



ANNUAL
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PAK

2014

WWF-Pakistan

Annual Report 2014



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Cover photo: A pair of brown bears, *endangered* in Pakistan, spotted during light snowfall in the Deosai plains, Skardu © Zahoor Salmi

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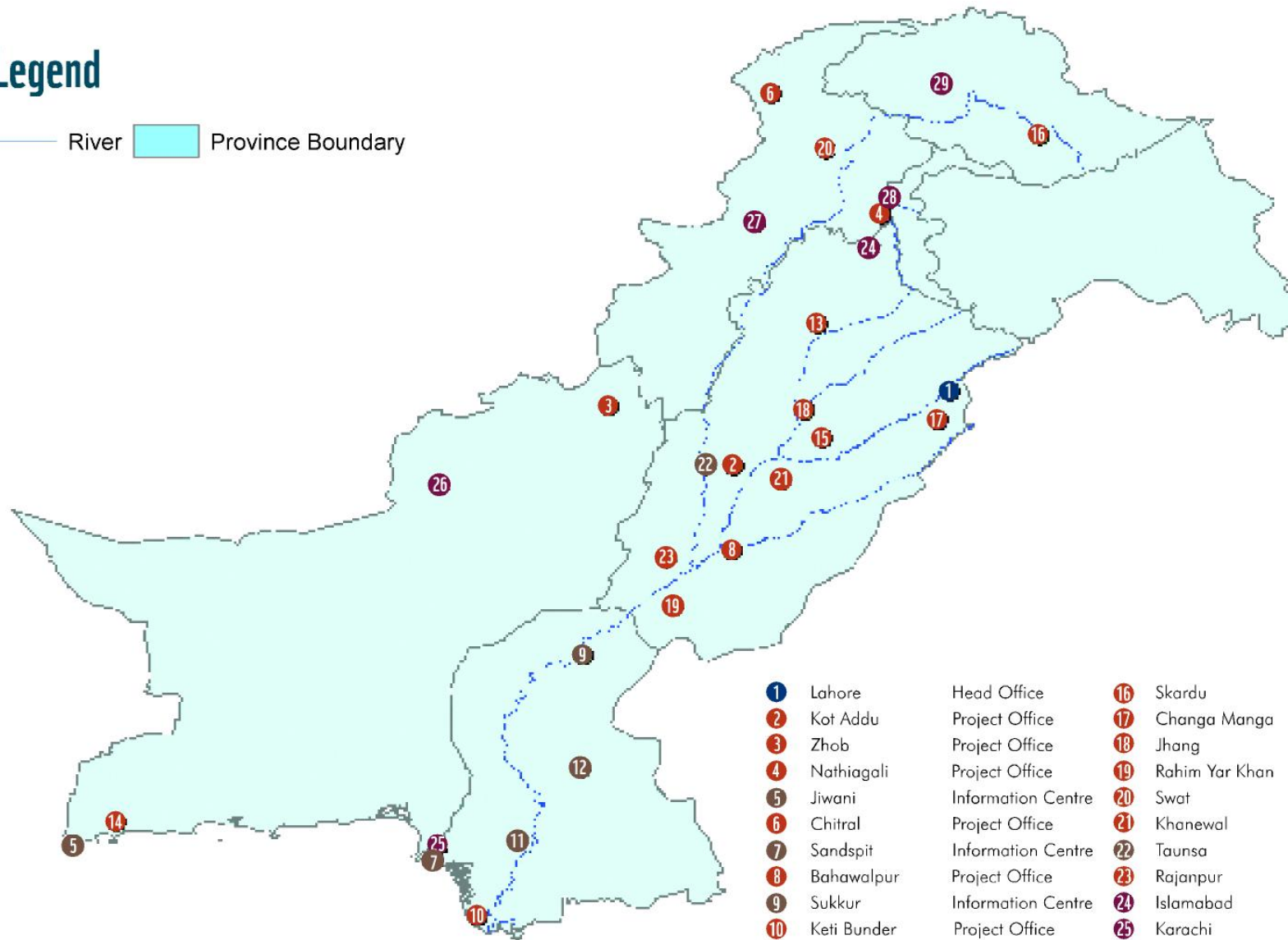
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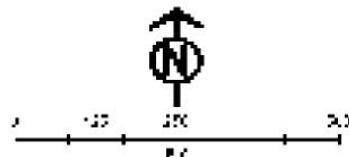
WWF-Pakistan Offices

Legend

— River Province Boundary



1	Lahore	Head Office	16	Skardu	Project Office
2	Kot Addu	Project Office	17	Changa Manga	Project Office
3	Zhob	Project Office	18	Jhang	Project Office
4	Nathiagali	Project Office	19	Rahim Yar Khan	Project Office
5	Jiwani	Information Centre	20	Swat	Project Office
6	Chitral	Project Office	21	Khanewal	Project Office
7	Sandspit	Information Centre	22	Taunsa	Information Centre
8	Bahawalpur	Project Office	23	Rajanpur	Project Office
9	Sukkur	Information Centre	24	Islamabad	Regional Office
10	Keti Bunder	Project Office	25	Karachi	Regional Office
11	Keenjhar Lake	Information Centre	26	Quetta	Regional Office
12	Chotiari	Information Centre	27	Peshawar	Regional Office
13	Khabbeki	Project Office	28	Muzaffarabad	Regional Office
14	Gawadar	Project Office	29	Gilgit	Regional Office & Information Centre
15	Toba Tek Singh	Project Office			



Who We Are

WWF came into being in 1961 in Gland, Switzerland. Today it is the leading and most respected conservation organization in the world, with a global network active in over 100 countries.

WWF-Pakistan was established in 1970 and is now the largest conservation organization in the country and amongst the largest national offices in the WWF Network. In spite of Pakistan's challenging political situation, WWF-Pakistan continues to grow both in size as well as outreach.

Our mission is 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-Pakistan carries out conservation work according to the Global Programme Framework. WWF works through two meta goals that must be achieved 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 greatest responsibility is to lead the way in conserving Pakistan's rich natural biodiversity so that future generations can continue to benefit from them.



A MESSAGE FROM Khalid Mahmood



President of WWF-Pakistan

Pakistan is one of the most giving countries in the world, with individual and corporate philanthropy making up a significant part of the funds that non-government organizations such as WWF-Pakistan receive. Over the last year there has been a swift rise of 38 per cent in income generated through national fundraising; from PKR 62 million in 2013 to PKR 85 million in 2014. With this as our driving force the potential to do good and create longer lasting impact is unlimited.

This year, on behalf of WWF-Pakistan I, along with a crew of four, embarked on a sailing voyage in February 2014 from Dubai to Karachi to discover the marine life of the Arabian Sea. The coastline of Pakistan abounds in diverse life and we witnessed rare species such as whale sharks, dolphins turtles and others in their natural habitat. Almost cut off from the world and with nothing more than the deep blue sea in front us, my belief in the need to protect our beautiful planet and our natural environment was reinvigorated.

WWF-Pakistan continues to reach conservation milestones year after year (summarized in this report in the section Conservation Highlights) and it is with the support of individuals and organizations that we continue to sustain and nurture this country and planet we call home.

On behalf of the WWF-Pakistan Board I would like to thank Ali Habib for guiding the organization for the last 19 years and welcome Hammad Naqi Khan to the very challenging role of Director General.

I look forward to sharing our successes with you in future.

A handwritten signature in black ink that reads "Khalid Mahmood". The signature is fluid and cursive, with a horizontal line at the end.

Khalid Mahmood
President
WWF-Pakistan

A MESSAGE FROM Ali Hassan Habib

Director General of WWF-Pakistan
(1995 - 2014)



As part of a planned CEO succession process under the guidance of the WWF-Pakistan Board, I stepped down as Director General in August 2014.

My 19 years in WWF-Pakistan were both momentary and infinite. Momentary since it was time spent on something that I felt passionate about, and enjoyed so much that my heart stepped aside from the dimension of time. Infinite since nature conservation represents the continuity of the magic of nature and at least humans do not have the faculty to limit its attributes.

I was privileged to spend these many years with the high caliber staff and board members of WWF-Pakistan, and the many wonderful colleagues that I worked with in the government, corporate sector, other civil society organizations and the local communities. I would like to thank everyone for the wonderful support and trust.

I am happy that our competent and wonderful colleague Hammad Naqi Khan has taken over the role of CEO, and feel confident that WWF-Pakistan will make significant contributions to nature conservation in Pakistan under his leadership.

I wish all WWF-Pakistan staff the best, and hope that you realize what a privilege it is to be associated with such a unique and important organization. Successes in nature conservation through our efforts are not guaranteed, but what is guaranteed is that your time will be meaningfully spent...what more can one ask from life!

A handwritten signature in black ink that reads 'Ali Hassan Habib'.

Ali Hassan Habib
Director General
WWF-Pakistan

A MESSAGE FROM Hammad Naqi Khan

Director General of WWF-Pakistan
(2014 - present)



WWF has a simple, powerful vision, to build a future in which people live in harmony with nature and work on nature conservation has become more challenging in our country than ever before. The mounting environmental, economic and social challenges over the last few years have made it clear that we have to be more effective in areas that drive our impacts on nature.

This annual report highlights a number of conservation successes that have taken place over the last year such as the reinstatement of a federal ban on trade in timber and the radio collaring of a common leopard. We have also stood up for the protection of many voiceless species such as the houbara bustard, dolphin and Tibetan antelope. The hawksbill turtle was also reported from Pakistani waters for the first time.

Although I only took over the post of Director General in September 2014, I have been a part of WWF-Pakistan for many years and believe in the lasting impact of the organization.

Each one of us believes in our work, in its accountability as well as a proactive, collective approach in solving the country's most pressing environmental challenges with our eleven thematic pillars as a guiding force. At the heart of all we do is the desire to engage and share learning through working with communities on action-orientated programmes.

I look forward to the next challenges where we will work with our supporters and partners to find solutions to the most urgent environmental issues facing Pakistan and the world, and campaign for the protection for our cherished habitats and species. With your help I am sure there will be many more conservation victories to celebrate.

Let's work as one for a better environment in Pakistan.

A handwritten signature in black ink, reading "Hammad Naqi Khan". The signature is stylized and written in a cursive script.

Hammad Naqi Khan
Director General
WWF-Pakistan

Board Members July 13 - June 14

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Advisor, Packages Limited

Vice President Emeritus, WWF-Pakistan

Brig. Mukhtar Ahmed
President, Houbara Foundation International

President, WWF-Pakistan

Khalid Mahmood
Getz Pharma (Private) Limited

Syed Mahmood Nasir

Inspector General Forests
Climate Change Division

Dr Kauser Abdulla Malik

Chairman, Scientific Committee, WWF-Pakistan
Professor of Biotechnology,
F.C. College University

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Advocate Supreme Court
Ahmer Bilal Soofi and Company

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Herbion Group of Companies

Zehra Hyder Ali

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Ghonsla

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Hasan Irfan Khan

Advocate Supreme Court
Irfan and Irfan

Dr Feriha N. Peracha

Consultant
Assessment Advisory and Remedial Centre

Lubna Farooq

Chief Executive Officer
De Goodar Shirkat

Ali Hassan Habib

Director General
WWF-Pakistan



DONORS

WWF Network

Asia Pacific Growth Strategy (APGS)
WWF-Germany
WWF International
WWF-Netherlands
WWF-Sweden
WWF-Switzerland
WWF-UK
WWF-US
Smart Fishing Initiative (SFI)

Government and Aid Agencies

Department for International Development (DfID), UK Aid, United Kingdom
Department of Sustainability, Environment, Water, Population and Communities, Australian Antarctic Division (Australian Government)
Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH (GIZ)
European Union (EU)
Irrigation and Power Development, Government of Punjab
Pakistan-Italian Debt Swap Agreement-Government of Italy and Government of Pakistan
Planning and Development Department, Government of Sindh
Water and Power Development Authority (WAPDA)

International and Development Organizations

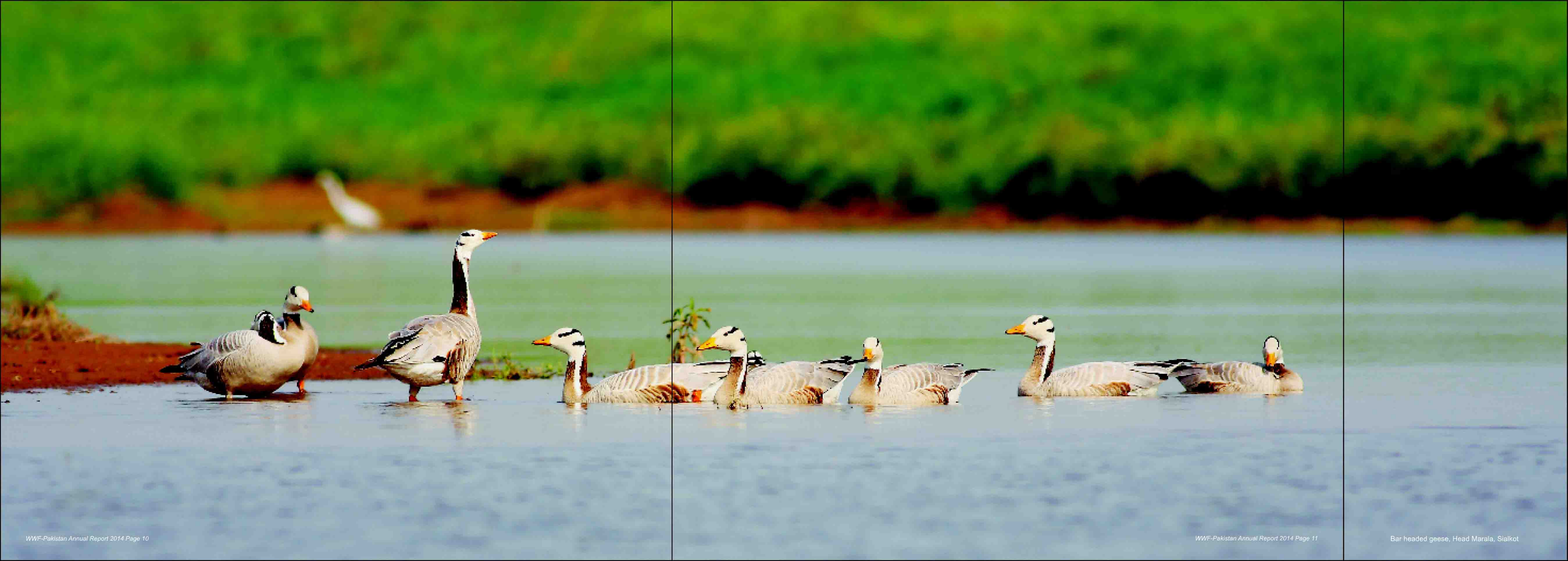
Asian Development Bank
Food and Agriculture Organization (FAO)
International Development Research Centre (IDRC)
International Centre for Integrated Mountain Development (ICIMOD)
Marine Mammal Commission
The Dutch Sustainable Trade Initiative (IDH)

Corporate Sector

IKEA
Rabobank
Tetra Pak Pakistan

Trusts, Foundations and Others

Hawk Conservancy Trust
Human Welfare and Nature Conservation Society (HWNCS)
Interchurch Organization for Development Cooperation (ICCO)
Lahore University of Management Sciences (LUMS)
Ocean Park Conservation Foundation (OPCF)
Save Our Seas Foundation
Solidaridad
SysTem for Analysis, Research and Training (START)
The Coca-Cola Foundation



WWF-Pakistan's Ongoing Projects

Over the past few decades, human population and high per capita footprint have made our demands on the planet unsustainable. Globally, the nature of environment related issues is now more complex than before, requiring new innovative and multidisciplinary solutions. This challenging scenario is represented in WWF-Pakistan's broad scope of work. No longer limited to conserving forests and protecting species, our projects now include promotion of water stewardship in Pakistan, managing watershed in the Western Himalayas, working with communities to protect the Indus river dolphin, and promoting sustainable use of marine resources. This year, we made our contributions to protect the environment through a diverse range of over 30 projects.

