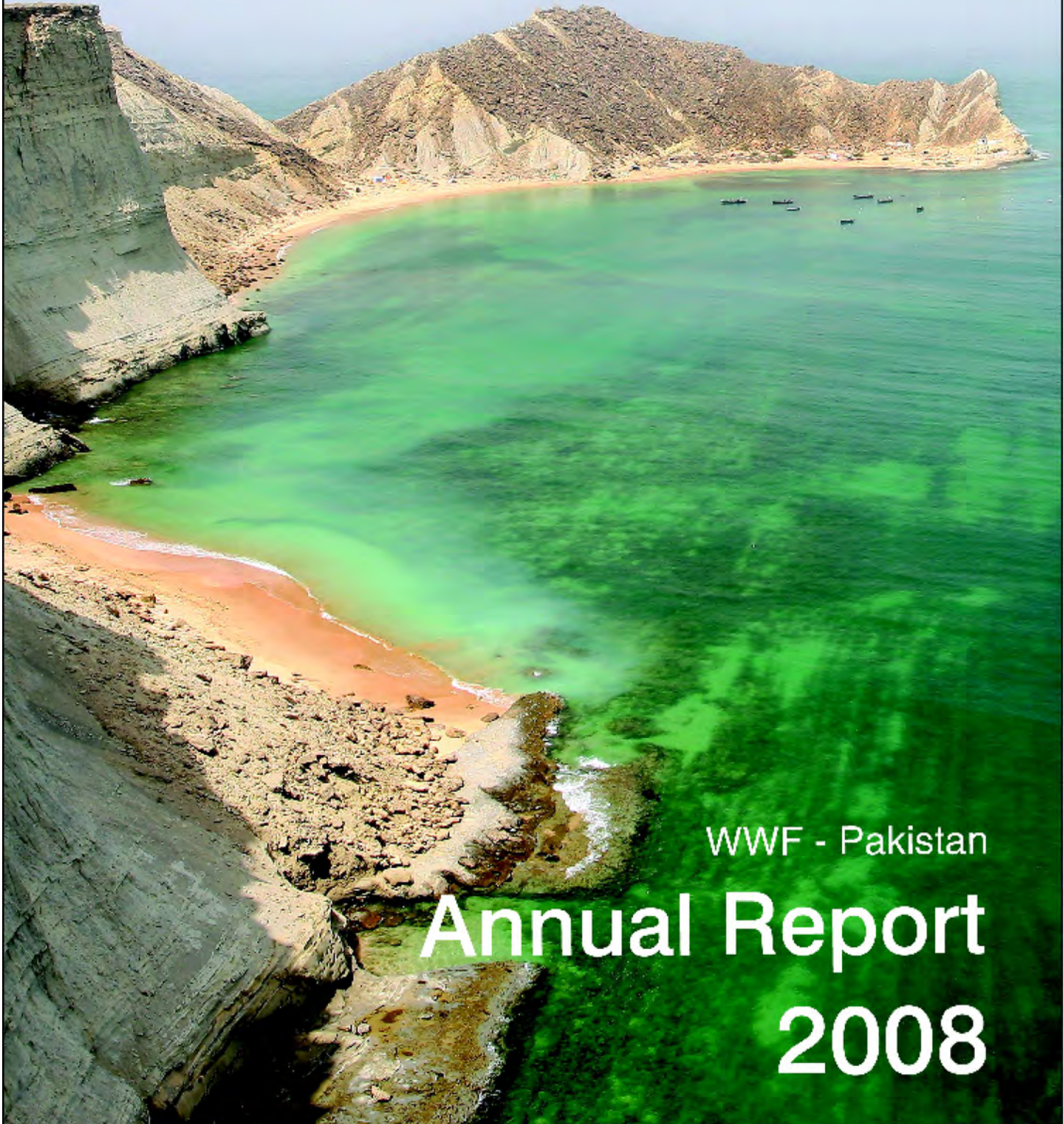




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WWF - Pakistan

Annual Report 2008

External Certifications for WWF - Pakistan



Governance, Finance, Programme



Carbon Offset



Environmental Management



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Faisal Moueen Qamar
Omer Zakria

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President's Message

Taking change as a challenge

The planet faces increasingly challenging environmental issues today, particularly climate change. WWF is moving to play a major role in this debate and take actions through our field projects.

While Pakistan as a country is not a major greenhouse gas emitter, the country is already suffering the consequences of climate change, such as the melting of glaciers and sea level rise. Installation of wind turbines for coastal communities, and helping to drain glacial lakes are small but important steps already taken by WWF - Pakistan.

The Global WWF Network has conducted a thorough review of our activities worldwide, and established a revised global programme. The WWF - Pakistan Board is pleased that the Indus Ecoregion in Pakistan is one of the 41 Priority Places of this Global Programme Framework.

WWF - Pakistan continues to be one of the fastest growing WWF organisations in the world, with a doubling of funding over the past three years. With around 350 staff, it is one of the largest in terms of staff numbers. Since the strength of WWF - Pakistan is its field projects in ecologically significant areas, now the organisation has a presence in 28 different locations across the country.

While this significant growth in funding and staff helps conserve Nature in Pakistan, one of our biggest challenges for the future remains raising substantial funds from the Pakistani public and the corporate sector. Another area that requires strengthening is the need to review corporate governance by annual appraisal of the Board members of WWF - Pakistan and also the development of a vision 2020 for WWF - Pakistan.



Iqbal Ahmed Qarshi
President
WWF - Pakistan

Director General's Message

Humans underestimate the opportunity to learn from Nature


At WWF - Pakistan we are privileged to have a very close interaction with Nature including wild animals, which helps us to recognise the true nature of man: a being which is meant to be in organic harmony with the Earth.

In this past year, the Indus for All Programme started bearing early fruit. Examples include the installation of six wind turbines in coastal fishing communities, and a boat water supply tanker for villages.

