



WWF

ANNUAL  
REPORT

PAK

2010

WWF - Pakistan

# Annual Report 2010



WWF – Pakistan Annual Report 2010

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# Making a commitment to the planet

WWF came into being in 1960, as the result of efforts by people deeply concerned about the plight of the natural environment on Planet Earth. Half a century later, it has become the largest conservation NGO in the world, with a global network active in the field of nature conservation in over 100 countries.

WWF – Pakistan, born in 1970, works under the aegis of WWF International. Based in Gland, Switzerland, WWF International coordinates the conservation activities being pursued by the entire WWF network. It develops policies and priorities to promote global partnerships, coordinates international campaigns, fundraising and communications services for the network, thereby executing the international strategy of WWF.

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 better educated in and more aware of the environmental issues this planet, and specifically Pakistan, is facing. Therefore our basic principles, lobbying with excellence, partnerships with local bodies, and capacity building at all levels, ensure sustainability at all levels.

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 that we must achieve by the year 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.

Our priority areas that we work with are the forests being cut down, the water bodies being polluted and drying up, the species dying out, and the climate change threatening us all.

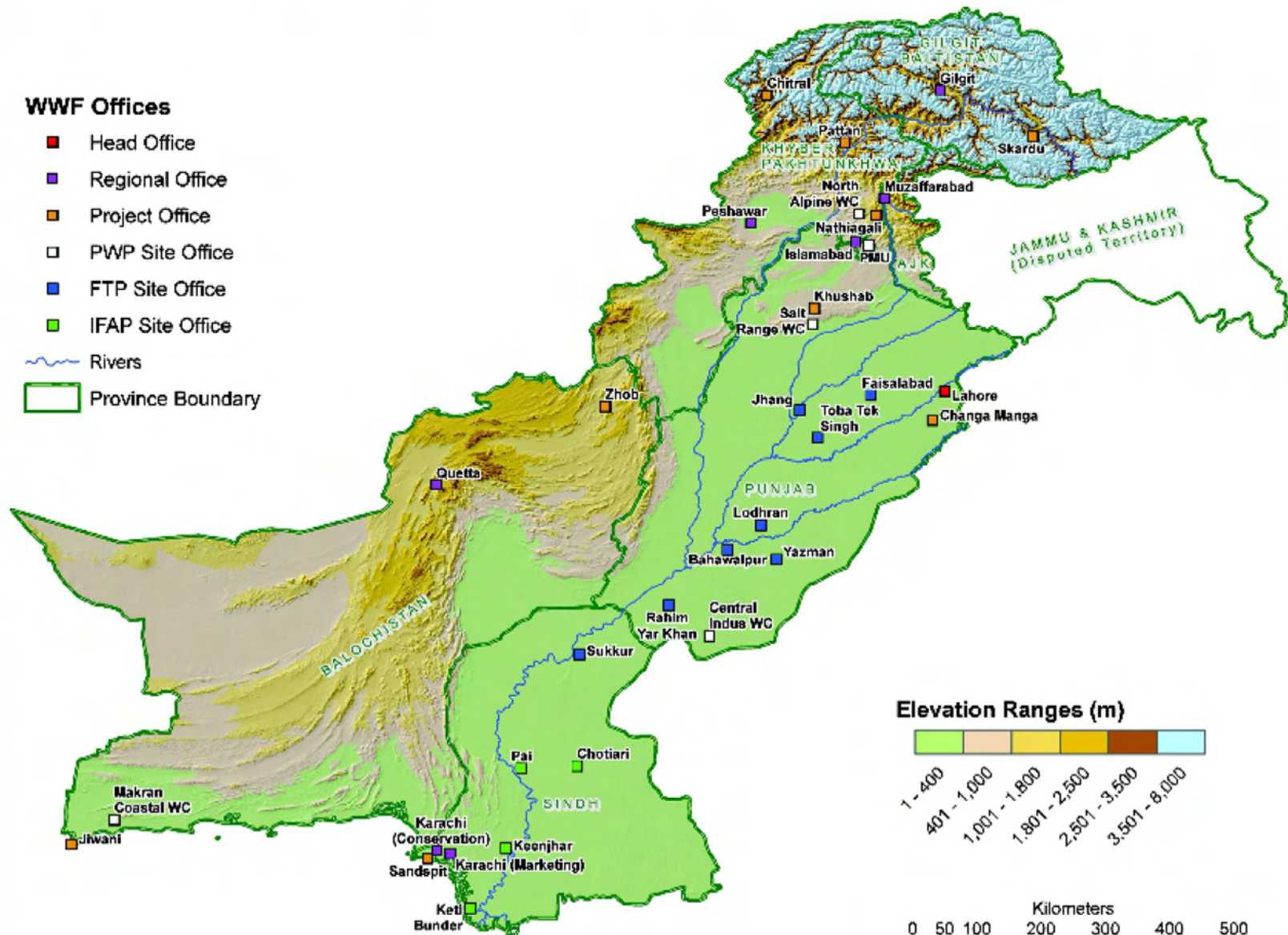
The year 2010 signals the 40<sup>th</sup> anniversary of WWF – Pakistan. From a single room and single person affair to an organisation spanning the whole country with 365 employees, we have come a long way in these four decades. It is now time to take stock of just what it is that we're doing, and where we're going. This annual report will help us in doing just that.



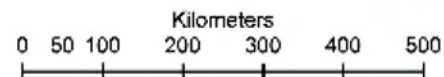
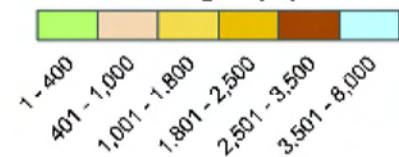
# Location of WWF - Pakistan's Offices

## WWF Offices

- Head Office
  - Regional Office
  - Project Office
  - PWP Site Office
  - FTP Site Office
  - IFAP Site Office
- ~ Rivers
- ▭ Province Boundary



## Elevation Ranges (m)



\*WC Wetland Complex









# Donors

WWF - Pakistan donors extend technical and financial support. Our donors include:

## WWF Family

WWF International.  
WWF - Netherlands  
WWF - Switzerland  
WWF - Sweden  
WWF - Finland  
WWF - UK

## Corporate, Trusts and Foundations

The Coca-Cola Foundation  
Panthera Corporation USA  
Snow Leopard Trust, (SLT)  
International Centre for Integrated Mountain  
Development (ICIMOD)  
Chenab Ltd.  
IKEA  
Hawk Conservancy Trust  
Better Cotton Fast Track Fund  
Engro Foods Ltd.  
Engro Polymer and Chemicals Ltd.  
American Electric Supply  
HSBC Bank Middle East Ltd.  
Agribusiness Support Fund (ASF)  
Pakistan Poverty Alleviation Fund  
Ruedi Hess Scholarship  
Parvez Hassan  
Hussain Dawood  
Tetra Pak Pakistan Ltd

## Government and Aid Agencies

District Reconstruction Unit, Kohistan, (ERRA)  
The UNDP Bureau for Crisis Prevention and Recovery (BCPR)  
Swedish International Development Cooperation Agency (SIDA)  
Environmental Agency Abu Dhabi (EAD)  
Global Environment Facility (GEF)  
Government of Gilgit and Baltistan  
United Nations Development Programme (UNDP)  
Food and Agriculture Organisation (FAO)  
Wildlife & Parks Department, Punjab  
Irrigation & Power Development, Punjab  
Embassy of the Kingdom of the Netherlands (EKN)  
Planning and Development Department, Government of Sindh  
Ministry of Environment, Pakistan  
Social, Economic and Environmental Development (SEED) in  
the Central Karakoram National Park, Government of Italy,  
Government of Pakistan

# President's Message

## The way to go...

This year we were pleased to add a few young committed persons to the Board, two of them below the age of 30 years. The Pakistan Centre for Philanthropy renewed the certification for WWF - Pakistan, the overall performance rating increasing from 85.5 % in the year 2005 to 93.4 % in 2010. The areas of evaluation are Governance, Finance and programme Delivery. In our continued effort for succession planning, career path development, four committed employees were promoted to Directors based upon the revised grading structure, strengthening the second-tier leadership of the organisation.