WWF-Pakistan's Ongoing Projects

No.	Project Title	Donor
FORESTS		
1	Conservation of Chilghoza Forest Ecosystem through Natural Resource Based Livelihood Improvement in the Suleiman Range	Global Poverty Action Fund under Department for International Development
2	Improving Sub-watershed Management and Environmental Awareness around Ayubia National Park (G200 - Western Himalayas) – Phase IV	The Coca-Cola Foundation
FRESHWATER		
3	City-wide Partnership for Sustainable Water Use and Water Stewardship in SMEs in Lahore, Pakistan	European Commission under SWITCH-Asia Programme and WWF International
4	Water Stewardship in Pakistan	WWF International
5	Saving Wetlands Sky High (Phase III)	WWF-Netherlands
6	Environmental Baseline Survey and Monitoring of Rehabilitation and Modernization of Jinnah Barrage under Punjab Barrages Improvement Phase II Project	Irrigation Department, Government of Punjab
7	Temporal Change Analysis of Kurram Tangi Watershed Area in Pakistan	Water and Power Development Authority (WAPDA)
8	Biodiversity Survey for Rehabilitation and Upgradation of Trimmu Barrage	Punjab Irrigated Agriculture Investment Program (PIAIP), Irrigation Department, Government of Punjab

MARKET TRANSFORMATION / SUSTAINABLE AGRICULTURE PROGRAMME

9	Sustainable Cotton Production in Pakistan's Cotton Ginning SMEs	European Commission under SWITCH-Asia Programme
10	Pakistan Sugarcane Improvement Programme-II	Solidaridad
11	Pakistan Sustainable Cotton Initiative-III	WWF-Sweden, IKEA
12	Better Cotton Fast Track Fund (BCFTF) – Jhang, Sukkur/Ghotki, Rahim Yar Khan	The Dutch Sustainable Trade Initiative (IDH), Rabobank, Interchurch Organization for Development Cooperation (ICCO)

SPECIES

13	Gyps Vulture Restoration Project	The Hawks Conservancy Trust
14	Indus River Dolphin and its Habitat in Pakistan through Communities Participation	Ocean Park Conservation Fund, Hong Kong
15	Community Based Conservation of Snow Leopard and Improved Watershed Management	WWF-US
16	Common Leopard Conservation Project	Human Welfare and Nature Conservation Society
17	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

COASTAL / MARINE

18	Developing a Conservation Strategy for Mobulids in Pakistan through By-catch Assessment	Save Our Seas Foundation
19	Promoting Sustainable Tuna Fisheries in the Indian Ocean	WWF-Switzerland, Smart Fishing Initiative (SFI)
20	Indian Ocean Skipjack and Bait Fish Management	WWF-Germany, SFI
21	Design and Implementation of Creek Survey and Detailed Creek Survey Manual	Food and Agriculture Organization / Marine Fisheries Department
22	Promoting the Conservation of Large Whales in the Northern Indian Ocean Focusing on the Arabian Sea Population of Hump-back Whales	Marine Mammal Commission
23	Enhancing Transparency and Traceability of Tuna Fisheries in the Western Indian Ocean	WWF-Germany, SFI
24	Assessment of Cetacean Mortality in Tuna Gillnet Fisheries of Pakistan	Department of Sustainability, Environment, Water, Population and Communities, Australian Antarctic Division (Government of Australia)

CLIMATE CHANGE / ALTERNATE ENERGY

25	Support and Follow Up Activities for the REDD+ Readiness Roadmap Process in Pakistan	International Centre for Integrated Mountain Development (ICIMOD)
26	Disaster Risk Reduction and Climate Change Adaptation in South Asia	Systems for Analysis, Research and Training (START)
27	Building Capacity on Climate Change Adaptation in Coastal Areas of Pakistan	European Union

28 The Determinants, Impact and Cost Effectiveness of Climate Change Adaptation in Pakistan

International Development Research Centre,
Lahore University of Management Sciences
(LUMS)

Poverty Environment Linkages / Others

29 Improving Livelihoods of Fisher Communities of Central Indus Wetlands Complex, Pakistan through Effective Natural Resource Management

Global Poverty Action Fund under Department for International Development

30 Promoting Sustainable Agriculture through Green Skills for Rural Youth

Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH (GIZ)

31 Integrated Approach to Skill Development and Provision of Sustainable Livelihoods in Chotiari, Sanghar

Planning and Development,
Government of Sindh

32 Mainstreaming Environment for Poverty Reduction-Poverty Environment Analysis for Ecosystems, Integration and Indicators in Policy

Asian Development Bank

33 Study to Determine the Percentage of Used Beverage Cartons in Mixed Paper Streams in Pakistan

Tetra Pak Pakistan



Forests

With Pakistan's forests on a steady decline over the last three decades, there is a pressing need for their protection. Conserving our forests is one of the eleven thematic pillars of WWF-Pakistan. Our long term goal is to conserve and maintain critical forest ecosystems of the country.

Forests

Conservation of the Chilghoza Forest Ecosystem through Natural Resource Based Livelihood Improvement in the Suleiman Range

This project aims to conserve the Chilghoza forest ecosystem through sustainable development and is being implemented in Zhob and Shirani districts, Balochistan. Funded by UK Aid under its Global Poverty Action Fund, it is introducing a sustainable forest management system, by improving natural resource based livelihoods of dependent communities. The project also focuses on sensitizing and mobilizing key stakeholders for conservation and livelihood improvement.

The Chilgoza project has organized community members into clusters or village organizations (VOs) to achieve various project goals. In 2014, 14 VOs and 10 women's groups were formed in Kaisa Ghar and Sheen Ghar valleys. Two cluster offices of each valley were also established and inaugurated. Coordination meetings were held with cluster organizations and seven

community management skills trainings were also organized. Other capacity building trainings, including proposal writing, were also organized.

The project is successfully involving women in various activities and two vocational training centres were opened to provide opportunities for women to explore alternative livelihoods.

To promote sustainable livelihoods, five processing units were established including three for the Chilghoza nut and two for non-timber forest products (NTFPs). A total of 15 community members and project field offices were trained on the benefits and usage of the processing units. In Kaisa Ghar and Sheen Ghar 150 fuel-efficient stoves and 300 Chilghoza harvesting tools were distributed as well.

In order to reduce stress on the forest, the project also carried out initiatives to improve income generation through agriculture and livestock. These include setting up demonstration plots, vaccination campaigns, training farmers in crop management techniques, animal husbandry and management.



A total of four rainwater harvesting ponds were constructed and an improvised pipe irrigation system was installed in Ghbargai village bringing a total of 2.44 hectares of area under irrigation.

To better understand the ecosystem, the project conducted three forest, two wildlife and three rangeland surveys in the project area. Based on the results of these surveys a Chilgoza conservation and management plan was developed.

Nurseries were also set up in both valleys to restore lost forest cover and locals were trained in nursery management. To further enhance regeneration, 15 hectares of degraded forest was fenced. On the suggestion of the community, Chilgoza seeds were planted on an area of 31.25 hectares for regeneration. The forested area was also secured by hiring five community guards to protect rangelands from overgrazing and deforestation.

In both project sites, approximately 400 m² eroded slopes and stream banks were treated through engineering and bioengineering structures including gabion and loose stone check dams and gabion and vegetative flood protection spurs.

Improving Sub-watershed Management and Environmental Awareness in and around Ayubia National Park

Part of the Western Himalayas Ecoregion, one of the top Global 200 Ecoregions, Ayubia National Park covers an area of approximately 3,300 hectares. The area faces a number of environmental problems including deforestation, water shortages and flash floods. The Western Himalayas Ecoregion is also the catchment area of the Indus River and provides 70 to 80 per cent of water from the melting of snow and glaciers and 20 to 30 per cent from rainfall in the Indus Delta. Due to high levels of erosion which upset the balance of the watershed, its management has become critical for the conservation of this ecoregion.

To address these problems and to improve sustained availability of clean water in springs and streams for local consumption, safe ecological flows and conservation of biodiversity at the sub-catchment level, WWF-Pakistan is implementing a watershed management project with The Coca-Cola Foundation since November 2008. The project has sensitized and mobilized stakeholders, while also introducing improved agricultural practices that are beneficial for the health of watersheds and livelihoods of locals. The project has also worked on storm water management and stabilization of critical slopes, improvement of vegetation cover in forests, management of solid waste and wastewater, protection of natural springs and research on various aspects of watershed management.

Considering the high stakes of communities in keeping ecosystems healthy, many initiatives of the watershed management project involve empowering locals. This year, these included providing poultry units to housewives; training locals in livestock management; providing improved vegetables seed kits; facilitating of 97 houses with rooftop water harvesting schemes; distributing 43 water purification units to provide drinking water for communities; establishing computer labs in schools; and regularly organizing significant environment days, seasonal plantations



Satpara, Skardu, Gilgit-Baltistan



338 million litres of water replenished

to nature through improvement in

groundwater recharge in Ayubia National Park

and waste cleanup activities. The project also trained more than 140 school teachers in environmental education and nature club activities.

The project initiated eight irrigation schemes in the area and almost 3,000 m² of land was converted to field terraces, which can now be used for plantations.

To reduce pressure on endangered tree species, the project promoted the use of concrete slabs for the construction of graves as an alternate to timber from *Taxus wallichiana* trees. A total of 23 springs were protected from pollution through fencing and spring development and plantations were carried out. A solid waste management plan was also developed for Galliat, Lake Saiful Malook, and Khanisapur Bazaar.

Excessive erosion has considerably increased the incident of flash floods in the area. To minimize damage through these floods, gabion check dams, flood control spurs, and wood check dams were constructed. Areas susceptible to landslides was also treated through bio-mechanical techniques.

To date, the project has successfully replenished 338 million litres of water in Ayubia.

Social, Economic and Environmental Development (SEED) Project for CKNP

WWF-Pakistan is an implementing partner in the Social, Economic and Environmental Development (SEED) project for the Central Karakoram National Park (CKNP). Spanning over five years, the project aims to sustainably manage the park and improve livelihood of adjacent communities. Under the Debt for Development Swap Agreement, the governments of Italy and Pakistan have provided funding to the project through Ev-K2-CNR and the Karakoram International University. Other partners include the Directorate of CKNP; Aga Khan Rural Support Programme; Alpine Club of Pakistan; and Mountains and Glaciers Protection Organization. WWF-Pakistan has implemented various components focusing on community-based conservation including mass awareness; mobilization; participatory conservation planning; pasture and livestock management; and afforestation.

To create synergies between more than 23 community based organizations (CBOs) and other stakeholders of CKNP, WWF-Pakistan facilitated meetings of the District Conservation Committees (DCC) in Ghanche, Skardu; Gilgit and Hunza-Nagar. In addition, approval of eight new conservation plans resulted in soliciting stakeholders' support to implement valley conservation



plans in more than 30 valleys of Gilgit-Baltistan. WWF-Pakistan also facilitated notification of the DCC in Hunza-Nagar through the office of the Chief Secretary, Gilgit-Baltistan, while the remaining DCCs were previously notified during the late 1990s.

The SEED project also introduced livestock insurance schemes in six valleys formulating a compensation mechanism for livestock lost to large predators such as wolves and snow leopards. To reduce retaliatory killings of the snow leopard, livestock insurance funds were established with the project, with contributions by the community. A process has also been devised to use interest earned from the funds to compensate community members in predation cases. A local non-governmental organization, Baltistan Wildlife Conservation and Development Organization, partnered with WWF-Pakistan for this activity in Gilgit-Baltistan. The project also organized vaccination campaigns in two target valleys covering 20,000 heads of livestock, with collaboration from the Livestock and Dairy Development Department, Gilgit-Baltistan.

To further protect livestock, primitive corrals in high pastures of eight valleys were improved. In this regard, 20 x 50 ft corrals have been developed comprising of 8 ft high stone walls and gabion-wire mesh roofs.

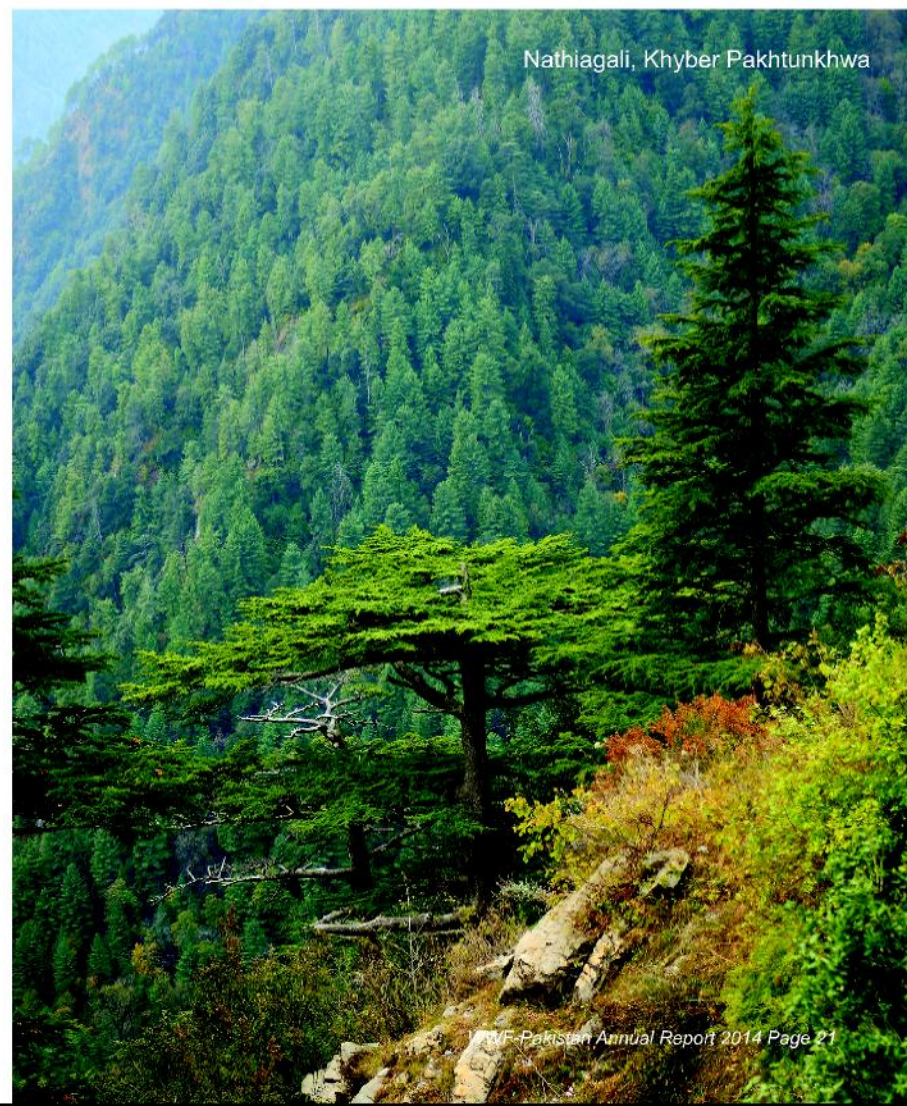
Under capacity building initiatives, two trainings were organized on *Natural Resource Management Best Practices and Governance, Management and Leadership Skills* for valley conservation committees.

Atlas of Legal Boundaries of Murree State Forest

On the instructions of the Lahore High Court (LHC), as a part of a *suo moto* case in January 2010, the Punjab Forest Department and WWF-Pakistan's Geographical Information System (GIS) laboratory in collaboration with Survey of Pakistan and Punjab Revenue Department assessed the legal forest boundaries in the Murree Forest Division. The boundaries were delineated at an accuracy of 30-50 centimetre using Differential Global Positioning System (DGPS) and GeoEye-1 (0.46m) high resolution satellite images. About 2,325 acres of encroachments in and along the forests were mapped and a detailed atlas was published.

