streams stabilisation, water harvesting, alternate energy options, improved farming and livelihood options.



To increase mobilisation and sensitisation, five men and four women village level organisations and nature clubs in more than 80 schools have been established. A total of fifteen environmental campaigns were also organised. More than 62,000 plants on 65 hectares were planted and 16,800 forest and 4,000 fruit plants were distributed among farmers.

Around 6.5 hectares of forest were fenced and 50 hectares protected through local watch and ward to encourage natural regeneration. A total of 53,287 m<sup>2</sup> of landslides were treated through bioengineering techniques with plantation of 60,000 cuttings and seedlings. A total of seven water storage tanks were constructed on natural springs and catchments of nine springs were protected through volunteer campaigns. Eighty-seven rooftop rainwater harvesting units were established. As a result of all these interventions the project was able to replenish about 51 million litres of water per year. Moreover, the project was able to improve water availability by 1.14 million litres per year.

## Pakistan Wetlands Programme (PWP)

Pakistan Wetlands Programme (PWP) (2007 to 2012) worked:

- a) To create and maintain a positive, enabling national environment for wetlands conservation through policy development, training, capacity and awareness building; and
- b) To provide replicable working samples of wetlands conservation and management in the form of community based management plans for four wetlands complexes, each representing a specific ecoregion.

The first immediate objective focused on a number of initiatives designed to mainstream wetlands conservation. Collectively, these will provide the required policy, institutional, technical and financial framework and generate positive public support essential for the sustainable conservation of globally significant biodiversity in naturally occurring wetlands.

The second immediate objective of PWP involved the design and implementation of replicable, participatory management plans for four independent demonstration sites, each selected to be representative of a broad wetlands ecoregion in Pakistan. It includes specific mechanisms to enhance replication and proliferation of viable wetlands management interventions as part of a nationwide, ongoing wetlands conservation initiative. This has been achieved successfully by the completion of hundreds of interventions at the demonstration complexes. Nearly 250,000 people have benefited from these interventions over the years. Forty-nine percent of the beneficiaries have benefited from alternative energy interventions whereas 34 percent and 8 percent have benefitted from diversified livelihood interventions and site specific interventions respectively.

## Achievements: 2007 – 2012

- **Sustainable institutions established for wetlands conservancy**  
Institutional embedment was ensured through the formation of effective site offices, Wetland Management Committees and 66 Village Conservation Committees of both men and women at all the demonstration complexes;
- **Planning and decision making of wetlands conservation agencies enhanced**  
Status of significant wetlands was assessed, through 642 surveys in 74 wetlands, resulting in discovery of coral reefs, new species of reptiles and new habitats such as high altitude peatlands and a decision support system called Pakistan Wetlands Geographic Information System (PWGIS) was developed. PWGIS does not only maintain database of the wetlands of Pakistan but has also been used for specific decision making. To strengthen planning, seven management plans were developed for adoption by respective government agencies;
- **National Wetlands Conservation Policy (NWCP) developed**  
Despite institutional turbulence, a Pakistan National Wetlands Policy has been drafted and endorsed from relevant stakeholders. The policy objectives and strategy addresses primary threats to Pakistan's wetlands and suggests a regulatory framework for conservation with sustainable use.
- **Technical capacity enhanced through training and capacity building**  
PWP completed 217 training and capacity building initiatives under the training programme resulting in training of 9,000 people including 7,500 professionals. Training themes have ranged from natural resource management and wetlands conservation to diversified livelihood skills and community empowerment. Given the comprehensive approach, trainees included members from conservation agencies, local communities, bureaucracy and most notably from the armed forces and paramilitary forces, judiciary and customs. Certificate courses and graduate degrees in wetland sciences were also successfully launched.
- **Nationwide wetlands awareness campaign**  
One hundred and forty-nine awareness initiatives were undertaken which included campaigns, competitions, festivals, walks, workshops, tours and presentations. Media coverage for PWP included over 4,000 press releases and 3,000 TV broadcasts. Dissemination materials including brochures, newsletters, posters and booklets were widely used to increase awareness. The awareness campaign set agenda for wetlands conservation at broader scale in the country;
- **Long-term sustainability of wetlands conservation management plan**  
PWP has used a multipronged approach to provide long term financial sustainability for wetland conservation efforts. Apart from raising funds of over US\$ 4 million, other relevant initiatives were also completed. These include income generating activities, leveraging capacity at the grassroots and motivating and advising government agencies to undertake projects on wetland conservation. Institutional sustainability was ensured through creation of national parks, adoption of PWP initiatives by respective line departments, and launching of projects by partner organisations addressing wetlands management in the longer term;
- **Implementation of sustainable wetlands conservation at four demonstration complexes**  
The four demonstration complexes PWP worked on are Makran Wetlands Complex, Central Indus Wetlands Complex, Salt Range Wetlands Complex and Northern Alpine Wetlands Complex. Numerous successful interventions at all demonstration sites have enabled a long-term future for wetlands conservation.

Some of the interventions are:

- o The programme focused on wetlands protected area assessment and improving the network. This resulted in establishment of Broghil National Park, Khyber-Pakhtunkhwa and Qurumbar National Park, Gilgit-Baltistan. PWP has suggested establishing an inter-provincial transboundary national park of the two parks between Khyber-Pakhtunkhwa and Gilgit-Baltistan. PWP contributed to obligations under Convention on Biodiversity and achievements of targets under the Millenium Development Goals through strengthening of protected areas network with five National Parks establishment;
- o Alternative energy interventions have been deemed critical to wetland conservation efforts as they often establish a direct link between the improvement in wetlands and their surrounding environment and the use of a given alternative energy source. Alternative energy interventions like biogas plants, solar lighting, solar water pumps and solar and wind hybrid systems have consistently shown this capability during the implementation phase.
- o Diversified livelihoods interventions have enabled community members to improve their livelihoods without unnecessarily exploiting wetland resources. Simple interventions like trainings on sea food cooking have improved the lives of community members along the Makran coast in MCWC.
- o Many interventions have been specific to a particular demonstration site. For example, conservation efforts related to marsh crocodiles were specific to MCWC whereas dolphin rescue operations were specific to CIWC. There have been over 100 site specific interventions during the course of the programme. The programme also tested pilot and innovative exercises such as eco-tours to Makran Coastal Wetlands Complex. Three eco-tours, which are taken on fee basis, were organised in 2010, and these tours became basis for developing Eco-tourism Programme. Conservation efforts such as mangrove plantation over six sq km in Kawari, protection of marine turtles nests and safe release of about 32,000 hatlchings to sea, and tracking of green turtles with satellite transmitters are excellent examples of successful models and introduction of new technology. The amendments in the Wildlife Acts of KP and Punjab to include freshwater turtles as protected animals on the basis of PWP's research is an excellent example of site based sustainable wildlife management.