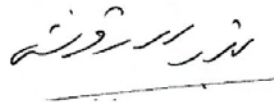
This year, the WWF - Pakistan Board put special emphasis on assisting the courts related to strategic environmental issues. Thus WWF - Pakistan became an active party to the Lahore Canal Widening case in the Supreme Court, and the Murree forest encroachment case in the Lahore High Court. WWF - Pakistan hopes this will result in the saving of the thousands of trees along the Lahore Canal Road, and the restoration of the illegally encroached forests of Murree.

WWF - Pakistan was keen to join the global WWF campaign of Earth Hour in March, when a large number of individuals and organisations took symbolic collective action by switching off non-essential lights for one hour. The Prime Minister and President of Pakistan also joined the campaign with strong messages of endorsement. WWF - Pakistan is engaging actively with the exciting Asia/Pacific Growth Initiative, reflecting the collective aspiration of all WWF offices in the Asia/Pacific region to increase funding from within the region.

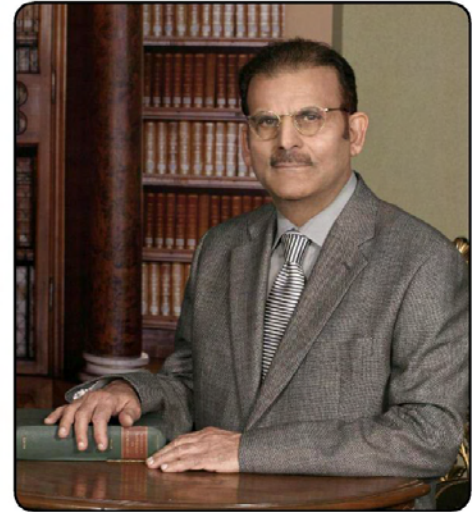
Guided by the WWF - Pakistan 202 Vision, two broad areas of focus for the future remain:

- *Enhanced fundraising from local sources, such as corporate and individual*
- *Strengthening leadership, management and succession within the organisation*

The corporate sector funding, portfolio increased from around 150 million to over Rs 350 million, and the Individual Membership Programme in partnership with schools is showing promising results.



Iqbal Ahmed Qarshi  
President  
WWF - Pakistan





# Director General's Message

## Butterflies or flowers?

Do you love butterflies or flowers?

Butterflies are lovely creatures that flutter across the sky showing their brilliant colours, uplifting our hearts!

Flowers bring such joy to a garden with their fresh scent and abundance. The terrible insects need to be kept in check though, that munch away at the petals to distort the perfect shape! Spraying flowers with pesticides though also kills the caterpillars, thus reducing the butterflies we love so much.

Is it such a hard choice? Can one love either butterflies or flowers?

There is of course a third option, which is to love them all, within the infinite diversity of life on our plane. This is where WWF - Pakistan would like to play its role, to rekindle the ability in us to accept nature on its own terms, not ours. After all, it is easy to recognize that if flowers were such enemies of caterpillars and other insects that eat them, why would these very flowers have all kinds of complex mechanisms such as colour, scent and maybe many other aspects unknown to us to attract these very insects?

This year, the over 300 WWF - Pakistan employees spread across the country continued active nature conservation initiatives, and we were pleased to launch a number of new initiatives. Some of these were:

With inspiration from the collective engagement with the WWF offices within the Asia/Pacific region, labeled the Asia/Pacific Growth Strategy, WWF - Pakistan enhanced its Individual Membership programme by partnering with a number of schools, with encouraging results.

WWF - Pakistan was able to establish its field presence in the Baltistan area, to support activities in the Central Karakoram National Park. Funding is being provided by the Italian Government through the research organisation EvK2CNR, an Italian research organisation dedicated to the Everest and K2 mountain regions.

Coming back to the flower, the perfect flower is not one described by us humans in terms of shape, colour, etc. but rather one that fulfills its role according to its design within the complex and sacred web of nature, humans included, often referred to as an ecosystem.



Ali Hassan Habib  
Director General  
WWF - Pakistan







# The year in focus

## Helping save Murree's forests

The Murree Forest Division is a densely forested area. When illegal encroachment by housing societies began in the area, WWF - Pakistan became party to a suo moto case in February 2010, in which the Lahore High Court took notice of the extensive encroachment. Ahmer Bilal Soofi, a member of the Board of Governors of WWF - Pakistan, offered the services of his law firm to represent WWF - Pakistan. WWF's involvement in this case has been in the principal of forest conservation.

WWF - Pakistan is supporting the Lahore High Court in the decision process by providing GIS services to identify the encroachments by delineating the reserve forest boundaries. WWF - Pakistan, in conjunction with Survey of Pakistan and the Punjab Forest and Revenue departments, has carried out the field assessments and presented the results to the court. The final decision has not been made yet.

## PCP certification

WWF - Pakistan obtained its second renewal of Pakistan Centre for Philanthropy (PCP) certification based on its performance under the certification parametres of Internal Governance, Programme Delivery and Financial Management.

## Newspaper supplement

A special supplement about WWF – Pakistan was printed on World Environment Day on 5<sup>th</sup> June. This three page, full colour news supplement was published in partnership with The News. It was published without incurring any costs, as all cost was covered by advertisements secured by partnering with prestigious organisations such as ACCA, Servis, Engro, NEC, Eden Housing and Diamond Jumbolon. It was a roaring success and we received rave reviews about it from fans and friends of WWF – Pakistan across the country.

## Facebook Out-‘reached!’

Facebook has become synonymous with easy, quick connectivity over the internet. It has become a medium for people to gather updates and information about things they have interest in, and support the causes they believe in. To utilise the widespread influence of Facebook and related new media technologies, the WWF – Pakistan Facebook page was revived with information, insight, facts and figures about the environment, sustainable development, climate change, species and WWF – Pakistan projects and programmes. News updates and article sharing has also boosted the page's viewings, and in the last quarter, we have gone from having a thousand fans to more than six thousand fans online!

Furthermore, the Facebook page has generally made WWF – Pakistan more approachable for media organizations and for journalists and activists, who now actively discuss various issues and news on the page and keep in touch with us for any updates about the work we are doing.





# Protecting forests

## Ayubia National Park

The project is called *Improving sub-watershed management and environmental awareness in Ayubia National Park*. Ayubia National Park covers an area of approximately 3,312 hectares and is located within the Western Himalayan G200 Ecoregion. The Western Himalayas are the catchment area for 70-80% of water from the melting of snow and glaciers to the Indus Delta. Their significance in watershed management is critical; deforestation in the area will have far reaching consequences with negative impacts on the Indus and Ganges deltas.

The project area comprises the two hamlets of Kundla and Namli Mera Khurd in Nathiagali and is located at the boundary of Ayubia National Park. The project focuses on sub-watershed management, awareness raising and capacity building, community development through introduction of alternate sources of energy, rainwater harvesting, crop diversification, habitat restoration and water filtration.

The project contributes to the sustainable flow of water for sub-watershed catchment areas through different techniques such as loose stone check-damming of the streams at different points. Habitat restoration is being carried out using indigenous species to reduce landslides, soil erosion and flooding. Solar water heaters, water filters are being provided to the community and local schools. Rainwater harvesting is being tested at the hamlets to provide the residents with a direct supply of water. Solid waste management activities are being carried out for segregation of waste (for composting of organic material) and its collection.

## Central Karakorum National Park

*Participatory Management and Development of Central Karakorum National Park* is active in the Central Karakorum National Park, spread over an area of 10,000 km<sup>2</sup> in Gilgit, Skardu and Ganche Districts of Gilgit-Baltistan. The park has an ecological, socio-economic, cultural and geo-political significance. The project focuses on management and development of the national park through conservation of its natural resources and ecosystems. The project's main activities are watershed management, social forestry for fuelwood and fodder resources, technical assistance for development of community conservation plans and species management plans, demonstration of alternate sources of energy and social mobilisation of the concerned communities. Its objectives are to protect and conserve CKNP's natural resource base, biodiversity and ecosystems, and to implement selected activities related to the management of the park. The general public, teachers, and religious and political leaders have been involved in the project's implementation.