Each map was signed off by the authorities of the Punjab Forest Department, Survey of Pakistan, Revenue Department and WWF-Pakistan. The atlas was submitted to the LHC as final output of the study. The court appreciated the joint venture by the stakeholders and ordered the Punjab Forest Department to retrieve encroached land from the Murree Forest Division. Furthermore, the study was published as a chapter, in the book entitled *Forensic GIS: The Role of Geospatial Technologies for Investigating Crime and Providing Evidence* published by Springer.

CKNP has one of the largest concentration
of glaciers and
high peaked mountains
in the world



Nathiagali, Khyber Pakhtunkhwa



Freshwater

With the goal to conserve and sustainably manage freshwater habitats to benefit nature and people, WWF-Pakistan works to promote water stewardship and watershed management through a variety of interventions.

Freshwater

City-wide Partnership for Sustainable Water Use and Water Stewardship in SMEs in Lahore, Pakistan

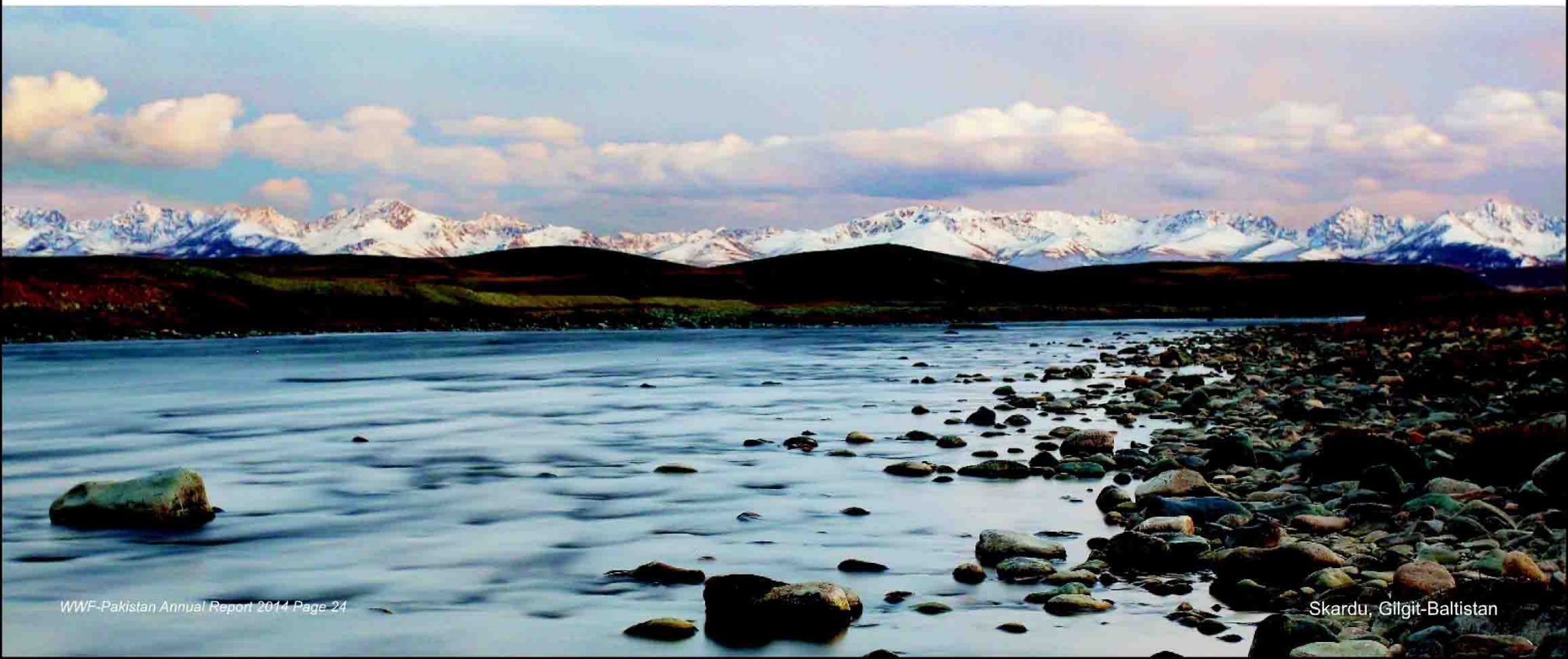
WWF-Pakistan, in partnership with WWF-UK and Cleaner Production Institute (CPI), launched a water stewardship project in January 2013. Funded by the European Union, the project aims to promote sustainable economic growth and development in Pakistan through the implementation of sustainable production and consumption practices, with a particular focus on water use and water management in high water using, cross-sectoral, urban-based small and medium enterprises (SMEs). Target sectors include textile, paper and pulp, sugar and leather and tanning.

This year, 35 factories from the target sectors were audited and gaps in their water chain were identified. Each production unit was then given a customized water and energy management plan including best water management practices (BWMPs) ranging from basic, low-cost technologies

to state-of-the-art innovations. The audited SMEs were extended two types of trainings; on-the-job trainings and formal training workshops. On-the-job trainings were given to workers while findings of water audits were presented in formal training workshops for technical and managerial staff of selected SMEs. Workshops also introduced participants to relevant BWMPs and presented key environmental, economic and social gains of implementation. As a follow-up, post-audits were carried out in the 25 units to survey the implementation of BWMPs. The surveys reported variation in the scales of implementation and the resulting environmental and economic gains achieved.

In addition, WWF-Pakistan initiated a study titled *Situation Analysis of Water Resources of Lahore*. The study is a collation of key information available on the water resources of Lahore, and has set a precedence in drawing a comprehensive picture of the water management situation of the city and the physical, institutional, and regulatory challenges that it faces.

WWF-Pakistan also conducted a water footprint study of the four target



sectors. The study draws an accurate picture of the water dependence of Punjab, not just in terms of direct water use but also in terms of water use in supply chains that SMEs and others depend on. Demonstrating the economic value of water has proved to be a catalyst for water management authorities and businesses to take action to place water resources on a more sustainable footing. Based on the experiences of implementing BWMPs in the 35 production units and the output of research, an economic analysis of the value at risk within the target SME sectors under a range of different water scenarios was conducted and compiled in the shape of a business case.

WWF-Pakistan also engaged with multinational companies and donor agencies in order to expand the scope of water stewardship and initiated work on the implementation of Alliance of Water Stewardship (AWS) standards and other water conservation activities.

Saving Wetlands Sky High

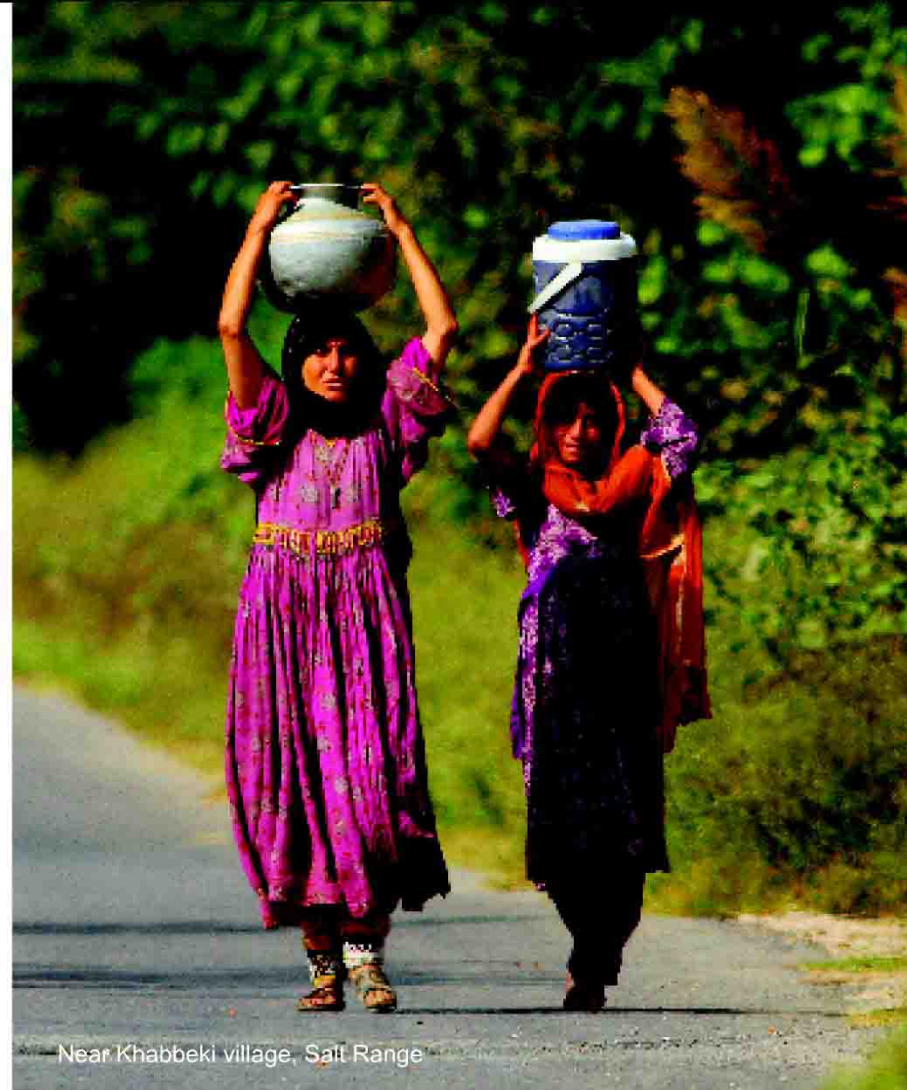
The programme Saving Wetlands Sky High (SWSH), initiated in July 2007, is a regional initiative of the WWF Network supported by WWF-Netherlands, to mitigate some of the key threats to high altitude wetlands (HAW) ecosystems in the north of Pakistan. The third phase (2011-2014) of the programme is currently being implemented and is a replication of an already piloted HAW initiative in Ishkoman and Hundrab Valley.

Under the current phase, six major wetlands were identified in the area for protection: Hundrab-Shandoor, Qurumbar, Sheosar, Raash, Gasho and Naltar lakes. WWF-Pakistan also established a highly significant model for socio-economic and ecological sustainability of wetland ecosystems. These six lakes are potential grounds for feeding and breeding of migratory birds passing through the Indus Flyway (Flyway IV) and are significant from a social, tourist and economic point of view.

Pastures over immediate catchments of HAW are crucial for biodiversity and sustainable economic growth. These pastures are extensively utilized by locals, often beyond their carrying capacity. Based on findings of a vegetation assessment study 35 plant species including four rare ones were identified. Zonal maps were developed and rotational grazing was introduced in peripheries of target wetlands. This will not only reduce grazing pressure on pastures but will also help maintain the freshwater ecosystem and its associated biodiversity.

As a result of effective protection through a joint watch and ward mechanism, prey species and migratory bird populations in the project sites have increased. Direct and indirect killing of ungulates and carnivores was also controlled to a great extent. Bird hunting, which was a tradition in the area, like other mountainous areas of the world, was restricted through community led care and conservation measures.

Winter and spring wildlife and bird population monitoring surveys (2013-2014) were planned and conducted by village wildlife guides (VWG), which is an indicator of the success of the project.



Near Khabbeki village, Salt Range



1 ton of fabric
in the textile processing industry requires
169 cubic metres of water

The project also conducted a bird population assessment survey of the area. Furthermore, a healthy trend in the number of carnivores, especially snow leopards and wolves, was observed compared to the pre-project situation. The trend was witnessed by VWGs and reported in their monthly and seasonal census reports. Moreover, structural improvements in the primitive design of community cattle shed and corrals were introduced to make them predator proof. These improvements have been instrumental in combating human-carnivore conflict and the retributive killing of snow leopards and other carnivores. An improved prey base, due to enhanced vigilance and healthy livestock insured through vaccination and animal husbandry, has also helped reduce predation pressure on weak and diseased domestic animals on shared habitats.

Gahkuch marshland, Handrab-Shandoor and Jarbaso lakes were proposed as Ramsar sites. This was a step towards national and international recognition of the unique biological diversity in priority HAWs.

Environmental Baseline Survey and Monitoring of Rehabilitation and Modernization of Jinnah Barrage

Under the Punjab Barrages Improvement Project Phase-II funded by the World Bank, the government of Punjab is undertaking the rehabilitation and modernization of Jinnah Barrage. The project seeks to address serious hydraulic and structural problems and involves major civil and mechanical works.

As part of the review and supervision of the environmental monitoring plan, an ecological baseline survey and monitoring was conducted. It also carried out three seasonal baseline studies to provide a benchmark to monitor the physical and biological aspects, based on primary and secondary data. After conducting field surveys, project monitoring studies are now being carried out. One monitoring study was also carried out in December 2013.

Seasonal baseline surveys showed that 111 species of birds are found in the area. Among mammals a total of 14 small and large mammal species were recorded from the study area. There were no sightings of the Indus river dolphin during the study period. Forty-eight fish species and 126 plant species were also recorded.

The right bank upstream barrage, bela area and left bank downstream



barrage were the key areas of high species diversity and richness. The left bank downstream area was proposed as a national park, which it was later declared by the Irrigation Department.

Temporal Change Analysis of Kurram Tangi Watershed Area in Pakistan

The Kurram Tangi watershed occupies an area of about 27,000 km² between Pakistan and Afghanistan. Out of this approximately 17,000 km² lies in Pakistan and was covered in the study area carried out by WWF-Pakistan for the Water and Power Development Authority (WAPDA) in the Kurram Tangi Dam project. The core objectives of the project are to generate hydropower to overcome the energy crisis, develop a system to control floods by storing floodwater, expand the existing irrigated agricultural land by building new infrastructure for an irrigation system, and improve the living standard of the local people.

Through the study, WWF-Pakistan established Geographical Information System (GIS) based spatial data layers of the catchment area, mapped the current extent of the forest, and conducted a temporal change analysis of the last 30 years. The study highlighted the forest change trends using Satellite Remote Sensing (SRS) and GIS.

Results showed that forest cover has declined gradually and degradation has led to an increase in bare soil and agriculture land. The study recommended interventions to stop forest clearings in the area and provide a healthy ecosystem for the proposed reservoir. It also recommended use of ecological checks before and after construction of the dam.

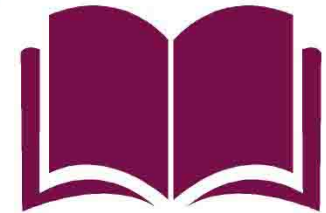
Biodiversity Survey for Rehabilitation and Upgradation of Trimmu Barrage

The government of Punjab is implementing the Barrages Improvement Programme to address the increasing degradation of Pakistan's barrages. The Asian Development Bank and other donors are supporting the government's programme by financing a multi-phased Punjab Barrage Rehabilitation Project to sustainably deliver a productive and efficient barrage system contributing to lower operation costs.

Trimmu Barrage, on the Chenab River, is more than 70 years old and is in general deterioration with damages to numerous components and is included in phase I of rehabilitation of barrages in Punjab. Under the MoU between the Irrigation Department (government of Punjab), PIAIP Consultants and WWF-Pakistan and as part of the environment monitoring plan, a biodiversity survey was carried out to collect baseline information and monitor critical parameters during the reconstruction phase in April 2014. Baseline information on large and small mammals, threatened reptiles, fish, vegetation and GIS/RS was collected during the surveys and a comprehensive report was submitted.

Bird survey carried out in Jinnah Barrage

reported five threatened bird species: black-bellied tern, black partridge, yellow-breasted bunting, painted stork and long-tailed prinia



Skardu, Gilgit-Baltistan





Market Transformation

WWF works with major companies and their supply chains to change the way key global commodities are produced, processed, consumed, and financed. The approaches employed to transform markets include:

- Developing new market standards, promoting Better Management Practices (BMPs), and increasing the supply of certified products through multi-stakeholder engagements as well as producers and other non-governmental organizations;
- Establishing partnerships to improve the sustainability of supply chains and promote sector-wide action in this field;
- Promoting sustainable commodity investment with the financial sector.