# Market Transformation

## Sustainable Agriculture Programme

The Sustainable Agriculture Programme (SAP) aims to “help make agricultural commodities part of a sustainable industry so as to make their production sustainable and reduce their footprint on priority ecosystems”.

PSCI-III: during 2011, WWF - Pakistan worked with 24 Producer Units (PUs), 1,153 Learner Groups (LGs) and 30,969 FSH (Family Small Holders) and 363 LFEs (Large Farmer Employers). To raise awareness, 22 farmer field days and ten walks were conducted along with training of 1620 spray men and 580 female cotton pickers. In addition, seven booklets and pamphlets were also printed and distributed.

After self assessment by Learner Groups and credibility checks ( 2<sup>nd</sup> Party i.e. WWF - Pakistan and BCI as well as the third party), more than 90 percent farmers qualified as Better Famers by adopting Better Cotton System (BCS). During the year 2011-12, 37,100 Better Cotton bales were produced. Seven Producer Organisations (POs) have been strengthened and are working as BCI Implementing Partners.

In 2009, a strong group of private and public players came together to set up the Better Cotton Fast Track (BCFT) programme and established a fund to accelerate the implementation of Better Cotton projects. It is financed by Dutch Sustainable Trade Initiative (IDH), International Cocoa Organisation (ICCO), Rabobank Foundation, IKEA, Marks & Spencer, H&M, Adidas and Levi Strauss & Co. In addition, WWF International, Solidaridad and Ecom have been involved since the inception of the BCFT programme.

BCFTF, funded by Dutch Sustainable Trade Initiative (IDH), International Cocoa Organisation (ICCO), Rabobank Foundation, IKEA, Marks & Spencer, H&M, Adidas and Levi Strauss & Co, are being implemented in Rahim Yar Khan, Jhang (Punjab), Sukkur and Ghotki (Sindh). After self assessment by Learner Groups (LGs) and credibility checks more than 90 percent farmers qualified as Better Famers. The programme is working with 43 PUs, 1656 LGs, 1000 LFEs, 38,500 small farmers to produce an expected 498779 Metric Tons (MT). Seven Producer Organisations (POs) have been strengthened too and are working as BCI Implementing Partners. Farmers ensure efficient use of water, fertilizer and pesticides to conserve environment as well as increase net profit margin by 18 to 25 percent. To conserve environment, farmers reduced use of agrochemicals (pesticides 47 percent and chemical fertilizer 41 percent) and freshwater by 38 percent.

Sustainable cotton production in Pakistan's Cotton Ginning SMEs (SPRING) is funded by European Union (EU) under its regional initiative SWITCH Asia. WWF - Pakistan is implementing the project in partnership with WWF - UK and Pakistan Cotton Ginner's Association. So far, MoAs with key project stakeholders such as Cleaner Production Institute (CPI) and Pakistan Cotton Standard Institute (PCSI) have been signed. Grading standards and operation of latest fiber testing instruments, four week long cotton selector training course was arranged in collaboration with PCSI.

Series of meetings have been conducted with cotton producer organisations and ginners participating in SWITCH Asia's SPRING project. CPI will conduct an integrated gap analysis in forty five ginning SMEs to collect baseline data on energy, resources and production efficiency. Technical resource persons from Small and Medium Enterprise Development Authority (SMEDA) and Department of Fibre and Textile Technology, University of Agriculture, Faisalabad will provide support for identifying gaps pertaining to ginning processing and fiber quality. Health and safety risk assessment survey to evaluate the performance levels of ginning SMEs is being conducted by CIWCE.

Pakistan Sustainable Sugarcane Initiative (SuPSI), Jhang is part of the Sugar Producer Support Initiative (SuPSI), a global initiative, which is a four year programme (2009-2012) initiated by Solidaridad, WWF and the Better Sugarcane Initiative (BSI). The goal of SuPSI is to add value to the sugarcane supply chain by supporting small scale farmers and farm workers in the sugarcane sector worldwide and preparing them for certification.



Long-billed Vulture, Nagar Parker, Sindh  
Photo: Shahid Iqbal

# Species

## Vulture Safe Zone

The Vulture Safe Zone project is funded by the United States Fish and Wildlife Service. The project aims to establish an area that will be dedicated to the eradication of Diclofenac Sodium, thereby declaring it a “Diclofenac Free Zone” which is in line with the overall objective of the international consortium under the name of Save Asian Vultures from Extinction (SAVE).

The Gyps Vulture Restoration project is multifaceted and incorporates both *in-situ* and *ex-situ* conservation elements. The *ex situ* work has been considered significant contribution in recent years. However, with the advent of this new project, *in situ* conservation is now also a large focus of white backed vulture conservation in Pakistan. An area of 100 km in diameter is serving as the Vulture Safe Zone in the remote region of Nagar Parkar, Sindh, where white backed and long billed vultures are found in abundance.

In the initial stage of the project, activities and surveys were carried out to gain an understanding of the on-ground situation. These surveys included an assessment of the availability of Diclofenac Sodium in markets; availability of its alternative, Meloxicam; and a vulture population survey. A legal ban on the drug is widely known, yet Diclofenac Sodium is still administered to livestock. Veterinarians are reluctant to divulge this information.

The target community is switching to Meloxicam as a result of the awareness raising and education campaign, which is a key component of the project.

The vulture population survey was held in March-April, 2012 to assess the number of vultures left in the wild in the project area. Education and awareness being key components of the project, the target community has been taking action to raise awareness in order to replace the drug with Meloxicam. Support from the community will serve as the backbone for such a project and the eventual goal of the project will be a community sustained protected area for vultures. In order for the community to foster a sense of stewardship for this species, WWF – Pakistan will help them by carrying out a free livestock vaccination programme.