Over the past year, a conservation committee was formed in Marapi Valley. Its members are mainly the local people, and it has been made to create a platform on which the conservation and development needs of the area can be shared. A watershed management structure has been constructed on the Kothang River to anchor 7,413 hectares of cultivable land. Linkages have been developed with a donor who has donated money for land, construction of a building, and 25 sewing machines for a women's vocational

1966

HRH Prince Phillip of England comes to Pakistan and meets with President Ayub Khan to initiate wildlife conservation work in the country. Surveys are done: the situation is worse than previously thought. The Pakistan Wildlife Appeal is born, with one staff member.







training centre. Already, there are 50 girls benefitting from this centre who would otherwise have had no chance to have an education.

## Chilghoza Forest

The project is called *Conservation of Chilghoza Forest Ecosystem of Suleiman Range through Market Based Approach*. The chilghoza forests of Sulaiman Range, Balochistan, are not only unique ecologically but have tremendous importance from socio-economic perspectives of local communities. The project sites, Takht-e-Sulaiman and Shinghar have community owned chilghoza forests, which are managed by the community through their traditional tribal system. The project focuses on decreasing the dependence of communities on the forests for timber and fuelwood, rather protecting them for nut collection. There are four major components of this project: community mobilization for support of project activities, improved marketing of chilghoza nuts to increase income from the chilghoza forest and reduce its cutting, introduction of improved varieties of fruit trees for improved production and income from farming, and protection and improvement of the forests themselves. Its objectives are to promote income from chilghoza nuts and improved agricultural practices, as a substitute to selling trees, and capacity building for sustainable development and conservation of biodiversity.

WWF - Pakistan took the initiative to organise and train two communities of Shirani Tribe (Sheen Ghar and Kasa Ghar) of Zhob and Sharani Districts, Balochistan on sustainable collection, pre and post harvest mechanism and improved marketing of chilghoza pine nuts. This will not only enhance the livelihood of the area, it will also ensure the conservation of the world's largest pure patch of chilghoza pine trees. A chilghoza cone thresher was procured, as well as a roasting machine. A website was developed, as well as a training module on use of internet and internet based marketing.

## Jatropha and Mangroves

Jatropha is something of a wonder plant – the oil extracted from its seeds can be made into diesel, and the husk left behind can be used as fuel in stoves. The objective of the project *Plantation of Jatropha and Mangroves at District Thatta, Sindh*, is to show the farmers of Thatta the uses of this oil, thereby meeting rural needs for fuel. This also helps reduce greenhouse gas emissions, making it a climate change mitigation measure as well.

The main activities of the project include plantation of jatropha and mangroves on 100 acres of land in Keti Bunder, Keenjhar and Badin in Sindh, extraction of oil from jatropha to fulfill environment related legal obligations, installation of solar powered pump to draw groundwater for the preparation of a nursery, and community mobilization.

Over the past year several nurseries were planted on ten percent of the fields of farmers who wanted this 'experiment'. These nurseries were successful, and the farmers are now planning to plant jatropha on a bigger acreage!

1970

Two areas are declared wildlife reserves – Fort Abbas Reserve and Lal Suhanra. The Pakistan Wildlife Appeal becomes WWF – Pakistan, and starts working with animal species to conserve them. The World Wildlife Fund, as it is known, also works to protect habitats.







# Conserving water

## Indus for All Programme

The Indus for All Programme is in its fourth year of implementation. Amongst the main focus of the Programme's outputs in July 2009 to June 2010 were the Natural Resource Management plans, Livelihood Development plans, capacity building of stakeholders and partners and awareness raising. Another major achievement was the plantation of a 5,000 hectare mangrove forest.

The Programme added a new sub-output in order to monitor Community Based Organisation (CBO) activities and extend technical support to community mobilization. It caters to the long-term sustainability of the Programme through meetings with CBOs. A maturity assessment study was completed, covering 33 CBOs of all four sites. In March 2010, training on conflict management and team building was conducted at Keenjhar Lake. In the latter half of 2009 the Programme implemented various alternate energy interventions across the priority sites. Two hybrid systems installed comprise a wind-turbine and a solar unit. One unit was installed at Keti Bunder and the other at Keenjhar Lake. One solar unit was installed at each site by the Indus for All Programmes.

Four Natural Resource Management (NRM) plans have been developed in 2009 to be carried at the priority sites. The plans focus on forests, fisheries sector, improving other sources of livelihoods, and rehabilitating the rangelands. Implementation of Livelihood Development Plans (LDP) has been initiated at all the four sites. In 2010 the sites participated in LDP implementation activities. The Programme is assisting the Sindh Forest Department (SFD) through financial and technical support to critically evaluate the 1927 Forest Act and update it to cope with present-day and future challenges.

At Keenjhar and Keti Bunder the Programme concentrated on vegetables, including inter-cropping with crops such as *Jatropha*. Two manuals were also published this year. Alongside this the Programme has initiated a Payment for Environmental Services (PES) feasibility. The PES is adapted to a Better Management Practice (BMP) agricultural model for cotton sellers and buyers.

## Protection and Management of Pakistan Wetlands Programme

This programme fits well within Pakistan's development goals by aiming to promote equitable sharing of natural resources, securing rights-of-access, especially for poor communities, diversifying livelihoods, improving the income earning potential of stakeholder communities and creating incentives for sustainable wetlands management. The programme is advancing the Government of Pakistan's recent initiatives for devolution of power to provincial and local levels by developing the capacity and wetlands management skills of provincial institutions and strengthening community-based organisations.

With support from the Global Environment Facility, the programme offers a proactive opportunity to create an enabling environment that is essential to conserve all of Pakistan's wetlands. Further, the programme initiatives in four demonstration complexes provide a much-needed opportunity for the application of proven conservation methods and development of innovative regionally appropriate and sustainable approaches to address site-specific issues.

1974

WWF – Pakistan starts environmental education activities. Books, posters, booklets and brochures are developed on pheasants, ducks, geese and falcons. The Indus dolphin comes within the fold of the organisation, and a heroic struggle begins to save it from extinction.









The programme creates and maintain an enabling environment for effective and sustainable conservation of natural wetlands at federal, provincial / territorial, and local levels, and to implement sustainable wetlands conservation at four representative sites that will serve as replicable models for sustainable nationwide wetlands conservation initiatives. Over the past year, PWP has achieved success in 30 training courses to 4,526 participants from Civil Service and Military Academies, Forest/Wildlife Departments, government/non-government organisations and educational institutes.

## Indus Basin Water Security

The main goal of the Indus Basin Water Security project is to protect environmental flows in the River Indus so that the result is a near pristine ecosystem with flourishing flora and fauna species contributing towards economic and social development of vulnerable and dependent communities.

Over the past year, the project's major achievements have been the following: WWF - Pakistan has come up with a position on environmental flows. The Indus For All Programme is focused towards the conservation of the Indus Delta Eco-region; and three workshops have been held across Pakistan on water policy recommendations, focussed towards giving input for the draft National Water Policy.

## Saving Wetlands Sky High

This is being implemented by WWF country offices in five countries: India, Pakistan, Nepal, Bhutan and China, since July 2007. It aims to conserve two selected high altitude wetland (HAW) ecosystems and their immediate watersheds in Gilgit – Baltistan.

As part of the successes of the project, five more green clubs have been established in Handrap and Terro. One hundred and eighty books related to environment and wetlands ecology were distributed amongst eighteen green clubs. Some 10,000 plants were planted. Community action plans were developed and implemented to cope with impacts of climate change for selected wetlands.