WWF-Pakistan is working in the cotton and sugarcane sectors to transform markets.

Cotton is one of the thirstiest crops Pakistan grows. Cotton flowers in Rajanpur

Market Transformation

Pakistan Sustainable Cotton Initiative (PSCI)

The Pakistan Sustainable Cotton Initiative (PSCI), in collaboration with IKEA, has been working to disseminate Better Management Practices (BMPs) in cotton growing areas of Jhang, Khanewal, Bahawalpur, Lodhran, Rahim Yar Khan and Toba Tek Singh districts in Punjab, and Sukkur, Khairpur and Ghotki districts in Sindh. The project, which is currently in its third phase, comes under WWF International's Market Transformation Initiative (MTI). It aims to achieve complete compliance to Better Cotton Initiative (BCI) production principles and criteria through implementation of Better Cotton Standard System (BCSS) to improve sustainability of cotton production, resulting in substantial benefits for people, the environment and the cotton sector. Project beneficiaries include smallholders, smallholder employees and large farmer employees.

In 2014, the project has facilitated almost 37,000 small cotton growers

and 700 medium farm holders. BCI has completed Better Cotton licensing of the projects with total licensed cotton of 250,000 metric tons and an overall compliance rate of 94 per cent. All medium farms were licensed while 33,000 small farmers were licensed by BCI after second party and third party verifications.

The Better Cotton Farmer Support Programme is a collaboration of private and public players, who came together in 2009 to form the Better Cotton Farmer Support Fund (BCFTF). The fund was initiated to support the implementation of BCI production principles and criteria through participatory approaches to improve soil health and biodiversity as well as implement BCI Decent Work criteria in the overall cotton production for farmers and farm workers.

During 2014, the fund facilitated 60,000 small cotton growers, 400 medium farm holders and six large farmers in seven cotton growing districts of Punjab and Sindh. Licensing of cotton, with a compliance rate of 93 per



cent, was also completed. All medium farms were licensed while 53,000 small farmers and six large farmers were licensed by BCI after second and third parties verifications.

Sustainable Cotton Production in Pakistan's Cotton Ginning SMEs (SPRING)

This project aims that by 2015, at least 500 cotton ginning SMEs in Pakistan recognize the benefits of sustainable cotton production and consumption and 40 per cent commit to more sustainable production practices, in line with agreed Better Ginning Practice (BGP) guidelines, and supported by procurement practices of European retailers. It is funded by the European Commission under its regional initiative SWITCH-Asia.

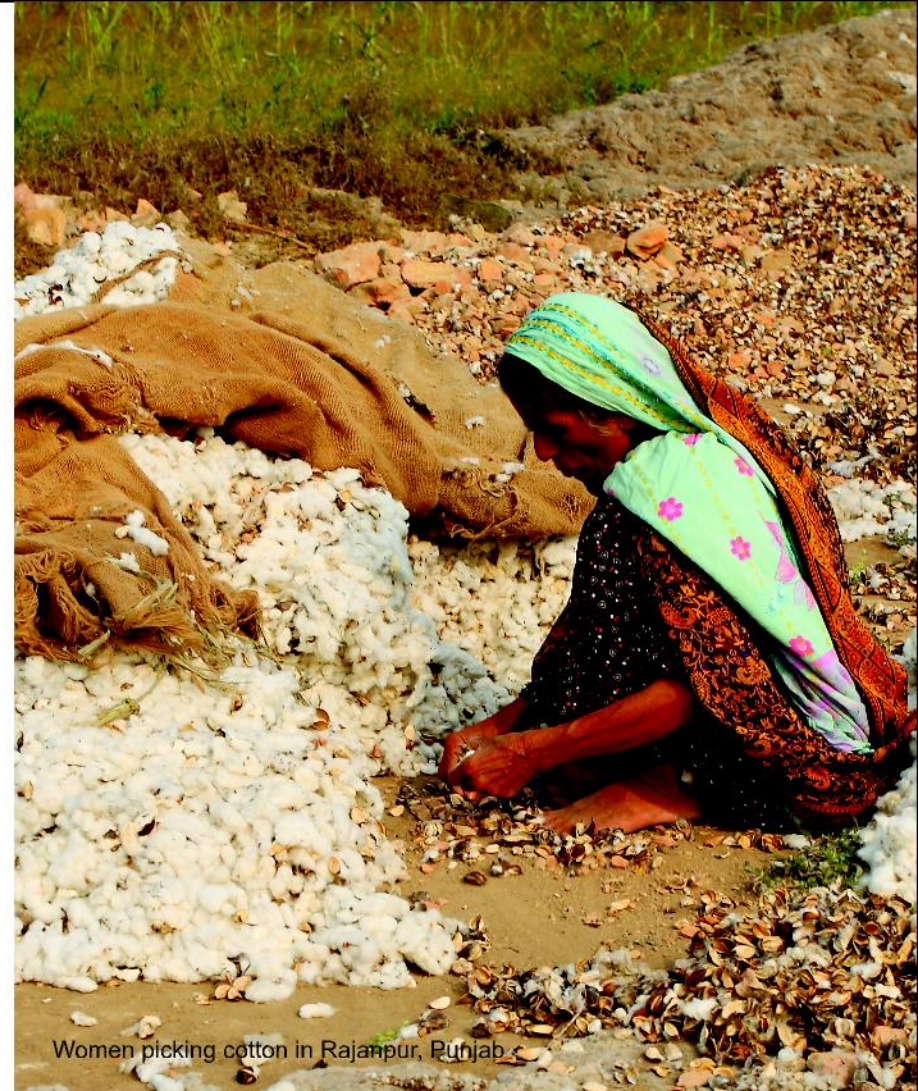
In order to achieve objectives during 2014, the project worked with 30 ginning units to demonstrate sustainable ginning practices (and business benefits) and to increase supply of Better Cotton to European markets. The BGP guidelines were developed and are being promoted among a further 200 ginning units (Pakistan Cotton Ginning Association members). Continuous capacity building and support is being provided to 200 units and key supporting institutions. European retailers have also been encouraged to procure Better Cotton, and strengthen their linkages with Pakistan ginning units. The project supports ginning SMEs in implementing BGP covering three core areas of Better Cotton sourcing and tracking which are: process and energy efficiency, waste management, and Decent Work.

Farmer Support Programme (Sugar Improvement Programme-II)

In 2012, WWF-Pakistan launched the Farmer Support Programme (FSP) in Jhang district in collaboration with Solidaridad, where several BMPs were introduced and implemented. As part of its Global Conservation Programme, WWF aims to help make sugarcane cultivation part of a sustainable industry to make its production environment friendly and to reduce its impacts on priority ecosystems.

The programme aims to consolidate efforts with existing stakeholders in the sugarcane sector to reach consensus on certifiable and sustainable sugar production. It also supports the implementation of metrical indicators developed for Bonsucro certification and makes them operational for producers and processing companies involved.

To meet the objectives, around 10,000 small and 200 large-scale farmers have been involved in project activities applying BMPs that provide a strong base for Bonsucro production principles and criteria. Around 20,000 hectares of sugarcane has been brought under BMPs to produce around 1.6 million tons of sustainable sugarcane.



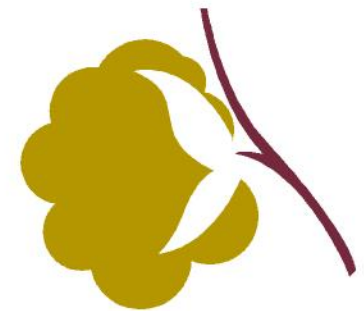
Women picking cotton in Rajanpur, Punjab

Farmers made BMP decisions which resulted in a

21 per cent reduction in use of

irrigation water, **38 per cent** reduction in pesticide use and

22 per cent reduction in synthetic fertilizers, without affecting yield





Species

One of WWF-Pakistan's eleven thematic pillars is to protect wildlife, which it carries out by conserving minimum viable populations of selected indigenous, endemic and keystone species. It focuses on the conservation of wildlife species of special concern, scientifically and holistically, by promoting sustainable livelihoods, awareness and capacity building.

Species

Indus River Dolphin Conservation Project

The Indus river dolphin (*Platanista gangetica minor*), a freshwater cetacean, is a priority species of WWF's Global Programme Framework. It is endemic to the Indus River system in Pakistan and is designated as *endangered* according to the International Union for Conservation of Nature (IUCN) Red List data (year assessed, 2004). According to the most recent survey conducted by WWF-Pakistan in 2011, the estimated population of the Indus river dolphin is approximately 1,450 individuals between Chashma and Kotri barrages and the largest population is found between Guddu and Sukkur barrages (about 860 dolphins); a notified Protected Area - the Indus Dolphin Game Reserve. Irrigation barrages result in the fragmentation of dolphin population and a network of canals leads to dolphin strandings. Illegal fishing practices and lack of awareness are also a major threat survival of the Indus river dolphin. Since July 2013, through the Ocean Park Conservation Foundation

(OPCF) Hong Kong funded project, WWF-Pakistan is conserving the species by implementing a dolphin rescue programme where the local community is monitoring canals for stranded dolphins. A community outreach programme was implemented in three community based organizations to create awareness in addition to promoting ecotourism through dolphin watching boat safari. The fisher communities were provided with hands on training on establishing fish cage culture to introduce them to sustainable fishing practices. WWF-Pakistan also strengthened the capacity of national institutions in research on the Indus river dolphin.

Gyps Vulture Conservation Project

The Gyps vultures were once very common in the Indian subcontinent. In the late 1990s the populations of three Gyps vultures; the white-backed vulture (*Gyps bengalensis*), the Indian long-billed vulture (*Gyps indicus*) and



the slender-billed vulture (*Gyps tenuirostris*) declined dramatically and are now classified as *critically endangered* according to the IUCN Red List. Diclofenac Sodium, a non-steroidal anti-inflammatory drug (NSAID) used as a pain killer for livestock, is considered the main cause of mortality in *Gyps* vultures and other NSAIDs such as ketoprofen, aceclofenac and flunixin have recently also been proven to be toxic. Vultures are a regional priority species for the Global Programme Framework of the WWF Network.

WWF-Pakistan is implementing *ex-situ* and *in-situ* conservation efforts to save the *critically endangered* white-backed vulture (*Gyps bengalensis*) under its *Gyps* Vulture Conservation Project. In partnership with the Punjab Wildlife and Parks Department and Hawk Conservancy Trust, UK, WWF-Pakistan launched the *Gyps* Vulture Restoration Project in 2007 to conserve the species and a Vulture Conservation Centre was established in Changa Manga Forest. The centre's main objective is to retain the current population of vultures along with a captive breeding programme in order to increase their numbers.

One of the biggest successes of this project has been lobbying with the government of Pakistan to ban the manufacture and sale of Diclofenac Sodium in September 2006.

Under the Vulture Safe Zone initiative, *in-situ* conservation is carried out in Nagar Parkar, Sindh. WWF-Pakistan has conducted four comprehensive *Gyps* vulture population assessment surveys from the year 2011 which show a gradual increase in the number of active nests of white-backed vultures. The testing of six Meloxicam formulations from Pakistan by the Environmental Research Institute (ERI), University of the Highlands and Islands, UK indicated that these formulations have high levels of pH which cause pain when administered to animals. Consequently, ICI Pakistan took measures to improve the Meloxicam formulation manufactured by the company. A research paper on a new breeding colony of the white-backed vulture is in press in the *Bird Conservation International*, a quarterly peer-reviewed journal.

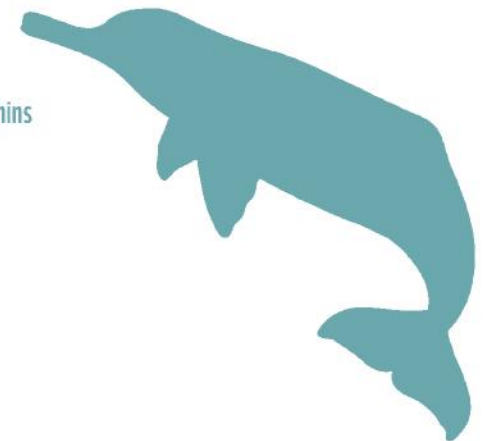
Moreover, a local community based organization (CBO), Parkar Foundation, has been established in Malji Jo Wandio village. This CBO has the mandate to conserve the local biodiversity with community participation and awareness raising initiatives such as organizing education activities. An increase in the population of the white-backed vulture in the Vulture Safe Zone from 12 breeding pair in 2011 to 34 in 2014 is a key achievement.

WWF-Pakistan also conducted a population assessment survey of Egyptian vultures (*Neophron percnopterus*), a species which is rapidly declining in Europe, Middle East and Asia. A total distance of 835 km was travelled within Azad Jammu and Kashmir (AJK) covering Mir Pur, Kotli, Sudhnoti, Poonch, Bagh and Muzaffarabad districts. During the survey, a total of 68 Egyptian vultures including adults, sub adults and juveniles were observed. In addition to the Egyptian vultures, white-backed vultures were also seen in different locations of AJK. These are the first ever breeding records of Egyptian vulture from the area. Previously, this species was known as resident in the plains of Punjab and Sindh province and locally



Long-billed vulture, Nagar Parkar

1,452 number of dolphins
found between Chashma and
Kotri barrages



migratory in the Balochistan, Khyber Paktunkhwa and mountain regions in the north of Pakistan.

Common Leopard Conservation Project

WWF-Pakistan launched the Common Leopard Conservation Project in January 2012 with financial support from the Human Welfare and Nature Conservation Society (HWNCS). It involves research and awareness in collaboration with the University of Siena, Italy and Walkabout Films Private Limited. The project aims to conduct scientific research in the common leopard food habits, home range and population (using camera traps, radio collaring and genetic analysis), create awareness by developing a documentary and short features, understand the socio-economic impacts of the leopard, evaluate the changes in the prime leopard habitat using GIS and devise a strategy for co-existence.