## Indus River Dolphin Conservation Project

WWF – Pakistan initiated the second phase of the Indus River Dolphin Conservation Project (IRDCP) in July, 2007 funded by WWF - Switzerland. The project aims at conserving the endangered cetacean, the Indus river dolphin (*Platanista gangetica minor*), in its core habitat through improvement of livelihood and proactive awareness raising among the fishermen communities. The project area covers a 200 km stretch of the Indus River between Guddu and Sukkur barrages, in Sindh province, a legally notified protected area, the Indus Dolphin Reserve, hosting the highest abundance of Indus dolphin population in Pakistan.

In the current year, WWF – Pakistan conducted a workshop for building capacity of the Indus River Mirbahar Welfare Development Organisation (IRMWDO), a fisherfolk Community Based Organisation (CBO). The twenty participants learned organisation, management and proposal writing. WWF – Pakistan also organised a need based training session on wildlife management and legislation at Indus Dolphin Conservation Centre, Sukkur for 35 staff members of Sindh Wildlife Department. A total of eight stranded dolphins were found during regular canal monitoring, out of which seven were safely rescued.

An international workshop was also organised to formulate Indus River Dolphin Conservation Action Plan and Strategy in Lahore. International cetacean experts; representatives of provincial wildlife, fisheries, and irrigation departments; national



Common leopard

conservationists and academia participated in the event. The workshop was also attended by Cetacean Specialist Group, IUCN; Marine Mammal Commission, USA; and Chinese Academy of Sciences.

A community based vocational centre was established in April, 2012 for organising a three month vocational course for women groups of selected fisher communities. The services of Sindh Rural Support Organisation were obtained for conducting the vocational training. A month training course on fish cage culture was also organised for a group of fifteen fishermen in collaboration with Sindh Fisheries Department.

Completion of a dolphin population survey by WWF – Pakistan in Indus River, revealed that the dolphin numbers between Taunsa and Guddu barrages are up from 259 in 2001 to 465. The Indus River Dolphin Conservation Project's second phase ended in June, 2012 and efforts are underway for the extension of the project and its funding.

## Common Leopard Conservation Project

The Common Leopard Conservation Project has been funded by Human Welfare and Nature Conservation Society (HWNCS). The project involves research and awareness work in collaboration with the University of Siena, Italy and Walkabout Films (Pvt) Ltd. The research is underway in Ayubia National Park, which is relatively small protected area of 33 sq km with an elevation range of 1,322 – 2,868 m.

The research focuses on the ecology of common leopard (*Panthera pardus*), a species which is poorly studied in Pakistan. Scats have been collected on monthly basis from eight tracks covering 53 km length, of which 69 have been analysed so far. The analysis shows that livestock constitute 48 percent (n=33) of the diet of the leopards in the study area and a total of 11 different food categories were identified. The unnaturally high predation on livestock can be attributed to the extirpated wild ungulate species in the area and free grazing practices. Genetic samples have been collected to study population structure of the leopards in the study area. A socio-economic survey of communities is underway to understand how much these livestock contribute to the income of a household. This will help in answering the economic cost of depredation. The project has also been able to take the common leopard photographs using camera traps.

Four box traps were made and two GPS Pro Light radiocollars have been used and an unsuccessful trapping effort of 25 days was made in April, 2012. The trapping effort was done with the support of Prof. Sandro Lovari and Dr. Morten Odden. The trapping effort will continue to collar leopards which will unveil invaluable information on the home range of species and differences between sexes and variation because of seasonal changes. During the field work, a female common leopard was rescued from a village. It had been shot and paralysed, and had to be euthanized.



# Biodiversity

## Clearing House Mechanism (CHM) project

Pakistan, as a signatory of the Convention on Biological Diversity (CBD) is implementing various Programmes of Works towards fulfillment of the objectives of the Biodiversity Action Plan (BAP). Under its Article 18.3, CBD established Clearing House Mechanism (CHM). This is meant to contribute significantly to CBD and, through effective information services and scientific and technical cooperation, knowledge sharing and information exchange.

In Pakistan, WWF's Director Biodiversity acts as National Focal Point for CBD and Deputy Inspector General Forests-I acts as National Focal Point (NFP) for CHM. The NFP-CBD and NFP-CHM are jointly setting up a national CHM in the Forestry Wing with the technical support of WWF - Pakistan and financial assistance of Global Environment Facility (GEF) through the United Nations Environment Programme (UNEP). Major objective of the development of Pakistan's National CHM is to facilitate the data and information sharing on the conservation and sustainable use of biological diversity between and among stakeholders in the country.

A national implementation strategy for biodiversity CHM has been formulated. The CHM website's contents, layout and design were developed and domain registration process has been completed. Permission has been given from the Ministry of Information Technology for hosting the CHM website. Secretaries of the provinces and territories have been intimated for organising capacity building workshops.

# Energy

## Early Recovery Alternate Energy Project (ER-AEP)

The ER-AEP aims at promoting alternate energy options in the selected thirteen flood affected areas districts in Khyber-Pukhtunkhwa, Punjab and Sindh to enhance socio-economic resilience of the local community and improve their livelihoods. The initiative includes construction of 2,190 biogas plants and rehabilitation of 60 microhydel stations.

During the reporting period, all the 2,190 biogas units were completed and have been made functional, benefiting a total of 2,190 households and approximately 15,500 individuals.

Out of the total 60 micro-hydel plants, 24 have been commissioned while the rest are in progress and will be functional by the end of September. For six micro-hydels two each in Miandam, Chel and Beha (Matta), modalities for Operation Maintenance and Watershed Management funds have been discussed and finalised with the communities. Micro-hydel management committees in these areas have been established.

In Charsadda and Nowshehra districts, alternative energy users' committees and their associations have been established. The committees and their cluster associations will establish district level biogas units, O&M and an Alternative Energy Promotion Fund.