A community based watch and ward system was effectively implemented. To control the pollution of water from laundry and human waste, locally designed washing points and toilet ditches were constructed at Baha and Handrap lakes. Comprehensive scientific research was conducted on bio-physical and socio-economic aspects of selected and new HAW sites, whereas support was provided to PWP in developing national wetland policy. Eco friendly tourism was promoted to support HAW productivity and livelihoods and a tourist information and resource display centre was completed in Iskoman. Wildlife spotting and bird watching hideouts were constructed at Baha and Handrap and two community based fish ponds were constructed in Gholaghmoli village. Training of trainers on HAW management was conducted with PWP and Shandur Local Support Organisation for Handrap and Shandur on integrated wetlands and natural resource management.

## Assessment of Environmental and Social Impacts of Cotton BMPs in Pakistan

WWF - Pakistan promotes the adoption of Better Management Practices (BMPs) in cotton cultivation

1986

WWF – Pakistan is growing. It opens regional offices in Karachi, Islamabad and Gilgit, and plays a major role in developing the National Conservation Strategy. The organisation is now working with many more species, and is lobbying for legislation.









to achieve measurable reductions in key environmental impacts, while improving social and economic benefits for cotton farmers.

The WWF cotton project in Pakistan started in 2001. In 2005 the first three years project of the Pakistan Sustainable Cotton Initiative (PSCI) was initiated with the support from IKEA. The major focus was on improving social and economic conditions of cotton farmers and farm workers engaged in cotton production and processing. Around 31,452 farmers were trained through season long Farmer Training of Facilitators (F-ToF) and Farmer Field School (FFS) activities. These farmers applied BMPs over an area of 123,117 hectares and 166,832 tonnes of BMP cotton was produced.

## Pakistan Sugarcane Improvement Project

The project stems from a confluence of interests between (often poor) sugarcane farmers and those concerned by the effects of the excessive pesticide and fertilizer use as well as reduced water availability. Sugar industry is also a key player. Sugarcane farmers face net farm revenues limited by inadequate access to water and an over-dependence on costly inputs of seed, pesticides, and fertilizers. Through this project WWF - Pakistan is providing an opportunity to increase farm revenues through reducing negative ecological impacts of over-intensive farming. During the past year, Training of Trainer (ToT) activities with 21 participants were completed successfully whereas more than 2500 farmers completed their training in Farmer Field Schools. Better Management Practices were followed on area of 2445 ha of sugarcane resulting in up to 25% reduction in water use and 27.5% in synthetic fertilizer application while maintaining the existing yields. Completion of data collection, tabulation and analysis of different research trials pertaining to pest management, nutrient management, high sucrose content/high yielding varieties and ratoon crop management were established.

## Transforming markets

### Pakistan Sustainable Cotton Initiative – II (PSCI-II)

As part of its Global Programme Framework, WWF aims to help make cotton cultivation part of a sustainable industry so as to make its production environment friendly and to reduce its impacts on priority ecosystems. WWF – Pakistan, which is country's largest environmental organisation, took a step and launched the PSCI (Pakistan Sustainable Cotton Initiative) in 2005 in collaboration with WWF – Sweden and IKEA, where several BMPs (Better Management Practices) have been introduced and implemented, regarding application of draught resistant / tolerant cotton seed varieties, best sowing techniques, improved irrigation practices, soil conditioning techniques, pest management and tillage operations.

The 2nd phase of the PSCI is modified as a Business Model Project involving widespread BMP dissemination, comprehensive BMP seed cotton traceability and procurement mechanisms.

1993

Recognising the importance of conserving water, WWF – Pakistan gets into wetland conservation. The organisation also begins projects to protect Pakistan's forests, where animals like the black bear and musk deer live, and on which human communities depend for wood.









# Saving species

## Gyps Vulture Restoration Project

In response to the catastrophic decline of vultures in South Asia, WWF - Pakistan launched the Gyps Vulture Restoration Project in 2004. The key project objective is to conserve a viable population of Oriental White-backed Vultures *Gyps bengalensis* in a safe environment. Once the captive population is secure, the longer term aim is to breed enough vultures for eventual release back to the wild.

The project also monitors the remaining wild populations and lobbies against Diclofenac, the drug which is responsible for the decline of the population of vultures. Thus far, the objective of establishing an international standard captive breeding facility for the Oriental white-backed vulture (*Gyps bengalensis*) has been achieved by the provision of the Vulture Conservation Project in Changa Manga forest in Lahore. All facility, staff and grants are managed by the project. Under this project, the management aims to engage international raptor experts who have expertise of breeding and releasing birds of prey, old world vultures in particular, as well as coordinating in-situ conservation activities in partnership with the custodian government departments Liaison with various organizations to carry out monitoring of Gyps vultures in Pakistan is also carried out.

## Snow Leopard Conservation Programme

The IUCN Red Data Book lists the snow leopard (*Uncia uncia*) as a globally endangered species. It is estimated that the total remaining population is 7,000 to 10,000, out of which, approximately 300 are found in Pakistan.

The key to snow leopard conservation lies in the proper demarcation of the actual snow leopard habitat, and making the communities living in the snow leopard range its key protectors. There is a growing market for the bones, skin and organs of snow leopard for traditional Asian medicine. Villagers with growing domestic livestock herds have encroached into Snow leopard habitat, crowding out the native preys. Villagers in the snow leopard range of Pakistan depend on their flocks of livestock. Snow leopards are turning to domestic prey, which are kept in roughly built corrals and stone pen, that can easily be penetrated by Snow leopards. The herders have little choice but to resort to retaliatory killing.

WWF - Pakistan has identified some of the critical habitats of the snow leopard and now plans to extend its scope of activities by focusing on identifying even more critical habitats in Khyber Pakhtunkhwa, Azad Jammu and Kashmir and Northern Areas. The number of snow leopards killed by graziers will be reduced by raising the awareness of local communities and improving livestock protection by training and developing the skills of grazer communities..

## Conservation of the Second Largest Sub-Population of the Indus River Dolphin

The project focuses on the conservation of the Indus River Dolphin (*Platanista minor*). It is an endangered species and one of the only four obligate freshwater dolphin species found in the world. The project

1998

WWF – Pakistan is now working with partners such as IUCN, the Sindh Wildlife Department, and environmental NGOs. The organisation is also working with communities to help them sustain their way of life through nature conservation.









aims at conserving a sub-population with minimum abundance of 265 dolphins in the Punjab province between Taunsa and Guddu barrages. It aims to declare the river section between Taunsa and Guddu as a protection area for the Indus River Dolphin, which will be the first of its kind in the Punjab province. The project will study the genetics of the dolphins on available sample after establishing partnership with local institutions and environmental laboratory UAE. One of the key objectives of the project also focuses on providing guidance for publication in national, as well as international journals.

Consultation with Secretary Punjab Wildlife and Parks Department (PWPD) has started for declaring Taunsa – Guddu Section of Indus River as “Protected Area”. With a brief document on the species and significance of the Taunsa – Guddu Section of the River, WWF - Pakistan has now started lobbying with the PWPD for notification of Taunsa – Guddu Section of Indus River as “Protected Area”.

Furthermore, a partnership has been developed with Institute of Biochemistry and Biotechnology (IBB), University of the Punjab, Lahore for the genetic analysis of Indus Dolphin. Bone and tissue samples of various dead dolphins have been provided to the IBB for analysis. Discussions with other institutions like University of Veterinary and Animal Sciences (UVAS), Lahore are also being done for future collaboration for cross verification of results.

In addition to these achievements, a tripartite agreement was signed between WWF – Pakistan, Punjab Wildlife and Parks Department and Irrigation Department to establish an Information / Education Centre at Taunsa Barrage. The Agreement was signed in March 2010 for a period of three years. Taunsa Wildlife Sanctuary is an internationally recognised wetland with a high ecological significance. The Agreement defines the agreed roles and responsibilities of the three partner departments.

In conjunction with the School of Science and Engineering (SSE) at the Lahore University of Management Sciences, WWF – Pakistan is beginning an exercise in which SSE will use hydrophones, or devices that record underwater sounds, to study and record information about the dolphins and their populations. This will greatly help in rescuing stranded dolphins, as well as gathering information on their behaviour and social interactions.