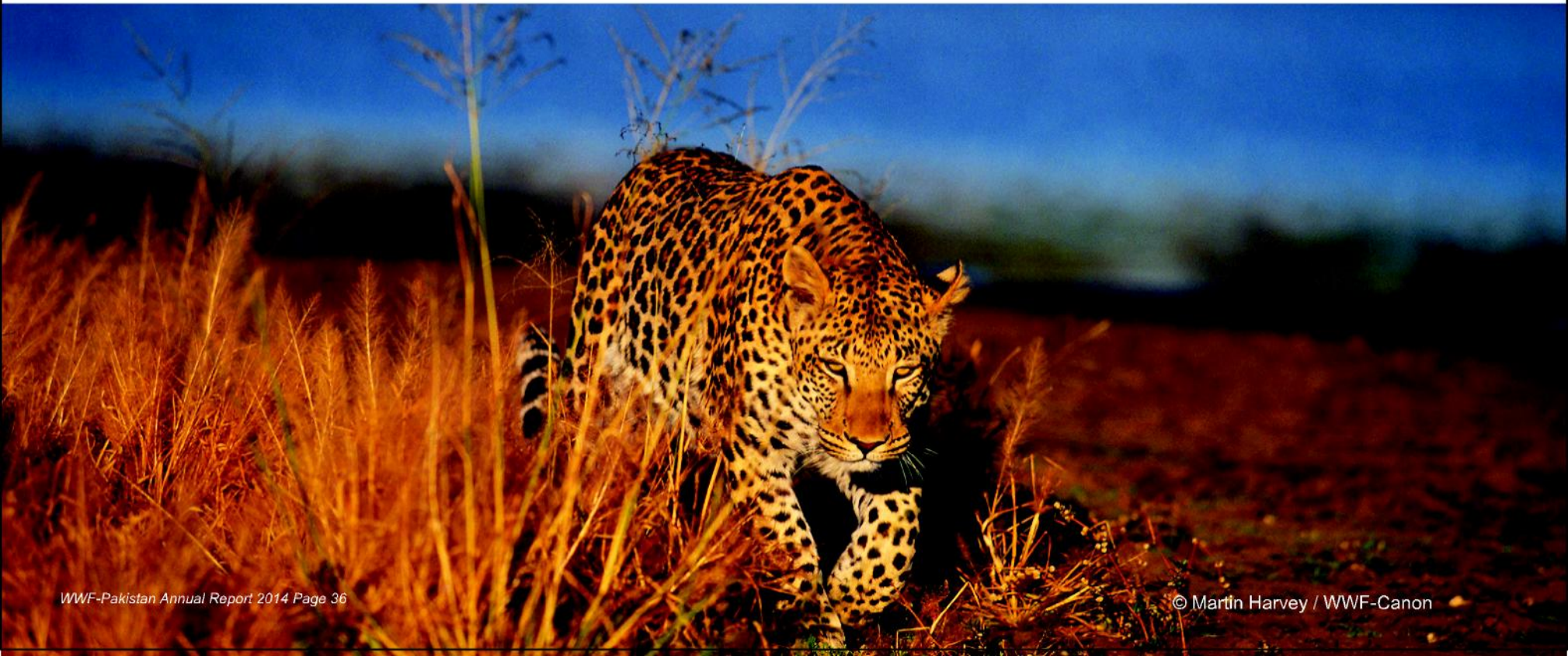
Scat samples were collected and analysed, which indicated that 70 per cent of the common leopard's diet consists of domestic animals while 20 per cent is made up of wild prey and the remaining percentage is plant matter or remained unidentified. Using the data collected from the radio collaring of an adult male leopard it was determined that its home range occupies an area of about 100 km². Camera traps have helped in recording

various other species in the Ayubia National Park (ANP) such as foxes, porcupine, yellow throated marten, civet, pheasants and the leopard cat. An Indian pangolin was also sighted for the first time in the ANP.

Community training sessions were conducted to provide information on disease management and livestock husbandry. Deworming sessions for livestock were also held in collaboration with ICI Pakistan and a community run dispensary was set up in the study area. Awareness raising sessions were organized in schools to highlight the ecological importance of the common leopard with mitigating measures to reduce the chances of leopard attacks on humans and livestock. Moreover, a total of 31 signboards were installed on the Pipeline and Lalazar tracks to display key information on the biodiversity of the ANP.

A 50 minute documentary in Urdu, Hindko and English along with 10 short features on various themes and five one-minute web clips were completed, which are now being used to educate the local community about the leopard. The documentary, developed by Walkabout Films Private Limited, is regularly shown to communities in the leopard habitat covering the park and its peripheries. It is proving to be very effective in awareness raising and building understanding about this large carnivore species.

A Common Leopard Conservation Fund was also set up of PKR one



million to continue field activities and awareness initiatives beyond the project duration. The fund will be managed by WWF-Pakistan under approved guidelines of the Board.

The project also provided support to the AJK Wildlife Department to conduct an assessment in Deva Vattala National Park and collect evidence of the presence of the Asiatic lion as reported by forest guards. As predicted no record of the Asiatic lion was found.

Community Based Conservation of the Snow Leopard and Improved Watershed Management

In 2012, WWF-Pakistan initiated the project Community Based Conservation of the Snow Leopard and Improved Watershed Management, funded by WWF-US. The goal of the project is to galvanize greater understanding and action at the local, national and regional levels across snow leopard range states to conserve this iconic and endangered species. The project also connects snow leopard conservation to a broader set of environmental, economic, and social issues with consequences for Asia's future sustainability, namely local livelihoods, water and food security, and climate change adaptation.

In 2014, the local community was mobilized for sustainable use of natural resources. Six awareness raising campaigns were initiated on the impacts of climate change on local livelihoods and the ecological importance of the snow leopard and other wild fauna and flora.

A detailed study on human-wildlife conflict in the project area was also conducted. To minimize this conflict, certain mitigation measures were taken. A predator proof corral was constructed by local communities and Livestock Insurance Schemes (LIS) were also started. Approximately 50 households registered for the scheme, insuring over 100 heads of livestock. Furthermore, livestock vaccination campaigns were also initiated and more than 10,000 livestock heads were vaccinated for PPR and pox in addition to the administration of medication for mange.

To better understand the species and its interactions, four surveys on the snow leopard and its prey population were conducted using the Snow Leopard Information Management System for the leopard and the direct observation method for the Himalayan ibex. More than 250 km² of the project area was surveyed using 50 transects in different habitat sites i.e. ridge line, valley bottom, cliff base, hill side, terrace and stream bed.

For watershed management, 10,000 fast growing multi-purpose trees were planted in addition to the cultivation of alfalfa seeds on barren and agricultural lands. A joint watch and ward system was also initiated, which is proving effective and illegal activities are being monitored by guards.

100 km² home range of
Pakistan's first collared
common leopard



Snow leopard, Abbotabad, Khyber Pakhtunkhwa
© WWF-Pakistan / Ghulam Rasool





Marine

In order to mitigate the threats to the marine environment, the WWF Network has drafted a Global Marine Programme strategy. Through the Smart Fishing Initiative (SFI), WWF's global fisheries programme, WWF-Pakistan tackles the many problems of overfishing to contribute to a sustainable future for our global fisheries.

Marine

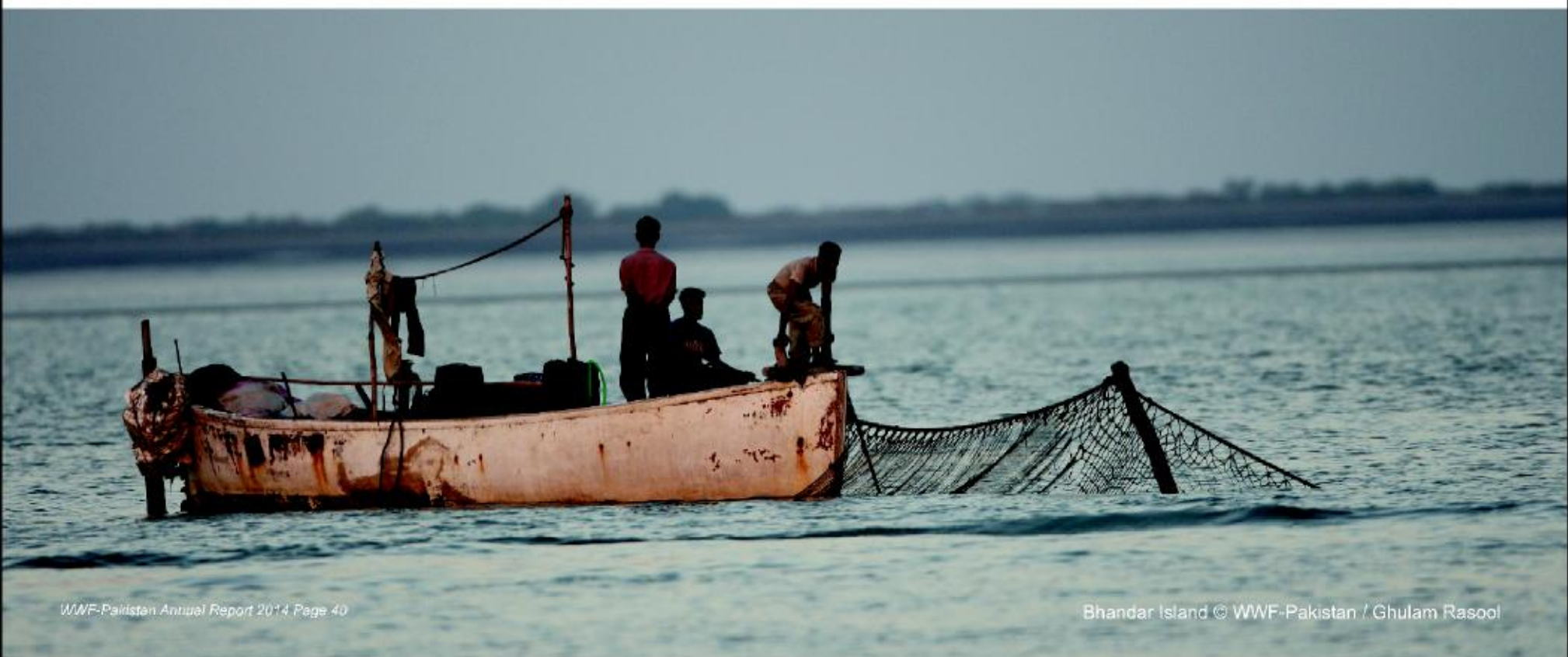
Fisheries Resource Appraisal Project (FRAP)

The Fisheries Resource Appraisal Project (FRAP) has been implemented successfully in the deltaic areas of Sindh with technical and financial support of the Marine Fisheries Department (MFD) and the Food and Agriculture Organization (FAO). The aim of the project was to provide an insight into marine fish populations, distribution and abundance of recruitment to and migration from creek areas. A total of 13 study areas in the Indus Delta were identified for this purpose. WWF-Pakistan was an implementing partner of the project and conducted surveys in the selected areas. The project was supported by several partners including the National Institute of Oceanography; Pakistan Space and Upper Atmosphere Research Commission; Centre of Excellence in Marine Biology; Geography Department, Karachi University; and Balochistan Fisheries Department. After successful implementation in the creek system of the Indus Delta the FRAP project will determine the relative

importance of habitat types in Sonmiani Bay (Miani Hor), Balochistan by following the same implementation strategy.

Assessment of Cetacean Mortality in Tuna Gillnet Fisheries of Pakistan

Tuna gillnetting is known to be marred with high by-catch of non-target species such as sharks, turtles and cetaceans. Considering that quantitative information about by-catch is not available, WWF-Pakistan initiated an observer programme for tuna gillnet fisheries of Pakistan. Over the course of one and half years, credible data on tuna fishing operations and by-catch of species, especially turtles and other cetaceans, was collected. It was observed that there is a substantially large population of olive ridley turtles in offshore waters of the country. Interestingly no olive ridley nesting was observed along the Pakistani coast in the last 11 years. Since most enmeshed turtles in gillnets were observed to be alive, WWF-Pakistan initiated a



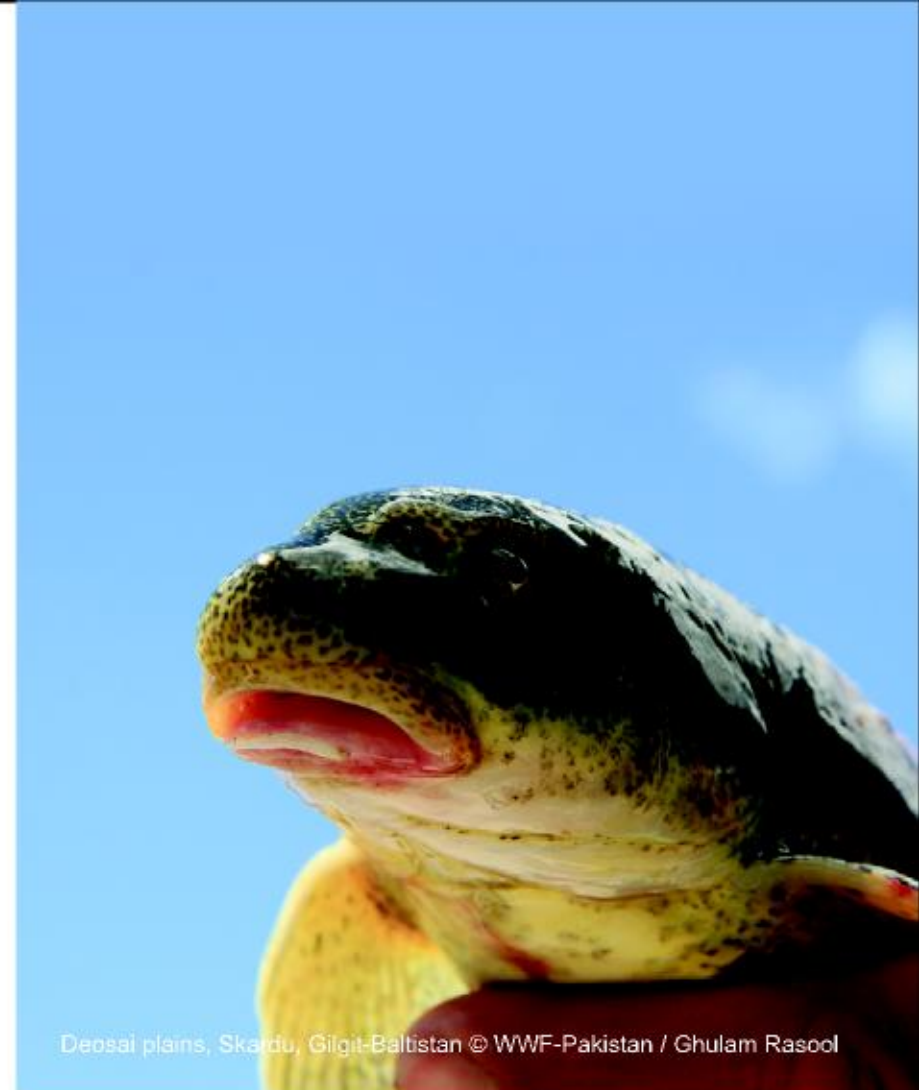
programme of awareness among fishermen to carefully detangle and release turtles. This brought a positive change in the attitude of fishers and now almost all enmeshed turtles are successfully released. This conservation initiative involving observers on board tuna gillnet vessels is helping to maintain a healthy population of marine species in coastal and offshore waters of Pakistan.

Smart Fishing Initiative

WWF's Smart Fishing Initiative (SFI) and WWF-Pakistan are tackling problems of overfishing in the Indian Ocean and are working with governments, fishers, and other science based organizations to improve knowledge as well as compliance to International regulations.

In order to build the capacity of fishermen and key stakeholders governing the marine resources consultative dialogues were organized including a workshop on improving the management of marine resources. A workshop on Conservation and Management of Sharks was also organized by WWF-Pakistan in collaboration with the Marine Fisheries Department in order to draft a national plan of action on sharks. This included showcasing examples from the Maldives on how shark fishing was turned into a shark conservation and tourism industry.

As part of promoting sustainable tuna fisheries management and identifying fisheries for Marine Stewardship Council certification, a scoping exercise was carried out, which included looking at small scale to large scale fisheries. Few fisheries have been identified in this case, such as Razor clam fisheries of Pakistan, abalone fisheries of Oman, Purse-seine Sardine fishery of Iran, Big eye tuna and yellow fin tuna longline fishery in Sri Lanka.



Deosai plains, Skardu, Gilgit-Baltistan © WWF-Pakistan / Ghulam Rasool

12 whale sharks successfully released by WWF-Pakistan trained fishermen





Climate Change

Over the past two decades, climate change has emerged as a global threat, transcending political boundaries. Although a low contributor of greenhouse emissions, Pakistan faces a significant threat due to rising global temperatures. Keeping this in mind, WWF-Pakistan's climate change adaptation programme is one of its many initiatives based on this programmatic pillar. Our aim is to reduce the consequences of climate change on ecosystems and biodiversity in Pakistan and to promote sustainable development in the country.

Climate change effects ecologically important areas like the Deosai plains, Skardu, which supports wildlife including brown bears

Climate Change

WWF-Pakistan continues to make good progress on its climate change adaptation project, Building Capacity on Climate Change Adaptation in Coastal Areas of Pakistan (CCAP). As an umbrella project, it also hosts two further adaptation projects namely: The Determinants, Impact, and Cost Effectiveness of Climate Change Adaptation in the Indus Ecoregion; and Mainstreaming Disaster Risk Reduction (DRR) and Climate Change Adaptation (CCA) in the Indus Ecoregion.