# Climate Change

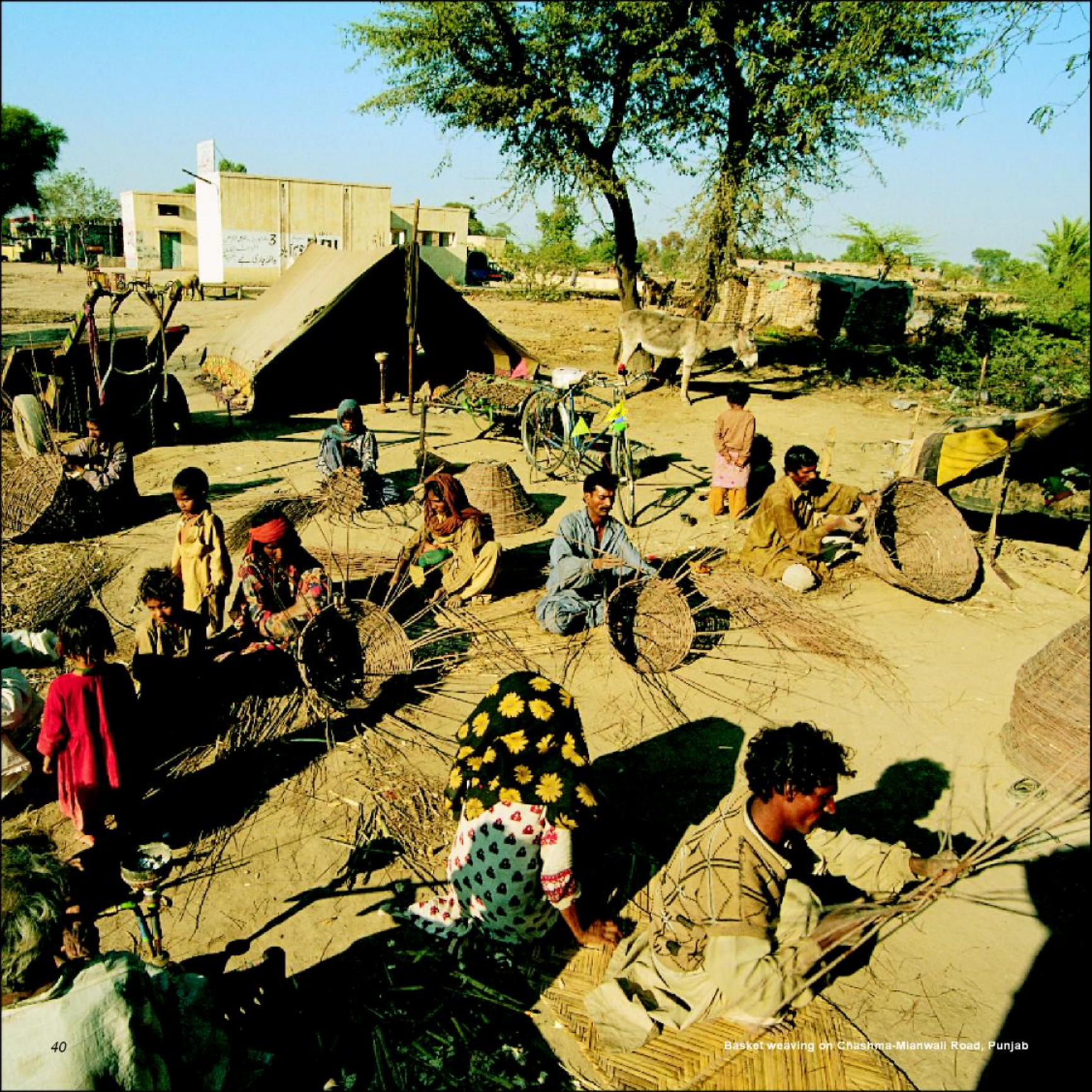
## Climate Change Adaptation Project

In January 2011, WWF – Pakistan, with funding from the European Commission, initiated a five year project entitled “Building Capacity on Climate Change Adaptation in Coastal Areas of Pakistan” (CCAP). The project’s implementing partners are LEAD Pakistan and WWF – UK. The CCAP project intends to reduce the risks associated with climate change, faced by vulnerable communities in the coastal regions of Pakistan, through the implementation of a number of action plans. CCAP extends its support to governance mechanisms, and encourages them to become more responsive and robust while addressing climate change and its impacts. CCAP is currently implementing field interventions at three sites, Keti Bunder and Kharo Chan, in the Thatta District, Sindh and Jiwani in the Gwadar District of Balochistan. The project currently targets 23,639 persons in 55 villages at Keti Bunder and Kharo Chan. CCAP’s work is not limited to Pakistani coastal communities but has a regional focus and in this regard it has associates in Bangladesh, Iran and India.

The first two years of the CCAP project are primarily focused on research. In the current reporting period CCAP has completed five studies. These studies are part of a delta-wide vulnerability assessment to identify hotspots of climate change susceptibility in the region. The completed studies include a community vulnerability assessment, best adaptation practices, socioeconomic baseline, climate data modelling, and a political and institutional analysis.

CCAP is working on strengthening its network and relations with coastal community members. In this effort, CCAP has held 90 meetings with communities of Keti Bunder and Kharo Chan to identify their needs and constraints. During this year, WWF – Pakistan held meetings with LEAD Pakistan, WWF – UK and with federal, provincial and district level governments to scale out awareness and promote local level adaptation planning.

CCAP strongly emphasizes establishing relations with the media. Twenty-five journalists were invited from across Pakistan to Keti Bundar for a day long exposure visit. The project also developed communication materials such as brochures in English and Sindhi, which are now available on the website.



# Programme Development

WWF - Pakistan's Programme Development Department continues to identify new funding and strategic partnership opportunities with the government, aid agencies, trusts and foundations, and plays a key role in maintaining a relationship with donors. The department also plays its role in aligning WWF – Pakistan's projects and programmes with WWF's Global Programme Framework, facilitating selection of conservation priorities and increasing its role in building in-house monitoring mechanisms.

This year, about 40 concepts and proposals have been developed by the department with the support of regional offices, conservation focal points and submitted to donors. The Programme Development Department protocols for technical concept/proposal submission were prepared and circulated among WWF staff.

World Wide Overview (WVO) data compilation was coordinated and uploaded on Insight website for FY 2011. World Wide Overview is the annual data collection from all WWF offices globally to analyse their performance against Network Key Performance Indicators. WWF - Pakistan is one of the pilot countries that participated in a peer review self-assessment exercise carried out by WWF International. The exercise included assessing challenges and innovations of WWF - Pakistan. Draft Action Plans were developed to address the two short listed challenges of "improving biodiversity alignment" and "building unrestricted income and liquid financial reserves", based on the feedback provided by peers.

The Pakistan Poverty Alleviation Fund (PPAF) funded study of "Environmental and Social Monitoring of PPAF Interventions" was completed by June, 2012. The study was supported by various regional offices and was coordinated by Programme Development Department. Field assessments and desk review for the selected interventions were carried out and a comprehensive report was submitted to PPAF.