Civil society organisations received positive reinforcement with the news that the Punjab Government abandoned the ill-planned proposed New Murree scheme.

Since the 2008 Olympics in China had the environment as one of the official themes, WWF - Pakistan participated in the torch relay as it passed through Pakistan. Coca-Cola Pakistan helped sponsor this participation.

WWF - Pakistan established contacts with the newly elected government in the country and communicated its hopes for improved integration of environmental aspect, and meeting priority needs such as the conservation of Pakistan's remaining natural forests.



Ali Hassan Habib
Director General
WWF - Pakistan

Introduction to WWF - Pakistan

The World Wide Fund for Nature is one of the world's biggest and best-recognised conservation organisations. Its mission is to stop the degradation of the natural environment and to build a future where humans live in harmony with Nature.

WWF - Pakistan, established in 1970, strives to carry out global conservation initiatives within the context of national priorities.

The three large programmes of WWF - Pakistan are the "Indus for All Programme", "Pakistan Wetlands Programme" and "Thirsty Crops".

The main objective of the Indus for All Programme is to initiate implementation of the Indus Ecoregion Conservation Programme which focuses on species, habitats, ecological processes and sustainable use of natural resources. The overall objective of the Indus for All Programme is to achieve enhanced natural resource management.

The Pakistan Wetlands Programme, aims at promoting conservation of freshwater, wetlands and the associated globally important biodiversity. The four major wetland complexes, which would be covered by PWP, are the Northern Alpine Wetlands Complex, Salt Range Wetlands Complex, Central Indus Wetlands Complex and Makran Coastal Wetlands Complex. The PWP aims at creating an environment that will enable conservation of all wetlands of Pakistan through equitable sharing of natural resources.

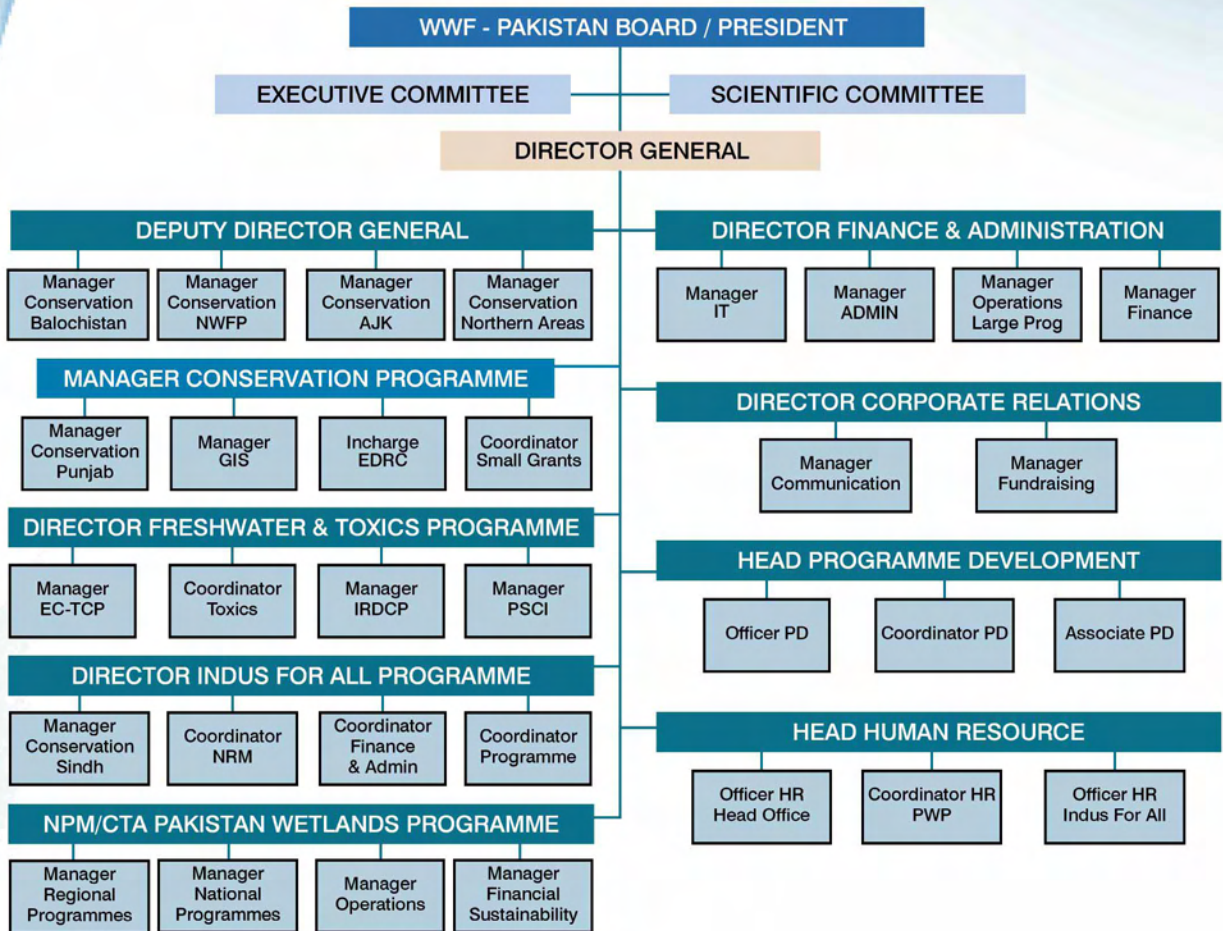
Our Northern Areas Programme office, backed by two field offices located in Skardu and Ghizer, has a special focus on species conservation; protected area management; participatory conservation of high altitude wetlands; promotion of eco and adventure tourism; trans-border collaboration for conservation and sustainable development in the Pamir region and capacity building for community-based adaptation of climate change related GLOFs impacts in Northern Areas. As a whole, the programme is endeavouring to protect the unique but fragile mountain ecosystems and their biodiversity, involving communities, government and non-government partners for sustainable socio-ecological development of the area.