## Conservation of freshwater turtles

Pakistan is host to eight species of river turtles. Freshwater turtles being keystone species keep a natural balance in the ecological food chain and maintain the integrity of freshwater ecosystems. Freshwater turtles particularly the softshell species are widely utilized as food in East-Asian countries, and in traditional medicines. This high demand has resulted in sudden decline in wild populations of these species in the neighbouring countries.

WWF – Pakistan revealed illegal trade in turtle parts from Pakistan and took serious actions to bring national legislation in conformity with the international commitments of the country. Consequently, freshwater turtles were designated protected species in national wildlife legislations. WWF - Pakistan, in order to conserve turtles in general and to curb illegal trade in particular from the country has initiated the process of establishing a trade-monitoring network in collaboration with the TRAFFIC International. The major aim is to bring the concerned organisations on board through regional networks in order to protect the significant wildlife of the Asian region.

The Ministry of Environment and NCCW have formally approved a TRAFFIC office in Pakistan.

2010

WWF – Pakistan is now a vast organisation of 360 staff members, focusing on conservation of the environment, raising awareness of its plight, and working with partners to save the planet from its own shortsightedness. WWF - Pakistan is now forty years old.

*Onward and into the future..!*







Aniq Samuels / WWF - Pakistan



# Corporate Relations

## Spellathon 2010

WWF - Pakistan has been conducting Spellathon, an environment based spelling competition, in schools across the nation for the past 20 years. It has now become an essential part of almost every private school within the country and targets up to 100,000 students each year. It is critical to note that it is because of the generous and continuous support of leading corporate partners that WWF has been able to raise the quality and scale of the activity to a better standard with each proceeding year. The sponsors for WWF - Pakistan's Spellathon this year were Rose Petal by Packages Limited, Blue Band by Unilever Pakistan Limited and Owsom Milk by Engro Foods Pvt Limited. The media partners were Geo News.

## Urdu Spellathon

WWF - Pakistan launched its 20 year old traditional Spellathon campaign in low income schools supported by Pak Arab Refinery Ltd (PARCO) with the financial and logistical support of PARCO. Spellathon booklets were translated into Urdu and distributed amongst 10,000 students across Pakistan. WWF - Pakistan and PARCO teams travelled extensively, from Ibrahim Hyderi, Machike to Shikar Pur, Bahawalpur and all the way to Muzafargurh to help raise awareness of the environment and teach the students basic lessons about road safety and hygiene.

## Traveling Nature Carnival 2010

For the past 11 years, thousands of visitors have attended WWF - Pakistan's annual Travelling Nature Carnival every year as it tours three of the country's major cities, creating awareness about the environment, conservation and protection of our natural resources. Once again, almost thirty thousand visitors including school children, parents, teachers, corporate partners and media participated in WWF - Pakistan's Travelling Nature Carnival 2010. ICI Pakistan and Nido by Nestlé Pakistan sponsored the carnival in Karachi and Lahore respectively; Pakistan International Airlines (PIA) co-sponsored the carnival in all three cities: Lahore Karachi and Islamabad. CDA supported the carnival as part of its Golden Jubilee celebrations, Mass Awareness for Water Conservation and Development (MAWCD) by United Nations Development Programme (UNDP), Pakistan Wetlands Programme, and Indus for All Programme were partners to bring the event to life. In addition to this, WWF - Pakistan signed a partnership with Digi Space to advertise the information about the Carnival on LCD screens at prominent spots in all three cities. WWF - Pakistan made formal arrangements with SAMAA TV for live coverage of the Carnivals across Pakistan.

## Engaging Media for a Living Planet

Geo News has been an active media partner in all the key annual corporate and awareness raising events and campaigns of the Corporate Relations Department. The partnership with GEO News has greatly augmented WWF - Pakistan's brand, events and campaign visibility.



WWF – Pakistan’s Corporate Relations Department and SAMAA TV have embarked on an innovative nation-wide partnership. The partnership intends to enhance public awareness on critical environment challenges, bringing forth the collective and individual responsibility for nurturing the natural resources and associated biodiversity in the country.

The Corporate Relations Department partnered with Dawn News to launch a campaign featuring the blind Indus dolphin as the mascot for the T/20 World Cup. The campaign was formulated to inform individuals about the Indus dolphin and many facts about the species were shared in TV spots, such as being endangered, endemic to Pakistan, its blindness, and how people can help conserve this priority species.

WWF - Pakistan partnered with PTV Home and PTV News to air special awareness-raising programmes and talk shows on freshwater challenges, including policy frameworks, minimum flows, water security, additional storage, best management practices in water intensive crops, Indus dolphin and business and industry water conservation initiatives.

## Corporate Partnerships

The Corporate Relations team has forged unique partnerships with leading brands to augment its Individual and Corporate Membership Programme. WWF - Pakistan’s Individual and Corporate members now get discounts at retail outlets, hotels and restaurants.

WWF - Pakistan has signed a partnership agreement with Team A Ventures Private Limited, a leading international brand company. Recognizing the diverse reach of Team A Ventures Private Limited throughout Pakistan and also abroad makes it an ideal medium for reaching out to masses and corporate sector of Pakistan.

The purpose of this partnership is to enhance WWF - Pakistan’s presence and awareness, thereby retaining existing members and soliciting new corporate and exclusive corporate club memberships. This will give an opportunity to Team A Ventures Private Limited to create a platform to be regarded as an environmentally sensitive organisation and also excite their customer base and increase their foot traffic through offering them various discount gains.

Through this partnership Team A Ventures gives a percentage discounts to all WWF corporate and individual members through various brands including Mothercare, Next, Early Learning Centre and Accessorize.

WWF - Pakistan has partnered with e-creatorz, one of the leading e-solution providers in Pakistan. in designing and developing the website of the Wetlands Centre, Sandspit Karachi.

WWF - Pakistan has over 2,000 individual members, and this number is continually growing. In order to raise awareness about environmental challenges and to offer WWF members tangible benefits, WWF - Pakistan has established mutually beneficial partnerships with leading retail and hospitality outlets across the country. These include 5-10% Discounts at Next, Accessorize, Early Learning Centre and Mothercare, 5% discounts at Stoneage, and 20% Discounts at Pine Inn Hotel, Muree.

WWF - Pakistan also believes in exploring diverse ideas whilst canvassing opportunities, and exploring synergies for collaboration with other organisations including Mothercare, Next, ELC, Accessorize and Stoneage.

## Eco Travel Programme

Capitalizing on 40 years of extensive field projects and careful research, the Corporate Relations team and internationally acclaimed Pakistan Wetlands Programme of WWF - Pakistan for the first time invited corporate partners on its Eco Travel Trips. The trips were organised to raise funds for conservation and to help people experience Balochistan’s exquisite topography, virgin beaches, clear turquoise ocean, folk music, regional cuisine and treasures of the Makran Coast. The tour included a trip to Astola Island on speedboats and camping at Judi Beach, Pasni, Jiwani and the famous turtle-nesting site,



Daran Beach. Professionals and experts from the Pakistan Wetlands Programme accompanied the participants.

This was the first travel adventure organised by WWF - Pakistan and the Pakistan Wetlands Programme. Several other environmental wonders in northern Pakistan and in the Indus Delta region have been scoped out with the aim of designing new eco tours starting from October, 2010.

## Go Green Parliamentarians

In its continuing mission to expand and increase financial means of improving the country's environmental integrity, the Corporate Relations and Fundraising Department of WWF - Pakistan has created the Go Green Parliamentarians initiative to involve politicians more directly in conservation efforts. It helps the parliamentarians to be closely allied to environmental issues and enhance their awareness of environmental issues. The Go Green Group (GGP) members participated in Earth Hour 2010 launched by lighting candles and holding vigils at the Parliament. The Go Green Parliamentarians include Hameedulla Jan Afridi, Faryal Talpur, Syed Naveed Qamar, Syeda Nafisa Shah, Tahira Aurangzeb, Nuzhat Sadiq, Junaid Anwaar Choudhry and Arif Aziz Sheikh. All the funds generated by this initiative are contributed towards WWF - Pakistan Scientific Committee projects.