Internal monitoring and evaluation of UNDP funded Alternate Energy project is being managed by the department under which the progress of installation of 2190 biogas plants and 60 micro-hydels is being carried out, with regular field visits and updates to the Programme Support Unit.

Two Project Review Committee (PRC) meetings were held this year to review the progress of projects against their planned targets and to ensure the quality and timely submission of reports to donors. Apart from reports, PRC guidelines were finalized and PRC member composition and future directions were also discussed. The department also facilitated the evaluation of auditors KPMG for due diligence process for the projects approved under DFID's Global Poverty Action Fund.

Data for all local and international flights by WWF - Pakistan staff was compiled and neutralized by buying gold carbon credits to offset their emissions. All network offices have been instructed to reduce their emissions each year and WWF – Pakistan has been steadily reducing its emissions for the last three years.

## Flood Response Project

WWF - Pakistan has been working on the flood project under a three staged flood response strategy. Following are the main highlights:

### **Flood relief efforts:**

The 2011 floods have caused considerable damage in Sindh. WWF has conducted assessments of the immediate damage to project sites, which runs into millions of rupees. For example, a lot of crops, livestock and fisheries initiatives at Sanghar and Nawabshah have suffered greatly. WWF - Pakistan has committed USD 15,000 from the flood project to Sindh Programme for relief activities at Chotiari. In addition, Rs. 500,000 was provided to the Hisper community in Gilgit-Baltistan for road



restoration, affected mainly by landslides.

### **Ecological Restoration:**

Rehabilitation plans have been developed based on the recommendations of the ecological assessments conducted after the floods of 2010. The field implementation of the rehabilitation plan in Swat is underway with the aim to restore damaged vegetation, rangelands and streams, train and stabilize affected streams (environment friendly ways) and slopes (bio-engineering and biological measures, etc.), and sensitize local communities for ecological rehabilitation.

WWF - Pakistan conducted a post flood assessment of the Taunsa Wildlife Sanctuary. The key findings were that the floodplains were encroached which broke the link of the river mainstream with the surrounding wetlands that receive flood water. WWF - Pakistan and Punjab Wildlife and Parks Department signed an agreement for an initial period of two years beginning July, 2011. Under this agreement, the two partners agreed to improve the watch and ward system at Taunsa Wildlife Sanctuary to protect it from encroachments and ecological damage by anthropogenic activities.

A meeting was held with senior staff of National Disaster Management Authority (NDMA) and they were briefed about WWF - Pakistan's efforts during the recent floods. WWF - Pakistan's Flood Response Strategy was also shared with them. Future collaborations in recovery and flood prevention strategy, introduction of Green Recovery and Reconstruction Toolkit (GRRT) and suggestion of trainings on GRRT were also discussed.

The Humanitarian Partnership Unit (HPU) has been established with the hiring of Disaster Response Environmental Partner Specialist. The aim of HPU is to manage partnerships to integrate environmental issues into disaster response, risk reduction activities in Pakistan and to lead development and implementation of GRRT training for agencies involved in disaster management activities in Pakistan and the region.

EARTH HOUR

60+



# Corporate Relations

The Corporate Relations team facilitates and drives WWF – Pakistan’s engagement at a national and global level with strategic corporate partners with a two fold objective of awareness raising and Corporate Social Responsibility (CSR).

WWF – Pakistan’s engagement is focused towards building and sustaining strategic and innovative business partnerships with some of the world’s largest local and global companies. Several products and initiatives that fit the unique requirements of various organisations including corporate memberships, technical co-operations, joint policy work, promoting Green Office, campaigning and sponsorship have been designed. In all cases, the aim is to achieve measurable material conservation gain for issues WWF - Pakistan focuses on and in the places it cares about.

## Spellathon 2012

WWF - Pakistan has successfully developed Spellathon as a household name across Pakistan. Launched in the 1980s, Spellathon reaches out to 150,000 students, in 1,500 schools in more than twenty cities in Pakistan, around the year.

The theme of Spellathon booklets this year, for students in grade one to ten, was energy conservation, sponsored by Sui Northern Gas Pipelines Limited and Lifebuoy. The financial contribution of corporate partners in Spellathon has helped WWF - Pakistan proliferate the message of energy conservation and the environment.

Geo News remained the official media partner for the third consecutive year for Spellathon, 2012.

## Traveling Nature Carnival

Nature Carnival, launched in 2000, is designed to engage and propagate the environmental and conservation agenda to the masses. Since its inauguration, the Nature Carnival has attracted approximately 50 to 70 thousand people ranging from individuals, families, schools, colleges and universities. Nature Carnival is a fun competition for students to design a 3D model of an environmental concept. The ability of a single initiative, such as the Nature Carnival, to attract thousands remains unprecedented in Pakistan.

Encouraged by the overwhelming success of the Nature Carnivals in 2011 and 2012, Indus Motor Company, Toyota, exclusively sponsored the Nature Carnivals for the third successive year, in Karachi and Islamabad. Additionally, a partnership agreement was ratified, for the initiative of Toyota School Environment Programme (TSEP).

TSEP hosted 250 selected schools, colleges and universities across Karachi, Islamabad and Rawalpindi. All the models developed on various environmental themes were displayed in 3D form in a Traveling Nature Carnival

WWF - Pakistan’s long term strategic partner MCB was the enthusiastic sponsor of the Nature Carnival in Lahore for 2012. MCB’s contributions went beyond financial sponsorship. Employees were encouraged to attend the carnival festivities through ATM and desktop displays of the carnival posters along with email reminders of the event. The event was successful with attendance of 15,000 visitors.

## Greeting Cards Campaign

The greeting cards campaign is a seasonal campaign and is rolled out three times a year, Eid-ul-Fitr, Eid-ul-Azha and New Year. It consists of a wide range of exclusive designs of landscapes, mosques, flowers and wildlife species, these unique

and picturesque designs are captured and circulated through a catalogue. The catalogue is shared with 3,000 corporate partners every year and is sponsored by IGI Insurance, PSO, Getz Pharma, Guard Group, Bilal Engineering, Shezan, AKD Securities, Berger Paints, Ibrahim Fibers, Stile, SAP and Tetra Pak. The sponsorship is acquired through procuring promotional space in the catalogue.

MCB continued their support for conservation and the environment through the purchase of 45,000 cards.