To implement the mission WWF - Pakistan takes guidance from its five year strategic plan 2008 -12. The Thirsty Crops initiative aims at reducing water and chemical consumption in growing cotton and sugarcane.

The plan articulates a path that will enable staff and partners to maintain focus and direction towards achieving the goals that WWF has identified.



Organisational Chart



Acronyms and Abbreviations

NWFP	North-West Frontier Province
AJK	Azad Jammu and Kashmir
GIS	Geographic Information Systems
EDRC	Environmental Data Resource Centre
EC-TCP	European Commission's Thirsty Crop Project
IRDCP	Indus River Dolphin Conservation Project
PSCI	Pakistan Sustainable Cotton Initiative
NRM	Natural Resource Management
PD	Programme Development
PWP	Pakistan Wetlands Programme
HR	Human Resources

Donors

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

WWF Family

WWF International
WWF - Netherlands
WWF - Sweden
WWF - Switzerland
WWF - UK
WWF - US

Government Aid Agencies

European Commission
Global Environment Facility
Government of Pakistan
 Federal
 Northern Areas
 Government of AJK
Royal Netherlands Embassy
World Food Programme
United Nations Development Programme
Food and Agriculture Organisation
Darwin Initiative, UK
Environment Agency of Abu Dhabi

Other Organisations

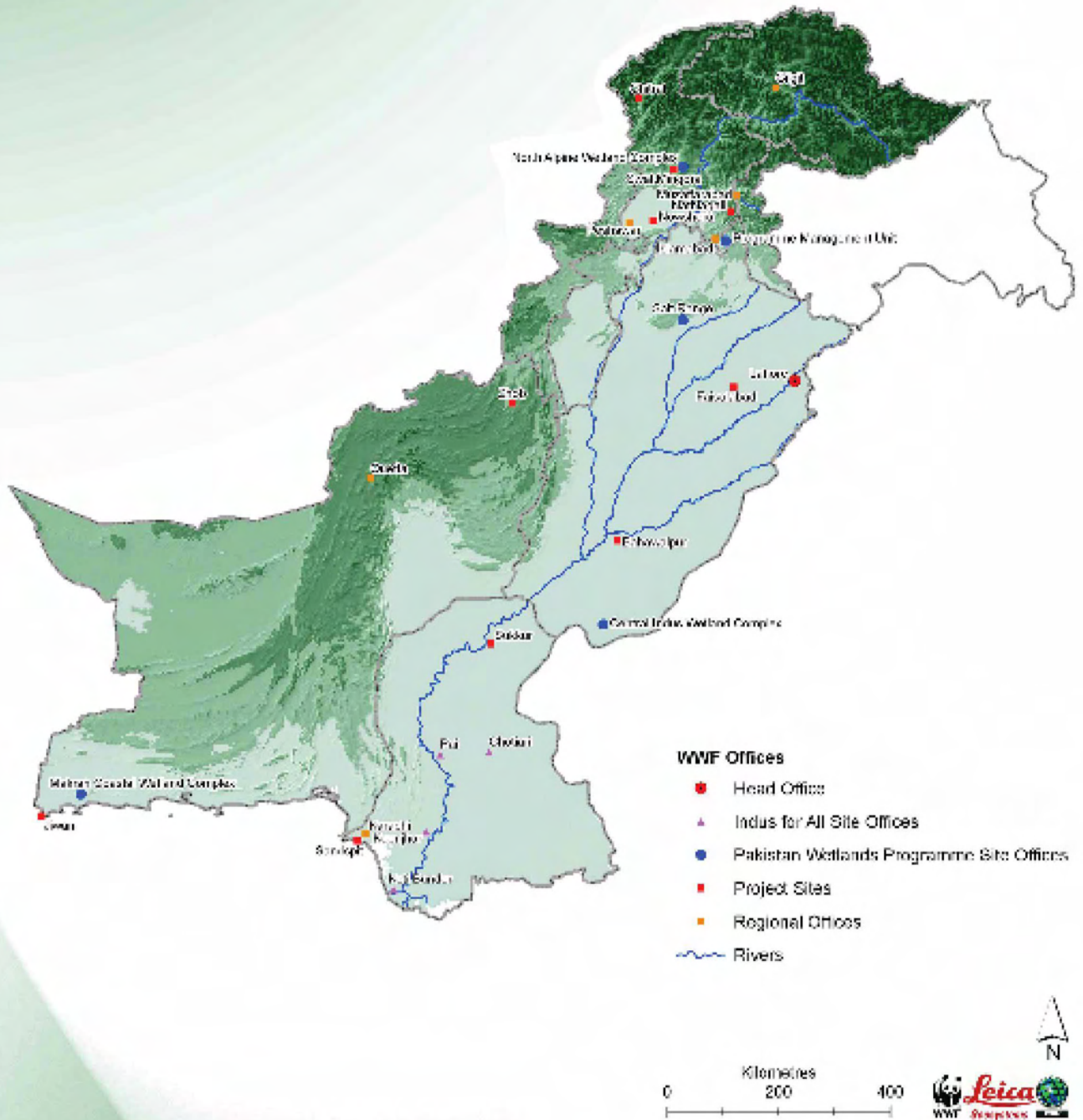
Babar Ali Foundation
Birdlife International
Civil Society HID Programme
International Crane Foundation
International Snow Leopard Trust
International Union for Conservation of Nature
Sandia National Laboratory, USACZS
Television Trust for the Environment
Ocean Park Conservation Foundation
EV-K2-CNR Committee, Italy
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Turtle Conservation Fund
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Indus Motors
Unilever
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Sui Southern Gas Pipeline Company
IKEA
Engro Foods
Chenab Ltd



Location of WWF - Pakistan Offices





WWF - Pakistan's Five-Year Strategic Plan

2008 - 2012

The plan sets out a strategy for WWF - Pakistan to enable government, the private sector and civil society as a whole to help conservation of unique ecological areas in Pakistan over the next five years. The WWF - Pakistan Five-Year Strategic Plan has been developed by key professionals within the organisation, with support from the WWF International secretariat. The plan sets out a path that will enable staff to maintain focus and direction towards achieving the goals that WWF has identified. The plan also aims at inspiring fellow conservationists outside WWF - Pakistan to join hands to strengthen efforts to reverse environmental degradation.