## Lifetime Corporate Membership

Life time corporate membership is an initiative by members of Board of Directors, WWF – Pakistan to provide corporate entities with an opportunity to help WWF – Pakistan achieve its mission of conserving unique nature in Pakistan by donating Rs. 10,00,000. The President of WWF - Pakistan took the lead and became the pioneering life time corporate member of WWF – Pakistan.

## Annual Corporate Events:

### Earth Day Gala

WWF – Pakistan, in collaboration with GEO News, Getz Pharma, Shahsons Private Limited, Nestlé Pakistan and Pakistan Wetlands Programme at Wetlands Centre, Sandspit, hosted an Earth Day 2010 Gala to commemorate the International Earth Day on April 22, 2010 .

### Environment Day 2010

WWF - Pakistan organised a special event supported by HSBC to celebrate the World Environment Day 2010 in Karachi, Lahore and Islamabad. The event was well attended by HSBC employees and their families. Standard Chartered Bank sponsored a trip to engage their employees in various conservation activities organised by WWF - Pakistan on World Environment Day 2010. WWF - Pakistan organised a hands on beach cleaning trip for the employees of Standard Chartered Bank at Sea View Beach in Karachi, and a plantation event at Changa Manga Vulture Conservation Centre and Kalarkahar lake in Islamabad.



## Earth Hour

WWF - Pakistan joined 121 countries in taking part in Earth Hour – the world’s largest global climate change initiative started by WWF International in 2008. This is a global event occurring on March 26 every year when, all over the world, people, organizations and governments show their commitment towards the environment by switching off all electric lights for an hour in the evening.

Earth Hour 2010 generated a great deal of interest. The corporate sector participated, as did government ministries and brands from the hospitality industry, academic institutions and even the president of Pakistan, Asif Zardari, and the prime minister Syed Yousaf Raza Gilani.

This initiative was sponsored by Barclays Bank and EPLA Labs. GEO TV was the media partner.

## Greeting Card Campaign

The Greeting Cards Catalogue is a part of WWF - Pakistan’s annual campaign to create awareness and raise funds for a diverse range of projects designed to conserve nature. The unique designs and assortment of cards have allowed many to express special feelings to loved ones through breathtaking images that help raise awareness about an important cause. A total of 140 companies from all over Pakistan participated in WWF - Pakistan’s Greeting Card Campaign.

## Acknowledgements

**WWF-Pakistan acknowledges the support of** The Forum Mall, management in Karachi for allocating free space to WWF - Pakistan to place its Campaign corner and Panda Product Stalls inside the mall.

WWF - Pakistan would like to acknowledge DIGI Space for giving complimentary spots to promote WWF- Pakistan’s annual events and campaigns.

# Individual Membership

## Eco Internship Programme:

The Eco Internship Programme was initiated to teach students about the eco dynamics of the country and foster a sense of individual responsibility towards nature conservation. This six-session environmental education programme was open to schools across Pakistan, with a total of 1,119 students registering.

The Beaconhouse School System (BSS), one of the largest education systems of its kind was a major supporter of the Eco Internship Programme. An MOU was signed between WWF - Pakistan and BSS. The prime intent was to spread environmental awareness amongst students through the Eco Internship Programme. It was also a means whereby the students of BSS could get involved with different organisations engaged in the social sectors, gain confidence and develop a sense of individual accountability towards conservation.

In addition, Lahore Grammar School, Aitchison College, Government College, Lahore School of Economics, Divisional

Public School, Karachi Grammar School, Center of Advanced Studies, Convent of Jesus and Mary, St Patricks and St Josephs also participated in the programme.

Corporate companies played a vital role in the Eco Internship Programme. MERCK donated 200 ph strips and 100 microbiological kits to check the presence of bacterial colonies in water along with a kit to check the concentration of arsenic in drinking water for the sessions on water conservation.

English Biscuit Manufacturers provided free refreshments in the form of Click biscuit packs. These were distributed nationwide.

## Employees Corporate Club

WWF - Pakistan has a long history of working with the private sector to find new and innovative solutions to the far reaching environmental challenges. The Employees' Corporate Club furthers this initiative by engaging the employees of companies into direct nature conservation through the Individual Membership programme. Under this programme orientation sessions are held in company's offices by WWF experts. Here employees are informed about environmental challenges and motivated to donate to the cause through WWF membership. After registering the employees have the option of deducting their membership donation from their paycheck on a monthly basis. They are then initiated into an environmental awareness programme and will receive membership benefits.

## Acknowledgements

### Asian Study Group

The Asian Study Group, a voluntary, apolitical, non-profit organisation, is aimed at enabling its members to learn more about the culture, geography, history and environment of the Asian region. WWF - Pakistan's Individual Membership Programme collaborated with ASG to sensitized members about the environment through the Individual Membership Programme.

### The C.A.S School

Selected students from the graduating year of C.A.S, a school which looks at the objectives of schooling beyond good grades and academic achievements, conducted an interactive internship with WWF - Pakistan. Through this they gained work experience and learned about environmental conservation through direct marketing of the Individual Membership Programme.

### Environmental News & Updates

The Individual Membership team likes to keep all their members up to date on the environmental news in Pakistan and around the world. As a member, you are entitled to:

Biweekly Updates: The latest environmental news and happenings straight to your e-mail inbox.

Natura: WWF's quarterly magazine, keeping you up to date on matters environmental and giving you a forum for your opinions.

Panda post: WWF - Pakistan's monthly newsletter, giving you all the latest happenings on nature conservation.







# Scientific Committee

## Small Grants Programme

The Small Grants Programme (SGP) of WWF – Pakistan provides opportunities to local Community Organisations, NGOs, CBOs and researchers to carry out grass root level initiatives for addressing local and national environmental issues by providing them financial, technical and scientific assistance.

The Scientific Committee (SC), an independent body comprising eminent scientists of diverse backgrounds, is the administrative body of the WWF – Pakistan's Small Grants Programme. Through the years, members of the Scientific Committee have dedicated their time and expertise to the cause of nature conservation. SC disperses rupees three million annually to support smaller, local NGOs and researchers to enhance nature conservation in Pakistan.

During this year, the Scientific Committee has awarded fifteen projects for species, forest conservation and habitat restoration. These projects include studies to determine the occurrence and conservation status of several threatened species to suggest long term conservation plans. SGP's support has also continued for initiatives undertaken to ensure involvement of indigenous communities in the conservation of the natural resources of several ecologically important areas. The SC further remains concerned about the alarming rate of deforestation in the country. For this reason, a study was commissioned to identify all forest areas in the country that were transferred from various provincial forest departments for other land uses.

Under the Student Research Grant Programme four graduate and post-graduate thesis research projects have been facilitated. The main objective of this programme is to encourage young scientists to take up research projects for the promotion of environmental conservation in Pakistan.

## Syed Asad Ali Conservation Award

Since 2000, WWF – Pakistan has been celebrating Syed Asad Ali Conservation (SAAC) Award to pay tribute to Syed Asad Ali (late) for his contributions to nature conservation. This year's Award was presented to three individuals for their volunteer efforts as conservationists in their respective areas.

Ayub Dablo, an enthusiastic community member received this award for his contributions to the plantation and conservation of mangroves over an area of more than 495 hectares in Keti Bunder. Ashafaq Ahmad Ashufta, a lecturer in the Government Degree College Manshra, was selected for SAAC Award for the continued efforts that he made to conserve the Kalij Pheasant with the involvement of local community in Jafferabad village of Abbottabad. Asghar Ali Detho, a game inspector at Pai Forest Game Reserve, has been chosen for the Award for performing his duty of forest conservation fearlessly while facing hurdles created by influential hunters.

## WWF – Pakistan's Living Planet Awards

WWF – Pakistan's Living Planet award is presented annually to organisations/researchers that have made outstanding contributions to the field of nature conservation. It is done through the WWF - Pakistan Small Grants Programme supported initiative. This year's awards have been presented to the Society for Social Development and Conservation of Nature, a local CBO of Lesbella District to ensure the sustainable utilisation of fisheries resources, and to Daran Conservation Society, a Small Community Organisation to initiate a successful community based Marine Turtle Conservation Programme at Daran Beach. Dr. Sheikh Ajaz Rasool from University of Karachi also received this award for his scientific research to determine the water quality of Keenjhar and Haleji lakes.