## Panda Products

WWF – Pakistan has an extensive range of high quality panda souvenirs, displayed on our website and through posters and banners in schools and offices of our corporate partners.

Bank Alfalah is critical to the success of panda products, as the souvenirs are featured in their credit card rewards catalogue. A high percentage of revenue collected through panda products is through this initiative.

## WWF – Pakistan’s ecological site at Lahore Zoo Safari

The 31 acres of land donated by the government of Punjab to WWF – Pakistan, at Lahore Safari and Zoo, has been developed to house a model of drip irrigation along with various other exhibits and plantations of native flora. Students, corporate members and the public at large has engaged in the plantation of ecologically significant activities.

## Earth Hour, 2012

Earth Hour is the world’s largest global climate change initiative led by WWF. Initiated in Sydney, Australia in 2007, it is now a phenomenon that solicits significant participation around the world. Earth Hour invites people, on the last Saturday of March every year, to switch off all unnecessary lights for one hour, symbolizing their commitment to saving the planet.

Pakistan joined 121 countries of the international community in 2010. Earth Hour, 2011 saw 5200 cities in 135 countries switch off their lights.

WWF - Pakistan acknowledges Sheikh Mohammad Afzal, Minister for Environment and Alternative Energy, Sindh, for his strong and overwhelming support for the Earth Hour since its launch in Pakistan. Sindh and Punjab officially endorsed EH 2012 with 72 historical landmarks switching off their lights for Earth Hour 2012. Mausoleum of Quaid-e-Azam was registered as official landmark for EH 2012.

Dawood Group and Qarshi Industries have been strong supporters of the Earth Hour since its inception. Pebbles and Qarshi were the lead sponsors this year. Al Falah Bank, PIA and PSO co-sponsored the EH 2012 and Lucky Cement was the exclusive partner.

Ambassadors and supporters for Earth Hour, 2012 included PPL, Mitsubishi Pakistan, Unilever Pakistan, Crescent Allied & Steel Pvt Ltd, MCB and Getz Pharma. Civil Aviation Authority (CAA) and Crescent Steel Private Limited have been notable supporters of the Earth Hour since its inception.

Earth Hour 2012 brand ambassadors included Aisam-ul-Haq, tennis player; Sohail Abbas, hockey Olympian and record holder; Nadia Hussain, model and actress; Fawad Afzal Khan, actor; Faisal Qureshi, actor and anchor; Shahzad Roy, singer;



and Bushra Ansari, legendary actress who officially endorsed EH 2012 at the event.

Earth Hour 2012 involved more than 60 partners across Pakistan including restaurants, retail outlets, schools, universities and organisations from the corporate sector.

GEO TV being the official media partner for EH 2012, yet again took the event to great new heights. Radio 1FM91 remained the official radio promotion partner.

## Eco-Internship Programme

WWF - Pakistan's Eco-Internship Programme, launched in 2009, engages students from grade 7 onwards by providing them with opportunities to learn about the environment and WWF. In 2012 the programme attracted approximately 6,000 students from across Pakistan.

Lotte Pakistan and PTA continued to sponsor Eco-Internship as exclusive sponsors, for the second successive year, across Karachi.

Students went through vigorous six day internship sessions. The sessions had modules which incorporated environmental issues as well as activities which made them interactive. Some of the academic modules included themes of alternate energy, biodiversity, water conservation, climate change, solid waste management and disaster management etc. The interactive activities included nature photography, paper making, survival training sessions and exposure visits to WWF - Pakistan's conservation programme sites.

City FM89 helped promote the programme through their website and broadcasts, and remained the exclusive media partners for Eco-Internship in 2011-2012.

The Eco-Internship Programme was a huge success with the participation of leading schools, colleges and universities including LUMS, NUST, FAST, Karachi University, Sargodha University, Faisalabad University, BSS Gujranwala and Bahria University. Kinnaird College and KIMS were particularly helpful as they facilitated the programme by providing their venues to conduct the Eco-Internship sessions.

## Green School Programme

The Green School Programme, an internationally endorsed annual environmental education certification by Asia Pacific Global Team of WWF has managed to bring together a total of 33 schools and almost 4000 Green Students across Pakistan since its launch in 2010.

Prominent schools of Pakistan that are implementing the Green School Programme (GSP) include Dawood Public School, which is leading individual Green School with maximum number of registered students for past two years. Beaconhouse School System has led the GSP in Pakistan with maximum registration with fifteen branches in Abbottabad, Rawalpindi, Islamabad, Lahore, Multan and Karachi. Roots School System has endorsed the GSP across their school system since the start of GSP. Sheik Zayed International Academy School is the only school in Pakistan with 100 percent student registrations.

All the Green Students are engaged in various interactive and hands-on activities and campaigns around the year. The activities include green corner, organic kitchen gardening, segregation and recycling waste, say 'no' to plastic bag campaign, paper making, nature photography workshop, Global Positioning System mapping, plantations drive, exposure visits, arts and crafts activities, creative writing competitions, puppet shows, Earth Hour, Waste Free Lunch and clean up drives.

In 2012 WWF - Pakistan's Green School Programme collaborated with LUMS' Social Responsibility Programme (SRP)



to organise “SEED for a better future”, as a part of the LUMS Model United Nations Conference 2012.

FM91 Pakistan played a critical role in promoting the GSP as exclusive radio media partner since 2011.

## Corporate Employee Engagement

WWF – Pakistan’s Corporate Employee Engagement focuses on building and sustaining strategic and innovative business partnerships with some of the world’s largest local and global companies, with the objective of raising awareness as well as promoting CSR. Through this initiative WWF – Pakistan has interacted with employees from different corporate sectors including manufacturing, power and energy, oil and gas, banking and finance, telecommunications, agriculture and many others.