The process that was followed to develop this document included:

- An in-house review of achievements and weaknesses against the previous (2000 - 2005) Strategic Plan;
- Policy documents used as reference include the National Conservation Strategy, National Environmental Action Plan, Biodiversity Action Plan, National Environmental Policy, Poverty Reduction Strategy Paper and Mid-Term Development Framework;
- International agreements such as Convention on Biological Diversity, Convention on International Trade in Endangered Species, the United Nations Framework Convention on Climate Change, WWF International Global Programme Framework and other national priorities.

The aim of the entire process was to come up with a plan that was realistic enough to be attainable within a five year period, but sufficiently ambitious to have a significant impact on the present state of the environment in Pakistan. Upon the completion of this plan, a transition year (2013) will be utilised by the organisation to assess the achievement of the Strategic Plan (2008 - 2012) and to formulate a new Strategic Plan.

The vision articulated by WWF for its operations in Pakistan in the plan is as follows:

People of Pakistan, while cherishing biological diversity and enjoying fair access to natural resources, stand committed to biodiversity conservation and sustainable development.

The Strategic Plan contains various sections, from describing the country-specific context to identifying threats and opportunities that WWF - Pakistan as an organisation recognises. It identifies and describes eleven areas of specific interest that will serve as the pillars on which WWF – Pakistan will strive to balance its focus over the next five years.

The eleven Programmatic Pillars are:

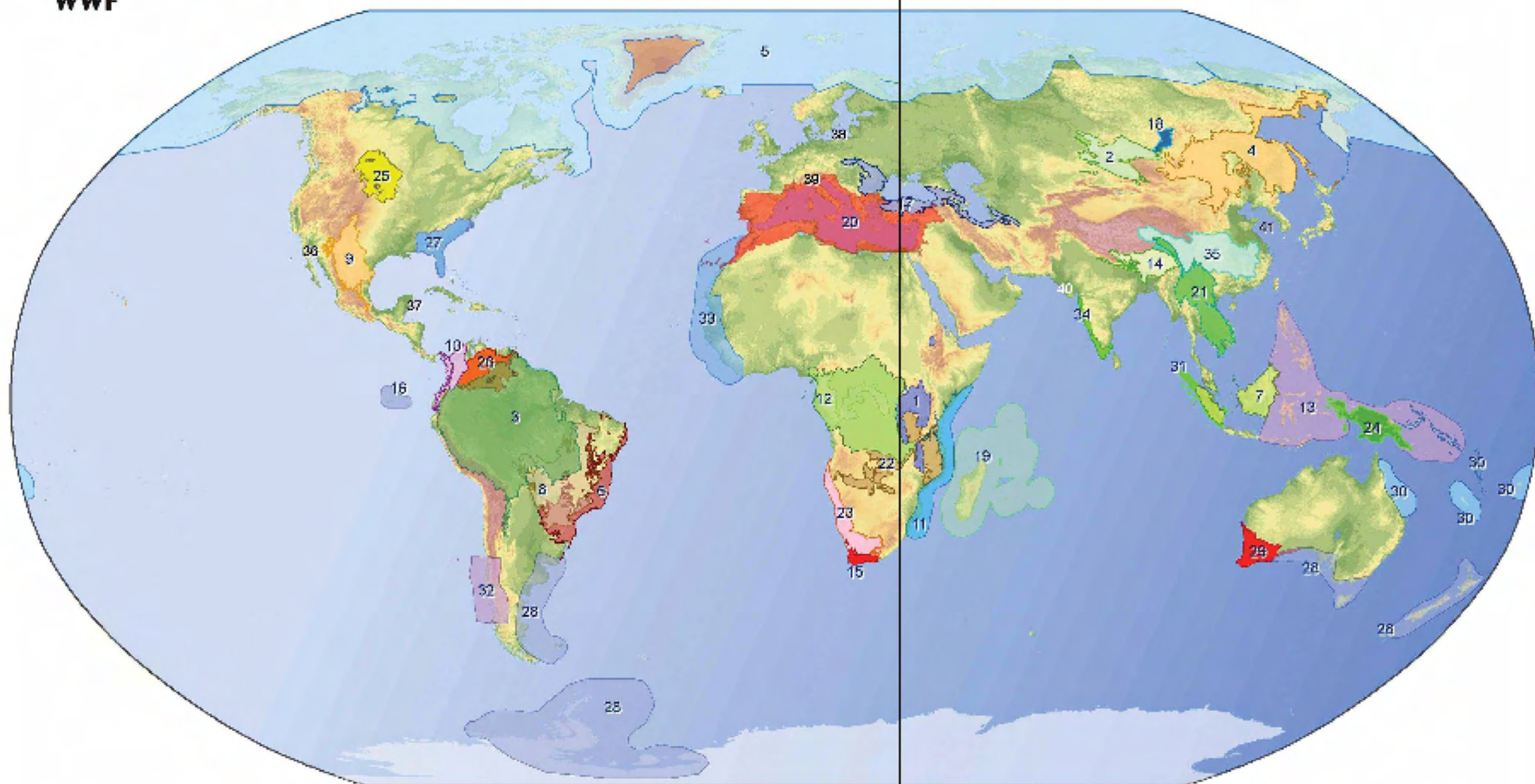
1. Indus Ecoregion Programme;
2. Forests;
3. Freshwater;
4. Species;
5. Marine and Coastal Areas;
6. Arid and Semi-Arid Areas;
7. Climate Change;
8. Toxics;
9. Education and Awareness for Sustainable Development;
10. Poverty-Environment Linkages;
11. Policy Research and Advocacy;

Each pillar has been defined and designed in detail, specifying issues, objectives and partners.