Building Capacity on Climate Change Adaptation in Coastal Areas of Pakistan

In January 2011, WWF-Pakistan initiated a five-year project titled Building Capacity on Climate Change Adaptation in Coastal Areas of Pakistan (CCAP) funded by the European Commission. The project focuses its intervention in Keti Bunder and Kharo Chan, Thatta district, Sindh and Jiwani (primarily a

research based site), Gwadar district, Balochistan. The project implementing partners include LEAD Pakistan and WWF-UK and regional associates in Bangladesh, Iran and India.

In 2014, Deputy Commissioner, Thatta, Sindh, endorsed union council level adaptation plans for Keti Bunder and Kharo Chan. These plans were developed in collaboration with practitioners from Iran, Bangladesh, Nepal, Sri Lanka and the Maldives. Over this period, CCAP continued to test pilot demonstration schemes for replication and up-scaling along Pakistan's entire coast. These schemes initially focused on livelihood enhancement (e.g. crab fattening ponds), and this year low-cost highly replicable disaster risk reduction measures have been tested (e.g. elevated houses, mangrove plantations, and early warning systems) as well as entrepreneurial interventions (e.g. solar panel shops). The project has also strengthened partnerships in this period. A visit of government officials was organized to review rainharvesting practices in India and a PC-1 was developed after the visit.



Determinants, Impact, and Cost Effectiveness of Climate Change Adaptation in the Indus Ecoregion (IDRC)

The IDRC research study aims to understand the impact of climate change on food security, and the nature, determinants and constraints to the adaptation process in Pakistan.

Economists from WWF-Pakistan and the London School of Economics (LSE) presented the IDRC project's micro-econometric study findings to national stakeholders at a Lahore University of Management Sciences (LUMS) hosted event in April 2014. The study's model predicts that, owing to changes in temperature and rainfall, agricultural productivity over the coming 25 years is expected to decrease by 13 per cent across Sindh and Punjab. A *Farmer Field School Manual* was also finalized and will be used for wheat, sugarcane, and rice crop trainings in Punjab before February 2015.

Mainstreaming Disaster Risk Reduction and Climate Change Adaptation in the Indus Ecoregion

WWF-Pakistan is also implementing another climate change project called Mainstreaming Disaster Risk Reduction (DRR) and Climate Change Adaptation (CCA) in the Indus Ecoregion. The project works to enhance the adaptive capacity of vulnerable communities, planners and policymakers on integrating disaster risk reduction and climate change adaptive measures in the livestock and fisheries sectors of Sindh. The project plans to outline the viability of new climate-resilient ecosystem-based livelihood measures in economic sectors by identifying priority scientific and policy information.

The project has to date completed four unprecedented research studies on: i) productivity loss; ii) extreme event analysis; iii) political economy; and iv) building resilience focusing on gender mainstreaming and considerations in context of DRR and CCA. A Disaster Risk Management (DRM) plan was developed to provide recommendations to planners and policymakers in Sindh on mitigating losses in the livestock and fisheries sectors as a result of natural hazards and climate impacts. The DRM plan incorporated input from stakeholders, including government officials, academia, non-governmental organizations, and community members. As a next step, the plan will be shared with line departments for possible notification by district and provincial authorities. Two policy briefs were also developed to give practical recommendations to policymakers on mainstreaming ecosystem-based livelihood measures, gender roles and vulnerability in the face of climate change.

Community trainings were held in two project sites of Chotiari and Keenjhar on aquaculture techniques and methods. Through these trainings, 500 locals were trained, including women. Two policy-level workshops were held in Karachi through which government officials, from both provincial and federal departments and ministries were trained in mainstreaming of DRR and CCA into sectoral and



13 per cent expected decrease in agricultural productivity in Sindh and Punjab in the next **25 years** due to climate change



development policies. WWF-Pakistan was also invited by the Centre for Science, Technology and Policy (CSTEP), India to share the findings of the project in Bangalore and was attended by participants from India, Pakistan, and Nepal. The study finds that changes in consumption, income, and assets after floods are not permanent; and low-income households tend to move towards a stable path of consumption by selling assets (these decrease up to 50 per cent as shown at the Chotiari Reservoir).

Reducing Emissions from Deforestation and Forest Degradation (REDD+)

The REDD+ project supports country efforts to reduce emissions from deforestation and forest degradation, promote forest conservation and sustainable forest management (SFM), and enhance forest carbon stocks. The mechanism has been under negotiation by the United Nations Framework Convention on Climate Change (UNFCCC) since 2005, with objectives of mitigating climate change by reducing and removing greenhouse gas emissions through enhanced forest management in developing countries. REDD+ is an effort to create financial value for carbon stored in forests, and offer incentives to developing countries to invest in low carbon paths to sustainable development.

Preparations for implementation of REDD+ in Pakistan officially began

in May 2012 during the second meeting of the project's National Steering Committee (NSC). The International Centre for Integrated Mountain Development (ICIMOD) and WWF-Pakistan, under the supervision of the Inspector General of Forests and with the financial support of One United Nations (UN) Joint Programme on Environment (JPE), jointly implemented the project.

A total of 17 workshops were conducted at the district, provincial and national levels following a systematic consultation and participatory process. A draft Readiness Preparation Proposal (R-PP) for Pakistan was developed, that secured a funding of US\$ 3.8 million. Major drivers and causes of deforestation and forest degradation were identified and key stakeholders identified for future programmes. A critical mass of stakeholders was prepared with basic knowledge, background and requirements on REDD+ and linkages were developed with international organizations such as UN-REDD for technical and financial assistance.

In March 2014, WWF-Pakistan and the Office of the Inspector General of Forests (OIGF), in coordination with the Food and Agriculture Organization, launched a project on Preparation of Action Plan and Capacity Building for National Forest Monitoring System (NFMS) for REDD+. The objectives of the project includes developing a national REDD+ NFMS action plan and



building capacities of national stakeholders. A workshop was also conducted for the orientation of key national and provincial stakeholders and development of the action plan. The WWF-Pakistan team, in consultation with OIGF, also hired a national consultant for the project who has completed the capacity assessment of the national and provincial stakeholders and submitted formal reports.

2.1 per cent annual rate of
deforestation of Pakistan



Solar panel, Ketu Bunder, Thatta





Poverty Environment Linkages

WWF-Pakistan's conservation efforts involve working with communities to safeguard the environment. The impact of Pakistan's increasing population on these resources can effect gains from conservation successes. We work to improve livelihoods and reduce pressure on natural resources. Our thematic pillar stresses the need to establish poverty-environment linkages for the economic uplift of communities.

Poverty Environment Linkages

Improving Livelihoods of Fisher Communities of the Central Indus Wetlands Complex, Pakistan

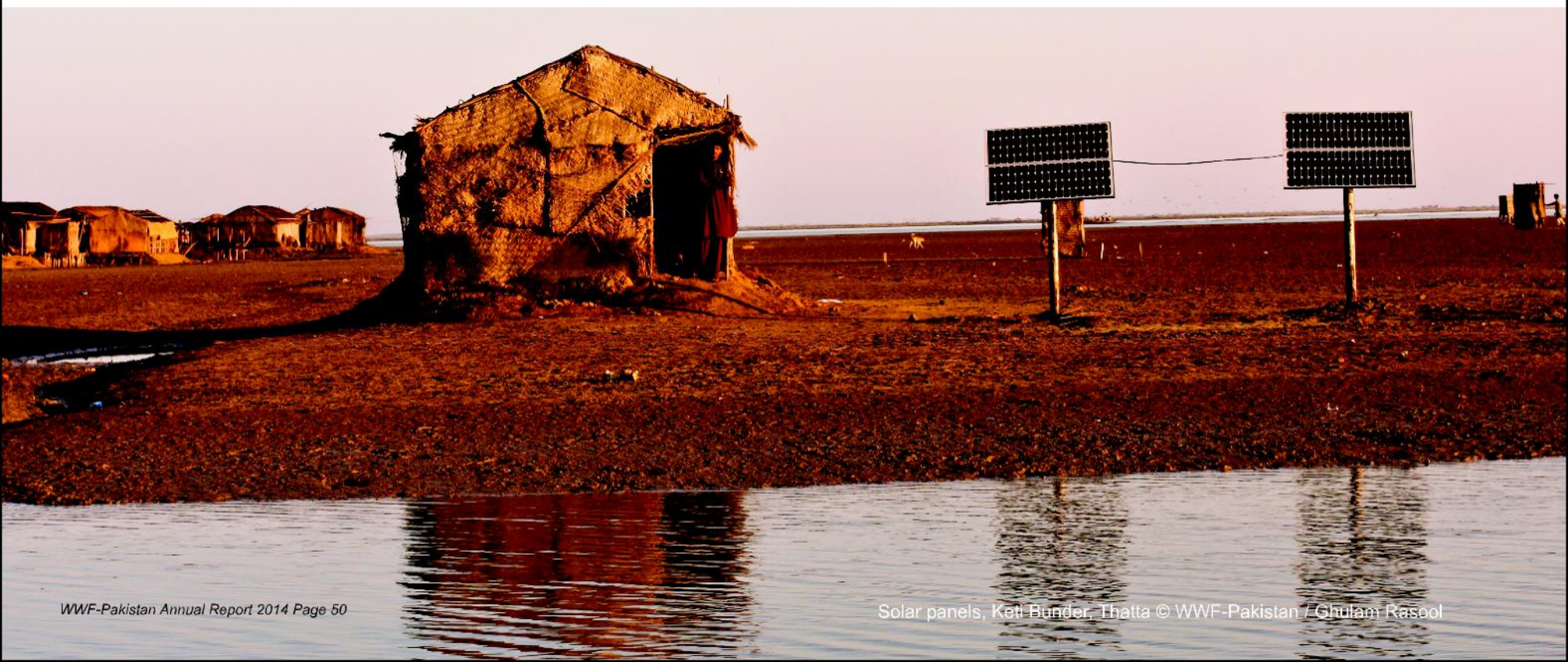
Funded by UK Aid under the Global Poverty Action Fund (GPAF) for a period of three years, this project focuses on improving the livelihoods of 2,000 households (approximately 16,000 individuals) of the fisher community in three areas by addressing the poverty-environment nexus. The project is being implemented in selected areas of the Central Indus Wetlands Complex including three protected areas: Taunsa Barrage, Kot-Mithan-Chachran, and the Guddu-Sukkur area.

In order to ensure equity and empower local communities, a network of 10 community based organizations (CBOs) has been established, with at least 20 per cent participation of women. Ten livelihood plans were developed in close consultation with the members of these CBOs, which were later endorsed by the communities and line departments. These plans contain two

components: skill enhancement trainings and introduction of income generation demonstration models.

Almost 900 locals, including 373 women, were trained in 52 capacity building and skill enhancement. The community, particularly women, was facilitated through the set up of kitchen gardens and vocational training centres, as well as the distribution of livestock units. The project also installed 400 solar units and 1,925 fuel-efficient stoves in the fisher community as an alternate source of energy.

A management plan of Taunsa Barrage Wildlife Sanctuary, Indus River Pollution Disaster Management Plan, and a GIS-based land use plan were developed. Disaster Risk Reduction (DRR) centres and DRR teams were established as well as action plans developed for each project site. In order to introduce best management practices in the field of agriculture and riverine habitat and to further maintain the integrity of the fragile wetlands ecosystems for healthy communities, a total area of 1,200 hectares was selected where



BMPs were introduced to reduce the use of pesticides and fertilizers in the floodplains areas. Indigenous tree plantation campaigns were initiated in all project sites and a total of 60,000 indigenous trees and 6,400 fruit trees were planted to reduce the impacts of flood disasters.

The CIWC project also introduced sustainable fishing practices, established model villages, distributed 170 legal size fishing nets and 200 ice boxes.

A series of environmental awareness material was also printed and distributed in the community to increase awareness on conservation of natural resources.

Promoting Sustainable Agriculture through Green Skills for Rural Youth

As part of its Global Conservation Programme, WWF aims to help make agricultural commodities and livestock part of a sustainable industry so as to make its production environment friendly and to reduce its footprint on priority ecosystems. The project *Green Skills for Rural Development*, funded by the Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH or GIZ, is being implemented in Jhang, Muzaffargarh, Rajanpur and Khanewal districts, Punjab. The project built capacity of 300 rural youth to work as change agents through sustainable crop production, livestock management and renewable energy.

Farmers' and veterinary toolkits were distributed among 2,300 direct beneficiaries.

Integrated Approach to Skill Development and Provision of Sustainable Livelihoods in Chotiari, Sanghar

In order to build capacity of the locals in sustainable management of natural resources and to provide alternative livelihood opportunities, WWF-Pakistan has been implementing an eighteen-month project titled Integrated Approach to Skill Development and Provision of Sustainable Livelihoods in Chotiari, Sanghar. The project is financially supported by the Community Development Program, Planning and Development Department; government of Sindh and aims to conserve and reduce pressure on natural resources of the area. It mainly focuses on three major livelihood sectors: livestock, agriculture and fisheries, and implementing Better Management Practices (BMP).

Under this project, 325 heifers were provided to community women and 130 iceboxes were distributed to low-income fishermen. In addition to this, four fish nurseries and eight floriculture demonstration plots on an area of 1.6 hectares were established. Trainings on cultivation of floriculture and animal husbandry were also delivered. Other project interventions include cultivation of fodder on two plots, provision of 12 livestock vaccination kits, establishment of 16 livestock model farms and installation of 96 fish farming cages.

Monitoring results show that return on income is approximately 100 per cent on fish nurseries, 30 per cent on floriculture, 25 per cent on ice boxes and 20 per cent on grass cultivation.



Makran Coast © WWF-Pakistan / Ghulam Rasool



400 solar units
and **1,925** fuel-efficient stoves were
installed through different interventions.





Pheasant-tailed jacana

Conservation Highlights 2013-2014



Learning more about our endangered species

An image of the common leopard (*Panthera pardus*) was captured from a camera trap in Lalazar, Nathiagali. The photo revealed that the animal was in a healthy state but with a little scratch on his nose. The camera trap, installed with the assistance of the Khyber Pakhtunkhwa Wildlife Department, had been shifted to the location only a week earlier.

August



Update on the first radio collared common leopard received

WWF-Pakistan received updates on the locations of the first radio collared common leopard in Pakistan. The leopard, which was collared in September, has a home range of about 40 sq km and is using thick forest to move from one location to another.

October

September

First common leopard radio collared

WWF-Pakistan captured and radio collared a male common leopard in the vicinity of Ayubia National Park. The radio collared common leopard will be tracked to obtain scientific information related to its home range and territorial behaviour to take measures for the long term conservation of this species in its historic natural habitat in Pakistan.



Great Indian bustard sighted

WWF-Pakistan, Houbara Foundation International and the Punjab Wildlife and Parks Department jointly conducted surveys to determine the occurrence, distribution and status of the great Indian bustard in Cholistan desert of Punjab province, Pakistan. During this study, a total of four birds were sighted along the Indo-Pak border of the desert. The great Indian bustard is *critically endangered* according to the IUCN Red List.



Crossboundary cooperation for conservation



WWF and Maldives signed an MoU to cooperate on conservation of marine resources in the Indian Ocean. The agreement, between the Ministry of Fisheries and Agriculture (MoFA), government of Maldives, through its Marine Research Centre (MRC), was made to support the Maldives in their efforts to provide sustainable management of tuna in the Indian Ocean during the next three years.

Hawksbill turtle sighted

WWF-Pakistan recorded an authentic occurrence of a hawksbill turtle for the first time in Pakistan. The turtle was caught by a tuna gillnet from offshore waters near Ormara along the Balochistan coast and later released back into the water.



2,100 houbara bustards hunted



WWF-Pakistan responded to the news on the hunting of 2,100 houbara bustards in Chagai, Balochistan and issued a position statement. Houbara bustards are *vulnerable* according to the IUCN Red List.