# Corporate Donors

## Exclusive members

1. Beaconhouse School System
2. Unilever Pakistan Limited



## Premier members

3. Abbott Laboratories (Pakistan) Limited
4. Adamjee Diesel Engg. Pakistan (Pvt) Limited
5. Associated Group
6. Bayer CropScience (Pvt.) Limited
7. Cherat Cement Company Ltd.
8. Crescent Steel & Allied Products Ltd.
9. Fauji Fertilizer Company Limited
10. Glaxo Smithkline Pakistan Limited
11. Ibrahim Fibres Limited
12. Ihsan Sons (Pvt.) Ltd.
13. International Industries Limited
14. Mitsubishi Corporation
15. Murree Brewery Company Limited
16. Nestle Pakistan Limited
17. OMV Pakistan Exploration GmbH
18. Packages Limited
19. Pak Arab Pipeline Company Ltd
20. Pakistan Petroleum Limited
21. Samira Fabrics (Pvt.) Ltd.
22. Sanofi-Aventis Pakistan Limited
23. Service Industries Limited
24. Tetra Pak Pakistan Ltd.
25. The Hub Power Company Limited

## Regular Member

26. ACCA
27. AGP (Pvt.) Ltd.
28. Amreli Steels (Private) Ltd
29. Anis Ahmad & Brothers
30. Automotive Spares & Accessories (Pvt) Ltd
31. Avari Hotel Lahore
32. BASF Pakistan Pvt. Ltd.
33. Becton Dickinson Pakistan Private Ltd.
34. BSN Medical (Pvt.) Ltd.
35. Chemi-Dyestuffs Industries Ltd.
36. Chiesi Pharmaceutical
37. Coca Cola Beverages Pakistan Limited
38. DIC Pakistan Limited
39. EFU Life Assurance Limited
40. English Biscuit Manufacturers (Pvt.) Ltd.
41. Engro Fertilizer Dharki
42. Engro Polymer and Chemicals Limited
43. Golden Harvest
44. Haseen Habib Corporation (Pvt.) Ltd.
45. Homeopathic Stores & Hospital
46. J.D.W. Sugar Mills
47. ICI Pakistan Limited
48. Indus Motor Company Ltd.
49. Jubilee Insurance Company Limited

- |     |   |     |  |
|-----|---|-----|--|
| 50. | K.S.B. Pumps Company Limited              | 71. | Saif Holdings Limited                      |
| 51. | Karam Ceramics Ltd.                       | 72. | Samin Textile Limited                      |
| 52. | Kot Addu Power Company Ltd                | 73. | SGS Pakistan (Pvt) Ltd.                    |
| 53. | Lahore Stock Exchange (Guarantee) Limited | 74. | Shahtaj Sugar Mills Ltd.                   |
| 54. | Lucky Cement Limited                      | 75. | Shezan International Limited               |
| 55. | Malik Auto & Agricultural Industries      | 76. | Siddiq Leather Works (Pvt) Ltd.            |
| 56. | Merit Packaging Ltd                       | 77. | Siddiqsons Group                           |
| 57. | MIMA Leathers (Pvt.) Limited              | 78. | Sufi Group of Industries                   |
| 58. | Mirpurkhas Sugar Mills Ltd.               | 79. | Tapal Energy Limited                       |
| 59. | Muhammad Shafi Tanneries                  | 80. | Thal Engineering                           |
| 60. | N. E. S. P. A. K.                         | 81. | Thal Limited - Pakistan Papersack Division |
| 61. | Naurus (Pvt.) Limited                     | 82. | Tri-Pack Films Limited                     |
| 62. | Oil & Gas Development Company Limited     | 83. | Varioline Intercool (Pvt) Limited          |
| 63. | Pak - Arab Refinery Limited               | 84. | Veer Corporation                           |
| 64. | Pak Kuwait Textile Ltd.                   | 85. | Vikor Enterprises Pvt. Ltd.                |
| 65. | Pakistan Beverage Limited                 | 86. | Zulfeqar Industries Limited                |
| 66. | Pakistan Cables Limited                   |     |  |
| 67. | Pakistan Oilfields Limited                |     |  |
| 68. | Pharmagen Limited                         |     |  |
| 69. | Popular Chemical Works (Pvt) Ltd.         |     |  |
| 70. | S. Fazalilahi & Sons (Pvt) Ltd.           |     |  |

# 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.



**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 conservation.



**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.



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



**Rameeza Majid Nizami** is the Deputy Managing Director of the daily *Nawa-e-Waqt*.



**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.



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

# Balance Sheet

as at June 30th, 2012

FUNDS	2012 Rupees	2011 Rupees
General Fund	55,753,440	5,009,037
1001 The Nature Trust <sup>(1)</sup>	15,003,983	15,003,983
Scientific Committee Fund <sup>(2)</sup>	6,062,057	8,036,290
Restricted Funds <sup>(3)</sup>	15,381,414	11,911,047
Total	<u>92,200,894</u>	<u>39,960,357</u>
 REPRESENTED BY:		
Fixed Assets <sup>(4)</sup>	48,677,641	41,683,954
Investments <sup>(5)</sup>	72,900,336	50,840,797
Current Assets	429,818,175	246,322,322
	551,396,152	338,847,073
Current Liabilities	451,936,673	295,357,290
Liabilities against Assets Subject to Finance Lease	1,226,495	2,217,475
Employee Retirement Benefits	6,032,090	1,311,951
	459,195,258	298,886,716
Total	<u>92,200,894</u>	<u>39,960,357</u>

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

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 300,000 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

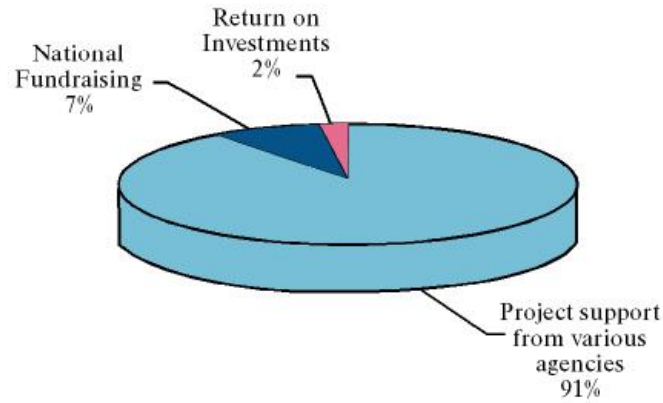
for the year ended June 30th , 2012

INCOME	2012 Rupees	2011 Rupees
Project support from various agencies <sup>(1)</sup>	743,700,320	457,167,378
National Fundraising <sup>(2)</sup>	52,639,787	40,410,453
Return on Investments	18,630,463	9,026,790
Total	<u>814,970,570</u>	<u>506,604,621</u>
EXPENDITURE		
<b>Global Programme Framework <sup>(3)</sup></b>		
Species	30,027,282	12,285,210
Freshwater	142,494,094	136,060,835
Commodities	89,159,471	75,684,496
Energy / Carbon	102,406,935	11,347,464
Places	63,613,296	85,959,864
Priority drivers	-	1,501,042
Others	34,064,115	3,080,003
<b>Non Global Programme Framework <sup>(4)</sup></b>		
Conservation, information, education & public policy	198,434,549	103,041,627
Fundraising	34,420,714	23,961,740
Administration	42,236,271	38,144,963
Depreciation	25,873,306	13,944,985
Total	<u>762,730,033</u>	<u>505,012,229</u>
	<u>52,240,537</u>	<u>1,592,392</u>