Recognising that WWF - Pakistan has limited capacity, any organisation is encouraged to launch activities set out in the plan to contribute towards Nature conservation in Pakistan.



WWF Priority Places



WWF Priority Places

- | | | | |
|--|----------------------------|--------------------------------------|-----------------------|
| 1 African Rift Lakes Region | 11 Coastal East Africa | 22 Miombo Woodlands | 33 West Africa Marine |
| 2 Altai-Sayan Montane Forests | 12 Congo Basin | 23 Namib-Karoo-Kaokoveld | 34 Western Ghats |
| 3 Amazon Guianas | 13 Coral Triangle | 24 New Guinea and Offshore Islands | 35 Yangtze Basin |
| 4 Amur-Heilong | 14 Eastern Himalayas | 25 Northern Great Plains | Regional; |
| 5 Arctic Seas and Associated Boreal/Tundra | 15 Fynbos Biome | 26 Orinoco River and Flooded Forests | 36 Gulf of California |
| 6 Atlantic Forests | 16 Galapagos | 27 Southeastern Rivers and Streams | 37 Meso-American Reef |
| 7 Borneo | 17 Greater Black Sea Basin | 28 Southern Ocean | 38 Baltic |
| 8 Cerrado-Pantanal | 18 Lake Baikal | 29 Southwest Australia | 39 Alps |
| 9 Chihuahuan Deserts and Freshwater | 19 Madagascar | 30 Southwest Pacific | 40 Indus |
| 10 Choco-Darien | 20 Mediterranean | 31 Sumatra | 41 Yellow Sea |
| | 21 Mekong Complex | 32 Valdivia | |

Global Programme Framework

WWF - Pakistan Alignment Document



In order to achieve its mission, the global WWF Network has organised global conservation efforts into a Global Programme Framework. This framework focuses the conservation programme around two meta goals:

- *Biodiversity conservation covering priority places and species;*
- *Reduce ecological footprint, impact of people on the natural environment.*

WWF Biodiversity Meta-goal

By 2050, the integrity of the most outstanding natural places on Earth will be conserved, contributing to a more secure and sustainable future for all.

WWF 2020 Biodiversity Goals

To measure and assess progress along the way, the biodiversity goals to be achieved by 2020 are:

2020 Biodiversity Goal – Places

Biodiversity is protected and well managed in the world's most outstanding natural places

WWF's scientific analysis of the most biologically diverse and representative ecoregions on Earth resulted in the selection of the Global 200 Ecoregions: 238 terrestrial, freshwater, and marine ecoregions that conserve more than 95% of all species and most habitats on Earth. WWF has carefully and scientifically selected 41 outstanding natural places in the world as a subset of the G200. These places have diverse and unique biodiversity.

Indus Ecoregion from Pakistan has been included in the priority places of the WWF Global Programme Framework.

2020 Biodiversity Goal – Species

Populations of the most ecologically, economically and culturally important species are restored and thriving in the wild

WWF will focus its work on species that are among the most ecologically, economically and culturally important in the world. The priority species for WWF include species representing the world’s major bio-geographic realms and biome types or global threats to biodiversity.

Flagship Species

The species goal will be delivered through thirteen flagship species, either individual species or clusters. Flagship species are those that can provide a focus for raising awareness, stimulating action and funding for broader conservation efforts. River dolphins, Asian big cats, marine turtles and marine cetaceans (dolphins, porpoises and whales) are among the thirteen flagship species or species clusters of the Global Programme Framework that are found in Pakistan. Refer to Table 1, below, for details of flagship species found in Pakistan.

Table 1: Flagship Species	
Asian Big Cats	
Snow Leopard	<i>Uncia uncia</i>
Common Leopard	<i>Panthera pardus</i>
Marine Turtles	
Green Turtle	<i>Chelonia mydas</i>
Hawksbill	<i>Eretmochelys imbricata</i>
Olive Ridley Turtle	<i>Lepidochelys olivacea</i>
Loggerhead Sea Turtle	<i>Caretta caretta</i>
Leatherback Turtle	<i>Dermochelys coriacea</i>
Freshwater Cetaceans	
Indus River Dolphin	<i>Platanista gangetica minor</i>
Marine Cetaceans	
Toothed Cetaceans (have teeth and single blowhole, use echolocation for prey)	
Indian Hump-backed Dolphin	<i>Sousa plumbea</i>
Spinner Dolphin	<i>Stenella longirostris</i>
Risso’s Dolphin	<i>Grampus griseus</i>
Bottlenose Dolphin	<i>Tursiops truncatus</i>
Finless Porpoise	<i>Neophocaena phocaenoides</i>
Killer Whale	<i>Orcinus orca</i>
Sperm Whale	<i>Physeter macrocephalus</i>

Cuvier's beaked Whale	<i>Ziphius cavirostris</i>
Baleen Cetaceans (have filter system in mouth to filter prey from large volume of water, two blowholes, do not use echolocation)	
Bryde's Whale	<i>Balaenoptera edeni</i>
Fin Whale	<i>Balaenoptera physalus</i>
Blue Whale	<i>Balaenoptera musculus</i>
Humpback Whale	<i>Megaptera novaeangliae</i>

Footprint-impacted Species

The goal will also deliver through 23 footprint impacted species that are primarily impacted by overexploitation. The species or species clusters included in this category that are also found in Pakistan are tortoises and freshwater turtles, Marco Polo sheep and pelagic and reef sharks. According to the Food and Agriculture Organisation's statistics for 1997, Pakistan is one of the main producers of shark meat with nearly 19,000 tonnes of dried, salted shark. A recent study by TRAFFIC International indicates that Pakistan is placed at 12th in shark exporting countries in the world.