# Corporate Donors

## Exclusive members

- 1 Beaconhouse School System
- 2 Bank Alfalah Limited
- 3 Unilever Pakistan Limited
- 4 Qarshi Industries (Pvt.) Limited



بنك الفلاح المحدود  
BANK ALFALAH LIMITED

## Premier members

- 5 IGI Insurance Limited
- 6 Packages Limited
- 7 International Industries Ltd.
- 8 Mitsubishi Corporation
- 9 Crescent Software Products (Pvt.) Ltd.
- 10 Crescent Steel & Allied Products Ltd.
- 11 Glaxo Smithkline Pakistan Limited
- 12 Ibrahim Fibres Limited
- 13 Ihsan Sons (Pvt.) Ltd.
- 14 Murree Brewery Company Limited
- 15 OMV Pakistan Exploration GmbH
- 16 Orix Leasing Pakistan Limited
- 17 Pakistan Petroleum Limited
- 18 Samira Fabrics (Pvt.) Ltd.
- 19 Service Industries Limited
- 20 Team A. Ventures (Pvt.) Ltd
- 21 Fauji Fertilizer Company Limited
- 22 Nestle Pakistan Limited
- 23 Pak Arab Pipeline Company Limited

## Regular Member

- 24 Adamjee Diesel Engg. Pakistan (Pvt) Limited
- 25 AGP (Pvt.) Ltd.

- 26 Amreli Steels (Private) Ltd
- 27 Anis Ahmad & Brothers
- 28 Arif Habib Investment Management Ltd
- 29 Askari Commercial Bank Ltd.
- 30 Avari Hotel Lahore
- 31 BSN Medical (Pvt.) Ltd.
- 32 Coca- Cola Beverages Pakistan Ltd.
- 33 Chemi-Dyestuffs Industries Ltd.
- 34 Chiesi Pharmaceutical
- 35 English Biscuit Manufacturers (Pvt.) Ltd.
- 36 Engro Polymer & Chemicals Ltd.
- 37 EFU Life Assurance Limited
- 38 Golden Harvest
- 39 Homeopathic Stores & Hospital
- 40 Haseen Habib Corporation (Pvt.) Ltd.
- 41 ICI Pakistan Limited
- 42 Indus Motor Company Ltd.
- 43 J & P Coats Pakistan Pvt. Ltd.
- 44 Karam Ceramics Ltd.
- 45 Kot Addu Power Company Ltd
- 46 Lahore Stock Exchange(Guarantee) Ltd.
- 47 Lucky Cement Limited
- 48 Malik Auto & Agricultural Industries
- 49 MIMA Leathers (Pvt.) Limited
- 50 Mirpurkhas Sugar Mills Ltd.
- 51 Muhammad Shafi Tanneries

52	Merit Packaging Ltd	67	Sanofi-Aventis Pakistan Limited
53	N. E. S. P. A. K.	68	Shahtaj Sugar Mills Ltd.
54	Nakshbandi Industries Limited	69	Shezan International Limited
55	Naurus (Pvt.) Limited	70	Siddiq Leather Works (Pvt) Ltd.
56	New Jubilee Insurance Company Limited	71	Siddiqsons Group
57	Oil & Gas Development Company Limited	72	Saif Holdings Limited
58	Pakistan Beverage Limited	73	Siza International Pvt. Limited
59	Pakistan Cables Limited	74	Tapal Tea (Private) Limited
60	Pakistan Oilfields Limited	75	Tapal Energy Limited
61	Pharmagen Limited	76	Thal Engineering
62	Popular Chemical Works (Pvt) Ltd.	77	Thal Limited - Pakistan Papersack Division
63	Pak - Arab Refinery Limited	78	Tri-Pack Films Limited
64	Pak Kuwait Textile Ltd.	79	Veer Corporation
65	Ruknuddin (Pvt.) Ltd.	80	Vikor Enterprises Pvt. Ltd.
66	Samin Textile Limited	81	Zulfeqar Industries Limited

## Earth Hour Supporters

Iconic brands from the hospitality sector Pearl Continental, Marriott, Avari International, Sheraton Karachi, and Zouk Karachi switched off the lights at all the properties across the country along with candle lit dinners and candle lighting ceremony by the staff and guests during the Earth Hour 2010.

Academic Institutions: Students of the Roots School System, Islamabad and International Islamic University lit candles with the Environmental Club Students and faculty

LCD Advertisement and Promotion: Digi space aired promotional package included pre EH advertisement starting from March 23<sup>rd</sup>, 2010, EH Count down, EH Promo, EH 2010 creative and branding of all the EH Ambassadors on the LCD screens in Islamabad, Lahore and Karachi.

### Corporate Support

The Ambassadors of the Earth Hour official Launch 2010 included; UNILEVER Pakistan, Pakistan International Airlines, Getz Pharma, Digi Space, Bank Alfalah, Rose Petal, Shell Pakistan, Pakistan Petroleum Limited and Dawood Hercules Chemicals Limited.

Special Thanks: Honourable Federal Minister for Environment, Hameedullah Jan Afridi for supporting WWF-Pakistan in Launching Earth Hour 2010.



# WWF - Pakistan

## Board Members



**Syed Babar Ali:** is the President Emeritus, WWF - Pakistan. He is 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 President of WWF - Pakistan. He is also the Chief Executive Officer of Qarshi Industries, Private, Limited and Chairman of the Qarshi Foundation.



**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).



**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.



**Mr. 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.



**Khalid Mahmood:** is the Chief Executive Officer of Getz Pharma (Pvt) Ltd.



**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.



**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, 2010

FUNDS	2010 Rupees	2009 Rupees
General Fund	33,569,975	40,277,065
1001 The Nature Trust <sup>(1)</sup>	15,003,983	15,003,983
Scientific Committee Funds <sup>(2)</sup>	4,701,399	4,654,920
Restricted funds <sup>(3)</sup>	9,342,963	116,841,632
Total	<u>62,618,320</u>	<u>176,777,600</u>
 REPRESENTED BY:		
Fixed Assets <sup>(4)</sup>	41,404,453	45,874,729
Investments <sup>(5)</sup>	55,172,787	50,050,280
Current Assets	76,056,753	101,722,872
	172,633,993	197,647,881
Current Liabilities	104,808,819	18,079,991
Liabilities against Assets Subject to Finance Lease	4,119,176	3,249,772
Deferred Liability	1,087,678	(459,482)
Total	<u>62,618,320</u>	<u>176,777,600</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 recognition of restricted revenue.

Previously restricted revenue was booked on receipt basis. Now income is recognized on accrual basis when there is reasonable assurance that the contribution will be received and the conditions specified for its receipt have been complied with. This change in accounting policy has been accounted for prospectively, since the retrospective application is impracticable. Hence, The comparative statements for June 30, 2009 have not been restated.

Had there been no change in accounting policy for revenue recognition, the deficit for the year would have been lower by Rs. 31.402 million with a consequent increase in fund balance by the same amount.