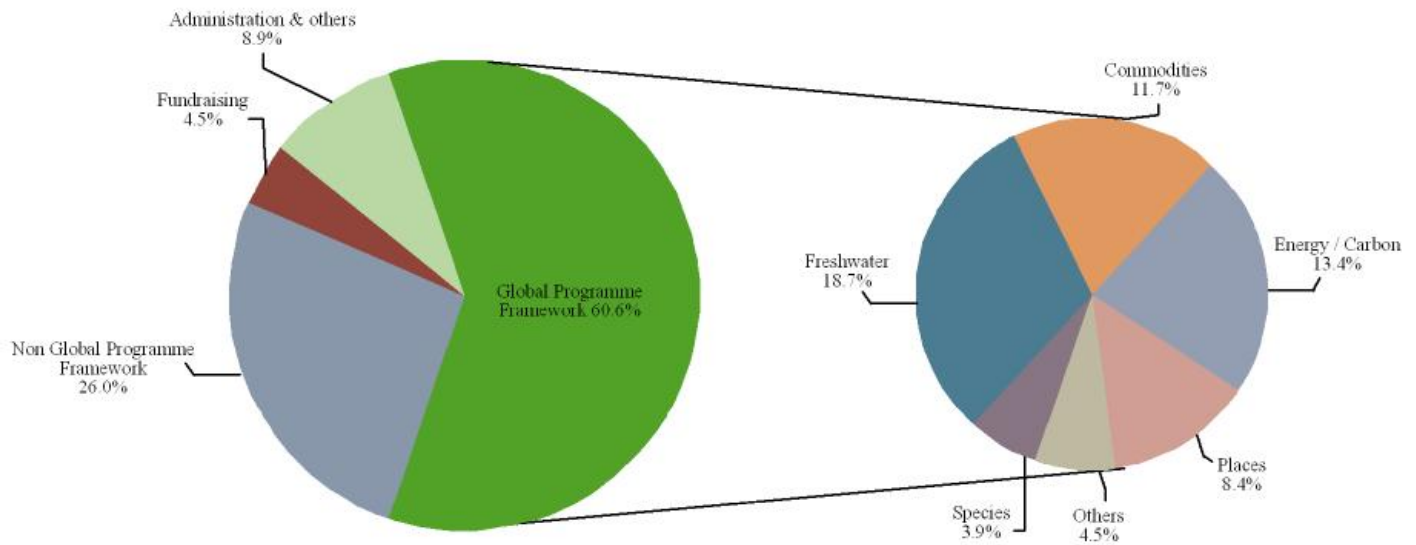
Based on accounts audited by A.F. Ferguson & Co. Chartered Accountants, a member firm of the PWC Network

1. Project Support from Various Agencies include funds received from donors, WWF Network, Government Aid Agencies (GAAs) and Trusts & Foundations during the financial year.
2. National Fundraising includes the donations generated through various campaigns such as Spellathon, Nature Carnival, Earth Hour Individual Membership Programme and Corporate Membership etc.
3. WWF Network has organised 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 2012

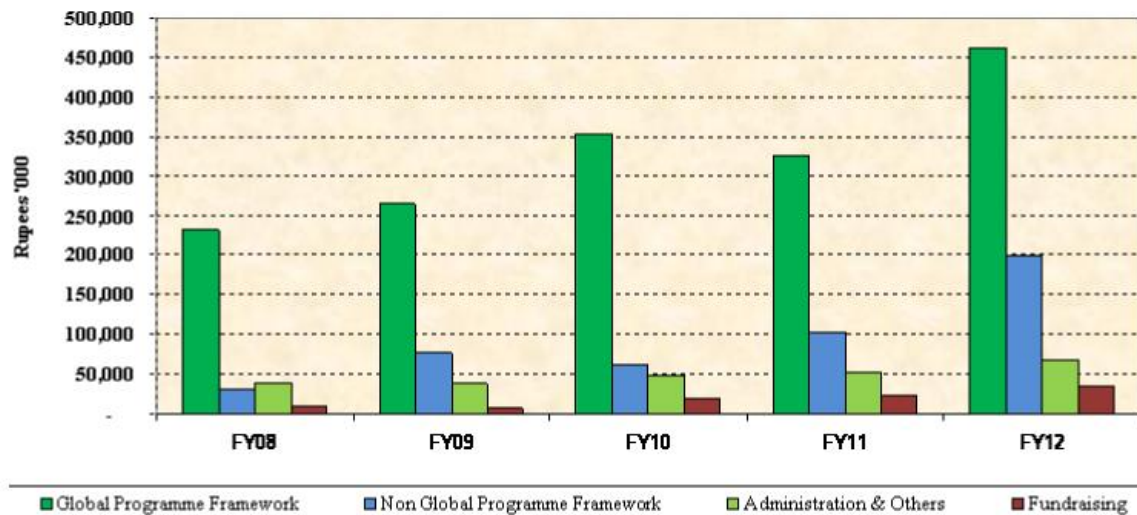


## Expenditures For Financial Year 2012



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

	<b>FY 08</b>	<b>FY 09</b>	<b>FY10</b>	<b>FY11</b>	<b>FY12</b>
Global Programme Framework	231,618	265,384	352,780	325,919	461,765
Non Global Programme Framework	31,508	76,647	62,712	103,042	198,435
Admin. & Others	39,376	38,419	47,723	52,090	68,110
Fundraising	9,247	8,267	19,201	23,962	34,421
	<b>311,748</b>	<b>388,717</b>	<b>482,416</b>	<b>505,012</b>	<b>762,730</b>



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](http://www.wwfpak.org)

[info@wwf.org.pk](mailto:info@wwf.org.pk)



Governance, Finance, Programme



Air Travel Offset



Environmental Management