Refer to Table 2 for footprint impacted species found in Pakistan.

Table 2: Footprint Impacted Species	
Tortoises and Turtles	
Spotted Pond Turtle	<i>Geoclemys hamiltonii</i>
Smith's Turtle	<i>Kachuga smithii</i>
Indian Roofed Turtle	<i>Kachuga tecta</i>
Brahminy or Crowned River Turtle	<i>Hardella thurjii</i>
Ganges Softshell Turtle	<i>Aspideretes gangeticus</i>
Peacock Softshell Turtle	<i>Aspideretes hurum</i>
Indus Mud Turtle	<i>Lissemys punctata</i>
Indian narrow-headed Softshell Turtle	<i>Chitra indica</i>
Afghan Tortoise	<i>Testudo horsfieldii</i>
Star Tortoise	<i>Geochelone elegans</i>
Pelagic and Reef Sharks	
Leopard or Zebra Shark	<i>stegostoma fasciatum</i>
Snaggletooth Shark	<i>Hemipristis elongatus</i>
Whale Shark	<i>Rhincodon typus</i>

Hammerhead Shark	<i>Sphyrna lewini</i>
Pondicherry Shark	<i>Carcharhinus hemiodon</i>
White-tipped Shark	<i>Carcharhinus longimanus</i>
Black-tipped Shark	<i>Carcharhinus limbatus</i>
Argali Wild Sheep	
Marco Polo Sheep	<i>Ovis ammon polii</i>

Ecoregional Priority Species

Each priority place will identify at least one ecoregion species to be used as an indicator species. The Indus river dolphin is the flagship species for the Indus ecoregion. Other species important to Pakistan and under consideration are Asian Gyps vultures and Asiatic black bear.

WWF Footprint Meta-goal

By 2050 humanity's global footprint will be and remain within the Earth's capacity to sustain life, and the natural resources of our planet will be shared equitably.

WWF 2020 Footprint Goal

Humanity's footprint will fall below its 2000 level and continue its downward trend, specifically in the areas of:

- o Energy/carbon;
- o Commodities (crop, meat, fish and wood);
- o Water.

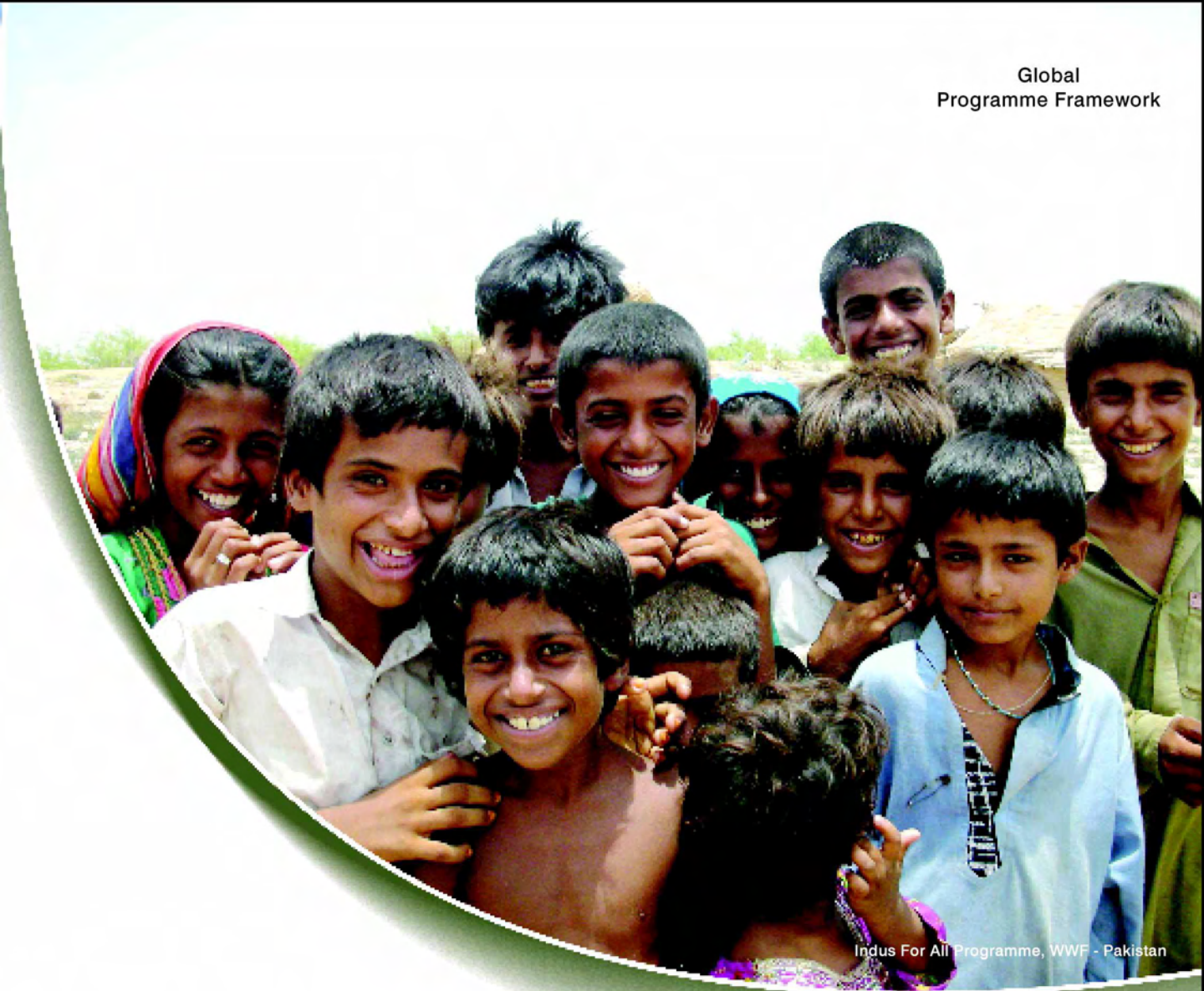
The ecological footprint measures humanity's demand on the biosphere in terms of the area of biologically productive land and sea required to provide the resources we use and to absorb our waste. The footprint of a country includes all the cropland, pastures, forests and fishing, fibre and timber it consumes, to absorb the wastes emitted in generating the energy it uses and to provide space for its infrastructure. The water footprint has been defined as the virtual water and physical water content of a product or service.