November

January

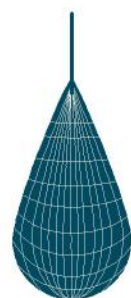
February

March

April

June

WWF trained fishermen rescue juvenile whale shark



Fishermen trained by WWF-Pakistan released a whale shark in offshore waters of Pakistan. A 12 foot long juvenile whale shark became entangled in a tuna gillnet about 193 km southeast of Karachi in offshore waters off Khobar Creek and was later safely detangled by fishermen. This is only one of many incidents during the year where WWF trained fishermen released important marine species safely back into the water.

Marine expedition undertaken

WWF-Pakistan carried out a sailing voyage from Dubai to Karachi with an objective to highlight unique marine ecology of the region and record sightings of significant marine wildlife. The expedition stopped in Gwadar on its way to Karachi.



Use your power

60+

WWF-Pakistan celebrated Earth Hour with unprecedented support from across the country in partnership with government offices, educational institutions, hospitals, the Civil Aviation Authority and civil society.

Cyclone creates panic in coastal belt



Local communities situated along the coastline in Sindh are prone to natural disasters and calamities. In June, Cyclone-02A (Nanauk) built up in the Arabian Sea, targeting the Sindh coastline and caused rising seawater levels and inundated a number of settlements in the creeks and coastal belt. Ten villages in Kharo Chan and seven villages in Keti Bunder were severely affected by high tides causing distress to about 2,000 individuals. The number of cyclones is predicted to increase in the coming years, due to the impacts of climate change.



Partnering with the Panda

This year WWF-Pakistan continued its engagement with the corporate sector, schools, governments and other stakeholders at the national level. The organization was able to establish strategic partnerships with its three-fold objective of awareness raising, corporate social responsibility and fundraising.

Initiatives and campaigns were carried out with the aim to achieve measurable conservation gains. These include corporate memberships, environmental education activities, technical cooperations, joint policy work, Green Office certification, student and employee engagement as well as sponsorships.

Partnering with the Panda

Green Office Initiative

This year, WWF-Pakistan's Green Office (GO) Initiative, which was initiated in 2009, has secured 14 new offices to the network. These include Engro Food Plant Nara, Sahiwal, Sukkur; Lotte Chemical Pakistan Limited; Kohinoor Energy Limited; Berger Paints Pakistan Limited; Pioneer Cement Limited; Gul Ahmed; Engro Eximp; Philips Electrical; Pakistan Telecommunications Company Limited (PTCL); Shan Foods; Colgate-Palmolive; and Habib Rafiq Limited. The initiative enables organizations to reduce their natural resource consumption, associated costs and hence reduce their carbon footprint. A total of 31 offices are now successfully running the GO programme in their respective organizations and most have also qualified for certification with the GO diploma.

Currently, Green Office is providing lighting audits for its local network offices, for which WWF-Pakistan collaborates with Philips Electrical Company

Pakistan to provide complete lighting consultancy to GOs. Audits were carried out in a number of companies and has resulted in cost savings through optimized lighting.

An annual GO network meeting for existing companies representatives and potential clients was also organized this year. The theme of the meeting was *Energy-efficient Buildings and Alternate Energy Resources*. Various experts from the field of architecture, energy and renewables presented options for energy efficient buildings.

Different GOs substantially reduced about 3,900 metric tons of carbon emissions. These include Yunus Textile Mills Limited, Engro Fertilizers Limited, Engro Corporation Limited, Packages Limited, Unilever, Sukkur Institute of Business Administration and Engro Powergen head office.

The Green Office initiative also focused on employee engagement and conducted environmental training workshops on disaster response and management, safety and health at work, product life cycle assessment, carbon

footprinting, water resource management, climate change and its effects, etc for various organizations including Yunus Textile Mills Limited, Haleeb Foods Limited, Mobilink, Engro Fertilizers and Corporation Limited, Shan Foods Limited, Packages Limited, and Gul Ahmad Textiles Limited.

Pakistan Environmental Reporting Awards (PERA)

The ACCA-WWF PERA recognizes organizations which report on the environmental, social and economic impacts of their operations. For the last 13 years, PERA has played a pivotal role in raising awareness of the benefits of sustainable business practices in the country, by acknowledging best practices in reporting. The ACCA-WWF PERA is supported and endorsed by the Climate Change Division, United Nations Development Programme, International Union for the Conservation of Nature, the Business Council for Sustainable Development and the Pakistan Institute for Corporate Governance.

This year a total of 109 entries were received for the award. Attock Refinery Limited received the Best Sustainability Report Award 2013, whereas ICI Pakistan Limited was the runner up. In the Best Environmental Report Category 2013, Security Papers Limited was the winner and Qarshi Industries Private Limited received the runner up award. Commendation awards were given to British Council Pakistan and Sukkur Institute of Business Administration.

Spellathon

Launched in 1997, Spellathon is a nationwide environmental spelling competition which reaches out to approximately 150,000 students across more than 20 cities annually. This educational campaign, in English and Urdu for students from grade one to nine, targets schools all across Pakistan.

Spellathon, this year, was based on different environmental themes including energy conservation, health and hygiene. The campaign was supported by Sui Northern Gas Pipelines Limited (SNGPL) and Shan Shoop Noodles.

Travelling Nature Carnival

In 2014, WWF-Pakistan's Travelling Nature Carnival reached out to more than 55,000 visitors in three major cities of Pakistan; Islamabad, Lahore and Karachi. Approximately 150 institutions, including private and public schools, colleges and universities took part in the thematic 3-D model exhibition and displayed their work, depicting the environmental challenges of Pakistan.

The carnival was supported by Horlicks-GSK Consumer Healthcare, Pakistan in Lahore and Karachi. Fauji Fertilizer Company Limited (FFC) was the sponsor in Islamabad, which promoted the need to conserve, protect and widely manage Pakistan's natural resources.



Nature Carnival, Karachi

3,900 metric
tons of carbon emissions
reduced by Green Offices



Corporate Employee Engagement

WWF-Pakistan's corporate employee engagement programme helps to raise awareness among the employees of corporate entities about their role in environment conservation. This one-on-one interaction supports individual employee development, while also allowing corporate decision makers to devise strategies to reduce their overall environmental footprint.

This year a number of environmental workshops were organized for various corporations in Pakistan. Fifty employees of Levi Stauss & Co. took part in a tree plantation drive and a waste segregation workshop held in Changa Manga. WWF-Pakistan also introduced a Tree-a-thon activity to encourage corporations to plant trees and help reduce their carbon footprint. United Energy, Pakistan planted 200 trees in their Badin project site; United Bank Limited (UBL) planted 150 trees at the Wetlands Centre, Sandspit, Karachi; Crescent Steel and Allied Products Limited planted 150 trees at the Wetlands Centre and carried out a beach cleaning activity; Pakistan Petroleum Limited, Atlas Honda, and Indus Motor Company planted 100 trees each at Karachi Airport; and Indus Motor Company and Lucky Cement supported the plantation and maintenance of 150 trees each.

Al Baraka Bank celebrated clean week in Karachi, which included poster competitions organized by WWF-Pakistan in Green Schools across the city.

Earth Hour

Earth Hour is celebrated globally on the last Saturday of March each year and is the world's largest voluntary action to switch-off all unnecessary lights for an hour, symbolizing a commitment to bring positive change.

The main sponsors of Earth Hour 2014 were Qarshi University and Lucky Cement Limited. Qarshi University supported this event for the fourth consecutive year whereas this was the third consecutive year that Lucky Cement Limited partnered with WWF-Pakistan. Co-sponsors were Pak Elektron Limited (PEL), ecommunity by Pebbles Private Limited, Engro Power Limited, Tetra Pak Pakistan, Crescent Steel and Allied Products, Pakistan Petroleum Limited, Unilever Pakistan, Getz Pharma and MCB. ecommunity registered its commitment to sustainability by supporting Earth Hour for the fourth consecutive year. The official media partners nationwide were Geo News and FM 91.

Earth Hour 2014 ambassadors included Feryal Gauhar, TV actress; Ahsan Khan, actor; Humaima Malik, actress; Zoe Viccaji, singer; Sarmad Khoosat, actor and director; Mishi Khan, actress; and Shoaib Akhtar, cricketer. These renowned Pakistani celebrities endorsed the cause and inspired fans across the country to make efforts towards nature conservation. Earth Hour City and Digital University Challenge competitions were also organized.



Earth Hour ceremonies were held at Qarshi University, Lucky Cement factory, and PEL factory. City District Government of Sheikhupura and ecommunity joined WWF in celebrating the hour at Hiran Minar, Sheikhupura. The Sindh Assembly passed a resolution on Earth Hour, showcasing the government's support for energy conservation. Green Schools including Roots Millennium, Islamabad and Beaconhouse Garden Town, Lahore held Earth Hour celebrations at their schools.

Earth Hour was observed at 437 landmarks across Pakistan where lights were switched off for the hour. Some of the leading participating landmarks included Punjab Assembly Hall, Governor House, and Badshahi Mosque in Lahore; National Assembly, Supreme Court, and Faisal Mosque in Islamabad; and Park Tower, Port Grand, and the Sindh Assembly in Karachi.

Eco-Internship Programme

WWF-Pakistan's Eco-Internship Programme is a six session long environmental awareness workshop, which provides environmental education to students from grade seven to university level across Pakistan. The programme includes sessions on different topics related to the environment, group work, hands-on activities, documentaries, interactive discussions, creative challenges and an enriching exposure visit. Recognizing the success of this programme, WWF-South Pacific introduced WWF-Pakistan's Eco-Internship in Suva, Fiji Islands (WWF-South Pacific), and received an overwhelming response from students there.

Sponsors of the Eco-Internship this year were SNGPL and Lotte Chemical Pakistan. Lotte Chemical Pakistan sponsored the programme for the fourth consecutive year. Other partners of the programme included Radio FM91, Shahsons and ROZEE.PK. The Eco-Internship Programme was also supported by the Society for International Education under their Access Micro Scholarship Programme and Karachi Youth Initiative.

Almost 4,000 Eco-Interns were certified this year. University of Faisalabad and Angels International College, Faisalabad facilitated their students by hosting on-campus sessions. For over the past three years Kinnaird College for Women, Lahore has also provided on-campus sessions, and the number of participants was the highest this year. Beaconhouse School System (BSS) including BSS Gujranwala and BSS Faisalabad also had high participation rates. BSS North; HITEC College, Taxila; Comsats Institute of Information Technology, Islamabad; and Air University were major participants of the Eco-Internship Programme.

Several universities across Sindh conducted on-campus sessions including Sukkur Institute for Business Administration (IBA), and Mehran University of Engineering and Technology (MUET).

Individual Membership

WWF-Pakistan's Individual Membership Programme is a way for individuals to support WWF's mission and help address natural environmental priorities. With its ambitious efforts through social media and an in-house call centre, 4,256 individuals registered to become members and to support the cause.

On 29 March 2014

millions of people across 7,000 cities and

162 countries switched off their lights for one hour



Eco-Internship certification ceremony, Lahore

Green School Programme

WWF-Pakistan's Green School Programme (GSP) engages students and teachers in a structured environment awareness curriculum and is tailored according to each school's academic calendar. After fulfilling set criteria, a registered school is awarded WWF-Pakistan Green School certification. This year a total of 10,634 students were registered as Green Students in 70 Green Schools nationwide.

WWF-Pakistan also registered schools for less privileged students as Green Students including The Citizens Foundation School (TCF), and Daud Bandagi School. Al Murtaza Academy, Hunza also registered as a Green School, enabling children in remote areas of Pakistan to learn about environmental conservation. Other schools that joined the programme this year include the International School of Choueifat, Lahore; Lahore Grammar School, 1A1; Message Grammar School, Lahore; The Bridges School, Lahore; Supreme Education School System, Lahore; The Cathedral School No. 4, Lahore; DHA Education System (all seven campuses), Lahore from kindergarten to university level to spread environmental awareness among all age groups.

Other schools include Lawrence College; Myer's College, Chakwal; Beaconhouse School System, Kindergarten Branch, F-8/2, Islamabad; Beaconhouse School System, Primary Branch-II, F-7/1, Islamabad;

Beaconhouse School System, Primary Branch Gulrez, Rawalpindi; Kashmir School System, Muzaffarabad; and Mid Asia, Karachi.

Green Partners

WWF-Pakistan works in partnership with non-government organizations (NGOs), academia as well as scientific and research institutions to find new and innovative solutions to environmental challenges. This year 70 organizations registered as Green Partners to work with WWF-Pakistan.

Social Media

WWF-Pakistan's social media engagement focuses on promoting initiatives and environmental issues faced by Pakistan through Facebook, Twitter and Instagram to engage with the general public.

WWF-Pakistan's social media engagement focuses on promoting initiatives and environmental issues faced by Pakistan through Facebook, Twitter and Instagram to engage with the general public. At present WWF-Pakistan's Facebook fan base has reached 190,290 likes and is ranked tenth out of 50 WWF offices working on social media.

The social media platform has been central in reaching out to larger



audiences and sharing WWF-Pakistan's initiatives for the improvement of the environment of Pakistan.

This platform has indirectly increased the visibility of WWF-Pakistan and has ensured the support of likeminded people in various campaigns. The facebook page is an effective tool to promote environmental education and awareness raising through campaigns. Facebook has been instrumental in enhancing the individual membership base. Become a Member tab on the page enables interested individuals to sign up for WWF Pakistan's Individual Membership in a hassle free manner.

WWF-Pakistan's facebook

page is ranked **10th** out of
50 WWF offices on social media



WWF-Pakistan is increasing environmental awareness through inspiring yet informative updates on facebook

**YOUR CHOICE MAKES
THE DIFFERENCE!**



Off



On





Scientific Committee

The Small Grants Programme, managed by the WWF-Pakistan Scientific Committee, addresses environmental issues by providing technical and financial support, empowers communities, and promotes environmental research. The grant supports innovative conservation initiatives for priority species and ecosystems.

Scientific Committee

Small Grants Programme

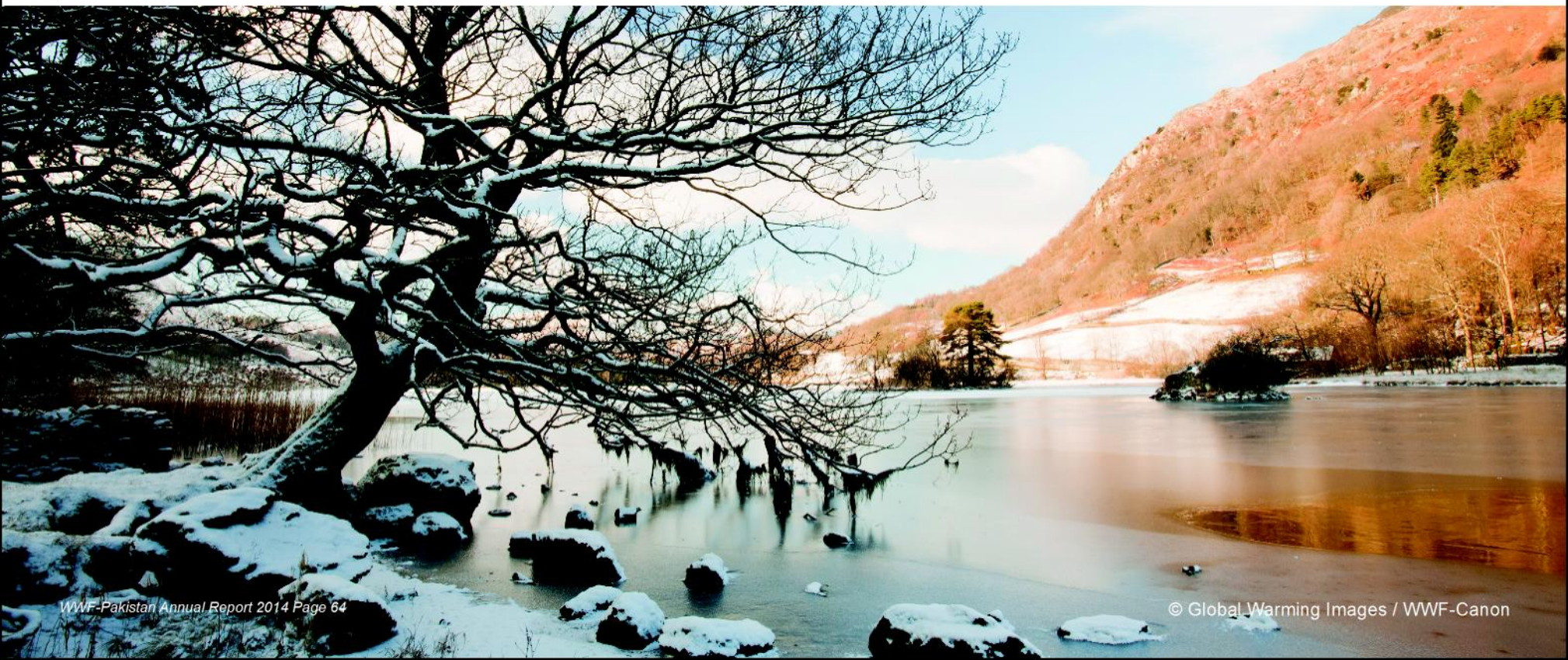
Since 1986, the Small Grants Programme (SGP) has supported grassroots level organizations and researchers to strengthen efforts to conserve threatened and endangered species and high priority ecological areas covering forests, freshwater and marine ecosystems and to reduce the impact of human activities on these ecosystems. Under this programme, more than 450 projects have been successfully completed with an award of PKR 50 million. The Scientific Committee (SC), which has 13 members, comprises of eminent scientists, from diverse backgrounds who administer the Small Grants Programme. Dr Kausar Abdulla Malik, Professor Biotechnology, Forman Christian College, took charge as the new Chairperson of the Scientific Committee in 2014.