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 such as WWF Network, Government Aid Agencies and Trusts & Foundations 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, 2010

INCOME	2010 Rupees	2009 Rupees
Project support from various agencies <sup>(1)</sup>	342,282,207	427,020,787
National Fundraising <sup>(2)</sup>	32,875,939	18,645,208
Return on Investments	7,915,592	4,915,886
Total	<u>383,073,738</u>	<u>450,581,881</u>
EXPENDITURE		
Global Programme Framework <sup>(3)</sup>		
Species	18,660,949	16,383,230
Freshwater	113,144,241	116,372,367
Commodities	70,478,504	50,469,488
Energy / Carbon	25,682,229	16,659,885
Places	120,791,880	64,475,122
Others	6,043,253	1,023,683
Non Global Programme Framework <sup>(4)</sup>		
Conservation, information, education & public policy	60,691,079	76,646,586
Fundraising	19,201,395	8,267,181
Administration	28,764,395	19,439,938
Depreciation	18,958,170	18,979,560
Total	<u>482,416,095</u>	<u>388,717,040</u>
	* <u>(99,342,357)</u>	<u>61,864,841</u>

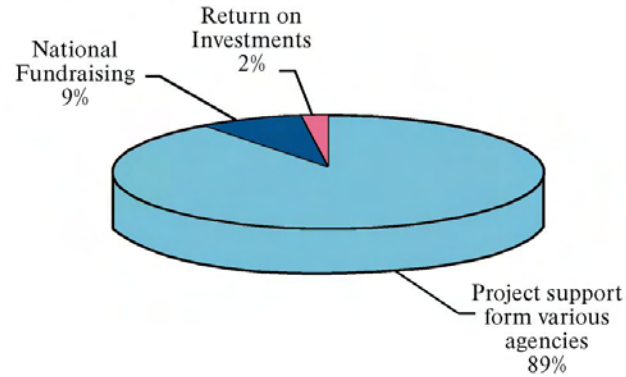
Based on accounts audited by A.F. Ferguson & Co. Chartered Accountants

* Reconciliation of Deficit for FY 2010	Amounts in PKR million
1- Closing funds for FY 2009	176.77
2- Less: Closing funds for FY 2010	(62.61)
3- Less: Funds received in advance in 2009 pertaining to 2011	(14.82)
Deficit appearing in FY 2010, corresponds to part of funds received in FY 2009	99.34

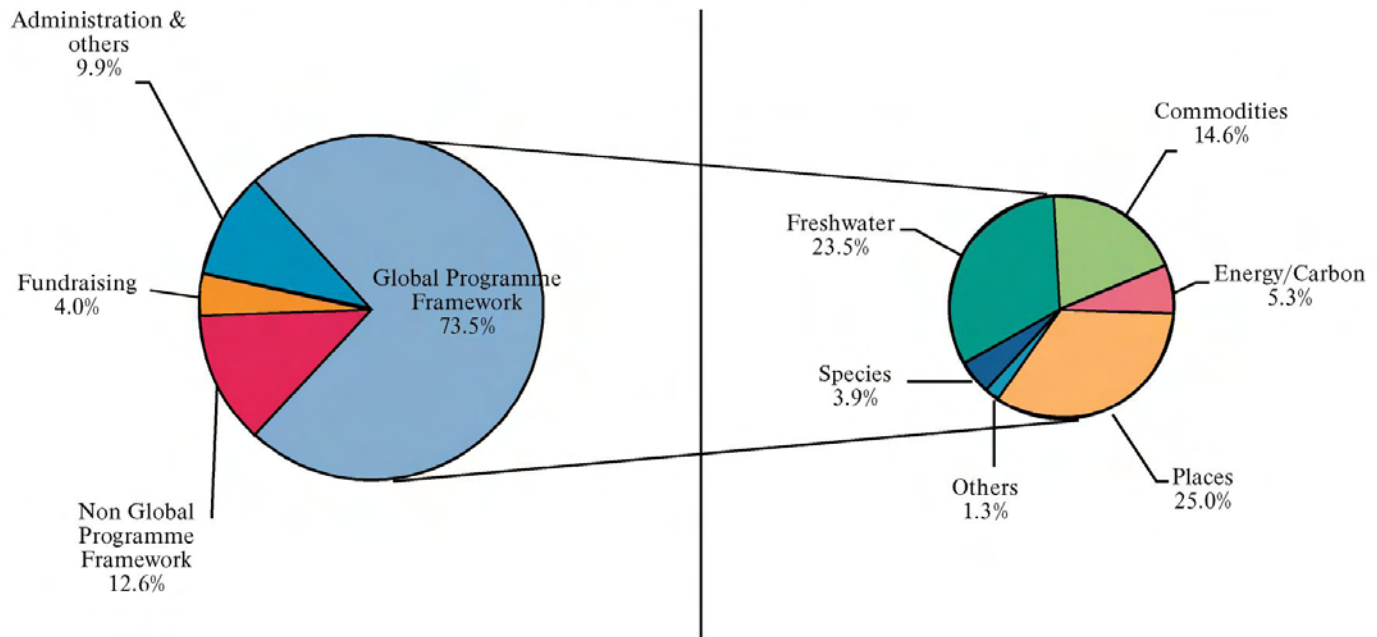
1. Project Support from various agencies include funds received from donors, WWF Network, Government Aid Agencies (GAAs), and Trusts & Foundations during the financial year.
2. National Fundraising includes the donations generated through various campaigns such as Spellathon, Nature Carnival, Individual Membership Programme and Corporate Membership etc.
3. WWF Network has organized global conservation efforts into Global Programme Framework which focus the conservation programme around two meta goals:
  - Biodiversity conservation covering priority places and species;
  - Reduce ecological footprint, impact of people on the natural environment.
4. Non Global Programme Framework reflects the expenditures incurred on projects initiated to address the national conservation priorities.



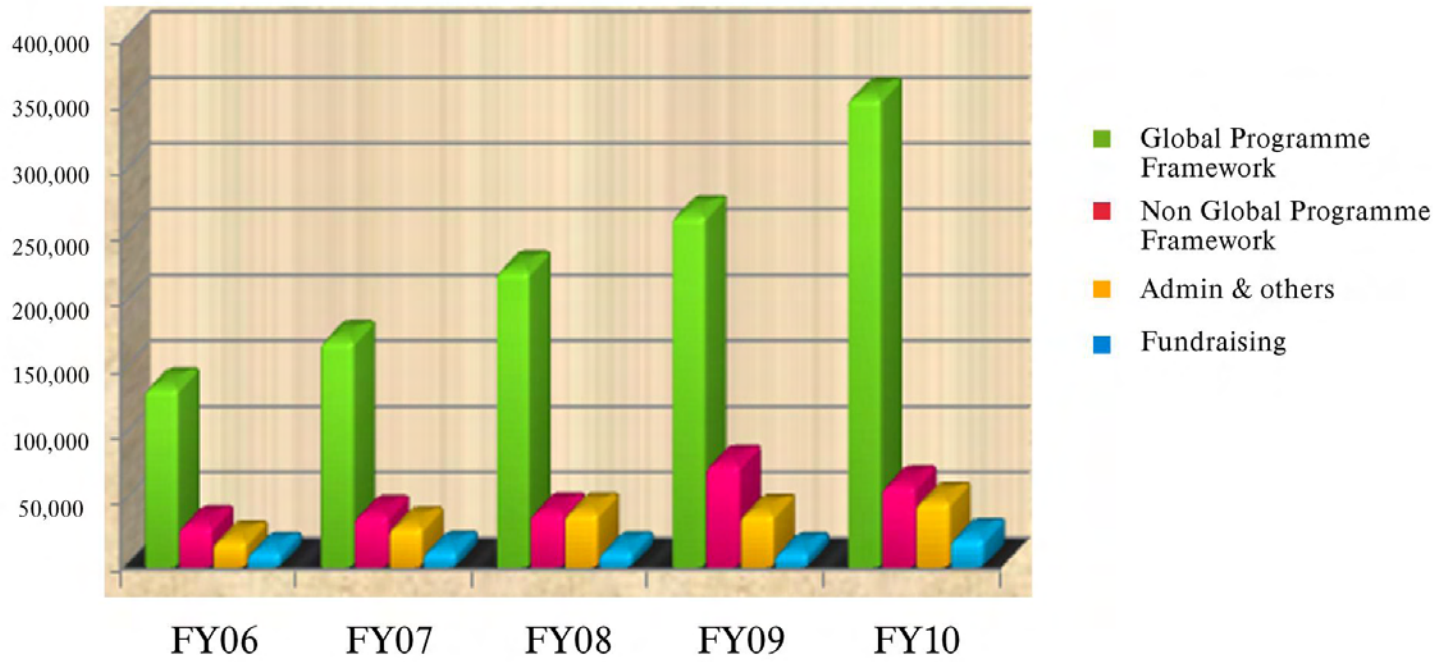
## Income For FY 2010



## Expenditures For FY 2010



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





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