As mentioned in the WWF Living Planet Report 2006, humanity's footprint exceeds the world's ability to regenerate by 25%. More specifically, Pakistan's human per-capita ecological footprint at 0.6gha (global hectares) is 100% more than the country's biocapacity of 0.3gha (P-32 CPR2006).

WWF's ultimate aim is that all people live within the Earth's capacity to sustain both humanity and nature.

WWF's Global Priority Drivers

WWF's global priorities are subject to a range of direct and indirect threats. These threats are related to a broad set of sectoral, social, economic and political drivers. Collectively these drivers are the underlying root causes of biodiversity loss and the increasing human ecological and carbon footprint. To implement the GPF, WWF will focus on key threats and drivers that impact Priority Places, Species and Footprint areas.



Indus For All Programme, WWF - Pakistan

WWF - Pakistan is implementing various projects in line with the new Global Programme Framework. A few examples are:

Priority places

Indus

The Indus for All Programme is focused on the Regional Priority Place of the Indus. Ketī - Bundar, Keenjhar Lake, Pai Forest and Chotiari reservoir are the four priority sites within the Indus ecoregion. With regards to species diversity, new floral species were discovered at both Keenjhar Lake and Pai Forest, while some species were re-discovered at Keenjhar Lake. The process of community mobilisation has matured significantly and a number of Community Based Organisations have been formed at the four programme sites. Development interventions initiated this year included establishment of vocational centres for girls at all the four sites, installation of wind turbines and provision of a water boat tanker at Ketī Bunder.

The Friends of the Indus Forum finalised its charter and membership criteria at its second meeting in April, 2008. This further strengthened the group's commitment to advocate poverty-environment issues of the Indus ecoregion at provincial and national levels.

The programme has recently launched an Indus Ecoregion Environmental and Social Digital Atlas that provides up-to-date environmental and socio-economic information. Moreover, Decision Support Systems (DSS) have been developed for each programme district which provide a detailed knowledge base for environmental management at the district level in order to strengthen district-level planning.

Finally, a prominent feature of the Indus for All Programme is the Partnership Fund. It is a Small Grants Programme for the government, local NGOs/CBOs and the academia in the Indus ecoregion and in the Indus basin.

Flagship Species

Indus River Dolphin

WWF - Pakistan is committed to the conservation of the Indus River Dolphin, (*Platanista gangetica minor*) which is the rarest river dolphin. Various initiatives were implemented by the organisation under different projects to conserve this priority species. The Pakistan Wetlands Programme led a comprehensive survey of the species in 2006 and sighted 1,341 dolphins, that amounted to an approximate increase of 20% compared to the previous survey conducted in 2001. Moreover, habitat preferences of the Indus dolphin were also studied and cross-sectional profiles of the Indus River were taken using a depth sounder/GPS receiver in areas where the dolphins were regularly sighted to characterise their preferred habitat.



WWF - Pakistan received a grant of Rs. 4.5 million from Engro Foods for the conservation of the Indus river dolphin. With this support WWF - Pakistan has strengthened its education programme in the Sukkur area and has expanded its community-based initiatives for the rescue of trapped dolphins from the irrigation canals. A custom-made, fully equipped ambulance has been developed to effectively rescue the dolphins. The Indus River Dolphin Conservation activities have been supported by WWF - Switzerland and WWF - Sweden. WWF - Pakistan is working with both fisher and farmer communities to enhance livelihoods and reduce humanity's ecological footprint.

Marine Cetaceans

A team comprising the University of London and Marine Conservation International, the Centre for Excellence in Marine Biology of Karachi University and WWF – Pakistan, including the Pakistan Wetlands Programme, conducted comprehensive surveys to research the occurrence of marine cetaceans (dolphins, porpoises and whales) in Pakistan. This project has been funded under the UK government's Darwin Initiative Programme with additional support from the Pakistan Wetlands Programme and Ocean Park Conservation Foundation, Hong Kong.

Surveys in both nearshore and offshore waters have recorded that five species of dolphin (bottlenose, humpbacked, Risso's and Spinner dolphins and killer whales (that are scientifically categorised as dolphins) and one species of porpoise (finless porpoise) exist in Pakistan's territorial waters. The team also reported six species of whales (Bryde's whale, Cuvier's beaked whale, fin whale, sperm whale, blue whale and humpbacked whale).

Leading marine scientists and individuals from different governmental and non-governmental organisations formed the first society dedicated to the study, promotion and conservation of Pakistan's whales and dolphins. An attractive commemorative poster was published.

Asian Leopards (Snow Leopard and Common Leopard)

Over 175 sightings of the common leopard were recorded in an area of about 115Km² with 10 sets of tracks identified. The pugmark census method was used to estimate the leopard population in the study area in and around Ayubia National Park that was found to be eleven leopards (four males and seven females) in August, 2007. A livestock depredation survey was conducted in the protected areas of the Western Himalayan ecoregion that showed that about 70% of attacks occurred inside the villages and 30% in the protected area. The main reasons for the losses were in adequate herding practices and poorly constructed pens for night holding of livestock. Five training courses were conducted on "Mitigation measures to reduce leopard attack on livestock and human beings" in three union councils. A local NGO, Garain Welfare Society; and WWF - Pakistan launched a livestock insurance scheme that has compensated 23 livestock owners within the first year.