During this year the SC awarded 16 new projects on various themes i.e. species, forest, conservation, freshwater and resource management. As part

of the partnerships with the Pakistan Botanical Society and Zoological Society of Pakistan, internationally recognized platforms to showcase publications of Pakistani researchers, the SGP provided partial support towards organizing the 34th Pakistan Congress of Zoology held at Bahauddin Zakariya University, Multan and the 4th International and 13th National Conference of Botany held at Shaheed Benazir Bhutto University Sheringal, Upper Dir, Khyber Pakhtunkhwa.

Syed Asad Ali Conservation Award

The Syed Asad Ali Conservation Award recognizes individuals who have made outstanding contributions to nature conservation at the grassroots level. Since 2000, WWF-Pakistan has been presenting this award to pay tribute to the late conservationist Syed Asad Ali. Lal Bibi, resident of a small coastal village in Gaddani Town, Lasbela, Balochistan has been selected for



the award this year for her devotion to serve the fishing community of the area. She has been creating awareness among local women on the efficient use of natural resources, and has also established the non-governmental organization Sahil Women Welfare Society in Gaddani Town that aims to make women of fishing communities a functional part of society.

Women in Nature Conservation Awards

While recognizing the significant role of women in the management and conservation of natural resources, WWF-Pakistan initiated the Women in Nature Conservation Award. Inspired by the Syed Asad Ali Conservation Award's motive of recognizing communities involved in nature conservation this award recognizes those women that have made a significant contribution to the field of nature conservation at the grassroots level in Pakistan. Nuzhat Siddiqui, an environmental educationist, has been selected this year for sensitizing youth on environment and natural resource conservation issues for the last 40 years. Currently, Siddiqui is working with the Education Department, City Government of Karachi, and is also associated with WWF-Pakistan and the International Union for Conservation of Nature on different environmental education initiatives. Nazia Ahsan, a teacher at Government Girls High School, Khanispur, Abbottabad district was selected for establishing 16 nature clubs in her school and has trained close to 1,000 students in natural resource conservation activities. Nazia has introduced interactive teaching methodologies for environmental awareness and education through these clubs.

WWF-Pakistan Living Planet Awards

WWF-Pakistan recognizes valuable contributions to nature conservation made by the SGP projects by presenting the Living Planet Award to a few selected projects annually. Three projects were selected for this year's award. These include harnessing support of the hunting communities for the protection of partridges (grey and black) of Keenjhar Lake, Thatta; *in-situ* conservation of mahseer fish (*Tor putitora*) in the Poonch River and Mangla Dam; and Carbon Stock Assessment in a sub-watershed of the Himalayan forest.



PKR 50 million

given in grants by the

Small Grants Programme

since 1986

Corporate Donors

Exclusive Members

WWF-Pakistan's Exclusive Members make donations of PKR 100,000 and above.

1. Beaconhouse School System



Premier Members

WWF-Pakistan's Premier Members make donations of PKR 25,000 to 99,000.

2. Bestway Cement
3. Cherat Cement Company Limited
4. Ibrahim Fibres Limited
5. Indus Motor Company
6. Murree Brewery Company Limited.
7. Nestle Pakistan Limited
8. Packages Limited
9. Pakistan Beverage Limited
10. Pakistan Petroleum Limited
11. Samira Fabrics (Private) Limited
12. Tetra Pak Pakistan Limited
13. United Energy

Regular Members

WWF-Pakistan's Regular Members make donations of PKR 10,000 to 24,999.

- | | | | |
|----|---------------------------------------|----|--|
| 14 | AGP (Private) Limited | 23 | English Biscuit Manufacturers |
| 15 | Automotive Spare and Accesoories | 24 | Fazal Elahi and Sons |
| 16 | Anis Ahmed and Brothers | 25 | Golden Harvest |
| 17 | Atlas Honda Limited | 26 | Haseen Habib Corporation (Private) Limited |
| 18 | Avari Hotel Lahore | 27 | International Industries Limited |
| 19 | BSN Medical (Private) Limited | 28 | Indus Motor Company |
| 20 | Dr Massood Homeopathic Pharmaceutical | 29 | James Finlay Limited |
| 21 | EFU Assurance Limited | 30 | J. D. W. Sugar Mills |
| 22 | Engro Polymer and Chemicals Limited | 31 | J & P Coats Pakistan (Private) Limited |

32 Karam Ceramics Limited
33 Kot Addu Power Company Limited
34 K.S.B. Pumps Company Limited
35 Lucky Cement Limited
36 MIMA Leather (Private) Limited
37 M. Shafi Tanneries
38 Nuricon Union (Private) Limited
39 Pak Kuwait Textile Limited
40 Pakistan Beverage Limited
41 Pakistan Refinery Limited
42 Shezan International Limited
43 Siddiq Leather Works (Private) Limited

44 Siddiq Renewable Energy (Private) Limited
45 Sufi Group of Industries
46 Tapal Energy Limited
47 Thal Limited
48 Tri Pack Limited
49 Varioline Intercool (Private) Limited
50 Vikor Enterprises (Private) Limited
51 ZIL Limited

Balance Sheet

as at June 30, 2014

FUNDS	2014 Rupees	2013 Rupees (Restated)
General Fund		
1001 The Nature Trust ⁽¹⁾	56,142,661	54,698,267
Scientific Committee Fund ⁽²⁾	15,003,983	15,003,983
Restricted Funds ⁽³⁾	11,614,934	7,802,174
	45,895,965	36,651,685
Total Funds	<u>128,657,543</u>	<u>114,156,109</u>
REPRESENTED BY:		
Fixed Assets ⁽⁴⁾	73,511,398	74,002,321
Investments ⁽⁵⁾	94,637,898	126,761,227
Current Assets	387,970,829	325,126,639
Total Assets	<u>556,120,125</u>	<u>525,890,187</u>
Current Liabilities	388,246,302	380,167,639
Liabilities against Assets Subject to Finance Lease	4,939,199	5,033,376
Employee Retirement Benefits	34,277,081	26,533,063
Total Liabilities	<u>427,462,582</u>	<u>411,734,078</u>
Total	<u>128,657,543</u>	<u>114,156,109</u>

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

- 1001 The Nature Trust is an endowment fund.
- The Scientific Committee Fund is a small grants fund for researchers, scientists and community based organizations. Money raised from national fundraising is used to fund different small projects with a maximum funding of PKR 300,000 annually per project.
- Restricted funds are received from various donors such as Government and Aid Agencies, the WWF Network, Corporates, and Trusts and Foundations to execute specific projects.
- Fixed Assets are stated at cost less accumulated depreciation. Depreciation is charged on the historical cost of an asset over its estimated useful life.
- Investments: The money set apart and kept unutilized, invested in financial institutions in short term and long term investments etc. Investments are stated at cost. Income from investments is recognized when the right to income on such investments accrues.

Income and Expenditure

for the year ended June 30, 2014

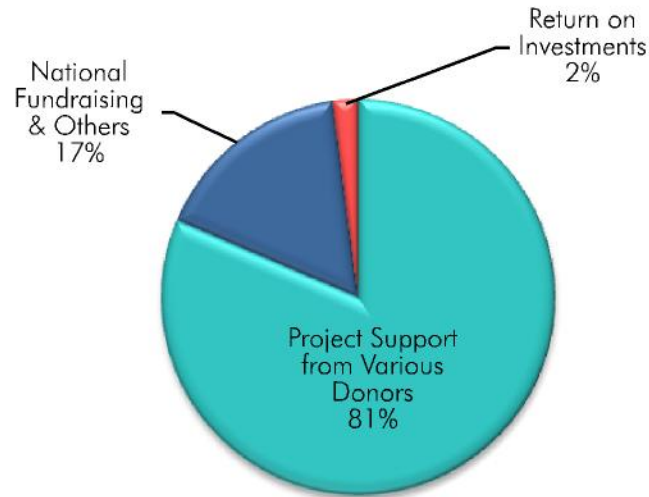
INCOME	2014 Rupees	2013 Rupees (Restated)
Project Support from Various Donors ⁽¹⁾	619,274,668	583,293,798
National Fundraising & Others ⁽²⁾	125,607,628	108,810,774
Return on Investments	15,732,375	14,244,916
Total Income	<u>760,614,671</u>	<u>706,349,488</u>
EXPENDITURE		
Global Programme Framework ⁽³⁾		
Species	42,716,415	44,001,429
Freshwater	146,868,563	75,773,482
Commodities	223,545,757	153,309,106
Energy / Carbon	20,911,411	29,655,657
Places	9,532,200	46,314,812
Priority Drivers	26,017,270	15,264,788
Others	68,133,615	63,880,895
Non Global Programme Framework ⁽⁴⁾		
Conservation, Information, Education & Public Policy	91,025,319	139,115,079
Fundraising	54,740,509	51,214,470
Administration	42,027,205	39,094,690
Depreciation	20,707,198	17,736,914
Total Expenditure	<u>746,225,462</u>	<u>675,361,322</u>
Surplus for the Year	<u>14,389,209</u>	<u>30,988,166</u>

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

1. Project Support from Various Donors includes funds accrued from donors such as Government and Aid Agencies, the WWF Network, Corporates, and Trusts and Foundations during the financial year.
2. National Fundraising & Others includes the donations generated through various campaigns such as Spellathon, Nature Carnival, Earth Hour, Earth Day, Individual Membership Programme, Eco-Internship, Green School Programme and Corporate Engagement etc. It also includes the funds received for management of services.
3. The WWF Network organizes global conservation efforts into a 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 national conservation priorities.

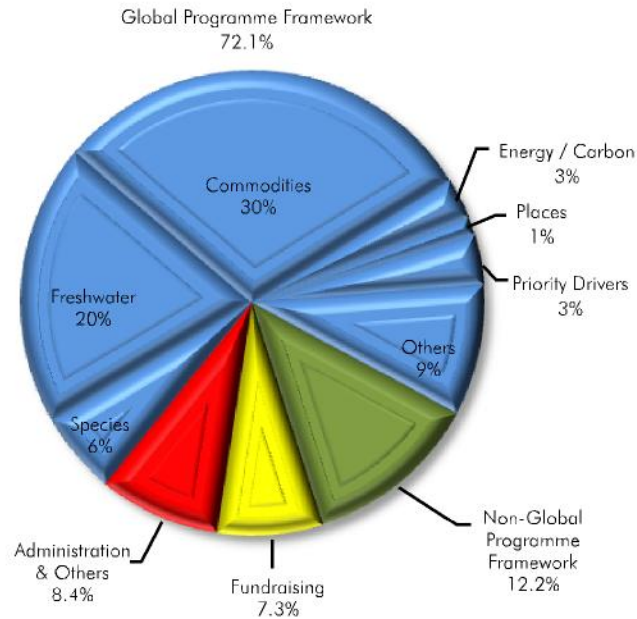
Income

For Financial Year 2014

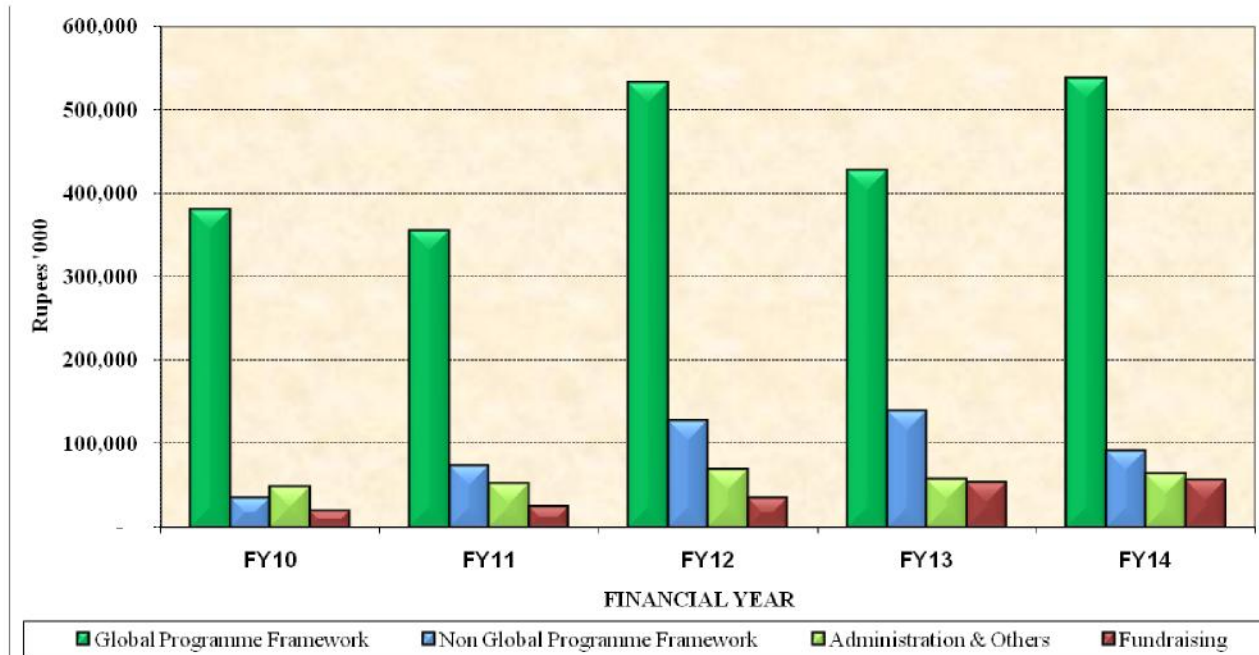


Expenditures

For Financial Year 2014



Expenditures for Last 5 Years (PKR in 000s)



WWF-Pakistan came into being in 1970, and has been working to conserve Pakistan's natural resources ever since.

The organization works through 26 offices, including five regional offices, and a team of close to 350 dedicated staff members.



Our greatest responsibility is to lead the way in conserving Pakistan's rich natural diversity so that future generations can continue to benefit from them.

WWF-Pakistan carries out conservation work according to the Global Programme Framework which includes biodiversity and human footprint meta goals.



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.wwf.org.pk

info@wwf.org.pk



WWFPak



WWFPak