WWF - Pakistan received a small grant from the Snow Leopard Conservation Grant Programme for the conservation of snow leopards in Chitral. The project focuses mainly on helping communities protect their livestock from snow leopard attacks and, in return, communities are expected to protect snow leopards.



Footprint Species

Asian Tortoises and Turtles

The Pakistan Wetlands Programme conducted a comprehensive survey in Punjab and North-West Frontier Province (NWFP) to study the killing of freshwater turtles and the trade in their body parts. The reports following the first study of its kind uncovered the extent of this illegal and unsustainable exploitation. This study prompted the government to take legal action to combat such mass killing. The NWFP Wildlife Department amended its Wildlife Act to address the current situation and has extended legal protection to all the eight freshwater turtle species found in Pakistan. All provinces and territories are now actively keeping a check on the trade and confiscating and publicly destroying the turtle parts.

Ecoregional Priority Species

Gyps Vulture

A large communal aviary has been set up in Changa Manga Forest for the white-backed vulture which is a critically endangered species. The facility has a flock of eleven birds, including four breeding pairs. The design of breeding aviaries was developed in consultation with the Hawk Conservancy Trust, UK. An additional four breeding aviaries are under construction.



The project organised training of the staff at the Hawk Conservancy Trust, UK. A field survey of the white-backed vulture was conducted in December, 2007, to locate breeding colonies of surviving birds. The Environment Agency Abu Dhabi, is the main donor.

Carbon/Energy

Boundary Demarcation and Renotification of Protected Areas

Considering that about fifteen percent of greenhouse gases are generated due to deforestation every year, conservation of the remaining natural forests of Pakistan is a high priority to counter climate change. WWF - Pakistan launched the project "Boundary Demarcation and Renotification of Protected Areas", sponsored by PPEPCA, that aims at delineating seven prioritised protected areas on topographic GIS maps and renotify the boundaries on the basis of geographic coordinates. This also includes development of indicative ecological baseline conditions. This is important as it will help in managing the national parks more effectively and protecting the forest from illegal encroachments that arise mainly because of confusion regarding the delineation of park boundaries. Landcover and habitat mapping have been completed for Ayubia National Park and Machaira National Park and their boundaries have been finalised.

Commodities and Water Footprint

Cotton is Pakistan's most important cash crop, contributing ten percent of GDP and fifty five percent to foreign exchange earnings of the country. This crop has a high ecological footprint and WWF - Pakistan is carrying out various projects that help reduce it. Better Management Practices for "Water Thirsty Crops" is one such project that aims at ensuring sustainable sources of freshwater to support the livelihood of poor farming communities. WWF - Pakistan initiated a four-year European Union funded project on Better Management Practices. The project anticipates that, by 2010, a local and international enabling environment will be in place to facilitate and encourage the uptake and long-term use of Better Management Practices.

Some successes are that twenty Farmer Field Schools with about 400 regular farmers completed their activities successfully on the cotton crop. Participating farmers reduce the amount of water, fertiliser and pesticide used whilst maintaining or enhancing crop yield. IKEA, a major buyer of cotton products from Pakistan, is a key partner.

Water Footprint

The Pakistan Wetlands Programme's key objective is to conserve the globally important wetlands and associated biodiversity in Pakistan, while alleviating poverty. Although the PWP addresses various facets of the Global Programme Framework such as flagship and footprint-impacted species conservation and drivers, it has been placed under the water footprint because wetlands remain the focus of the programme. The PWP has completed ecological and socio-economic baseline surveys of the four demonstration sites of the programme: Makran Coast Wetlands Complex, Central Indus Wetlands Complex, Salt Range Wetlands Complex and Northern Alpine Wetlands Complex. The programme established a fully equipped GIS laboratory at the Islamabad offices of the National Council for Conservation of Wildlife, Ministry of Environment.

The programme also presented 27 training courses including such topics as Nature Photography, High Altitude Wetlands Management, Ecotourism Ethics, Emergency First Aid with Cardiopulmonary Resuscitation for eco-tourism guides, Report Writing, Fire Management and Financial Management for Community Based Organisations. The mass awareness component featured awareness walks, art and poetry competitions, beach cleaning and nationwide World Wetlands Day activities.

The PWP is also helping stakeholders in captive breeding of cranes to reduce pressure on the wild population. As part of this initiative, the PWP provided a state-of-the-art egg incubator to the NWFP Wildlife Department. It also organised crane breeders and trappers of NWFP into an association and conducted capacity-building exercises.





Certifications

ISO 14001 Certification

The WWF - Pakistan head office has been formally certified as an ISO 14001 institution since 2003. This initiative started in March, 2003, by the name of Greening the Head Office initiative. As a leading conservation NGO in the country, WWF – Pakistan set an example of practicing what it preaches i.e. the message of reducing pollution and wasteful consumption of natural resources. In this respect, an environmental policy was developed in consultation with the top management. The policy was translated into Urdu and disseminated to all regional offices and is being followed, not only by the head office, but other regional offices as well. The head office EMS team has developed an Environmental Management System (EMS) for the head office in which seven significant aspects were identified for which objectives and targets and environmental management programs have been developed. Roles and responsibilities have been assigned to the nominated EMS team members from each respective department at Head Office who will play an important role in developing and maintaining an effective EMS in the office. SGS – International was contracted as the certifying body which carried out external party audits and finally recommended the WWF - Pakistan head office premises for ISO 14001 certification. Like all other certified companies, WWF - Pakistan is audited every twelve months by SGS.

Pakistan Centre for Philanthropy - NPO Certification Award

The Pakistan Centre for Philanthropy (PCP) is an independent, non-profit, support organisation that promotes social development in Pakistan. It has developed a Non-Profit Organisation (NPO) Certification Model which seeks to facilitate collaboration among philanthropists, non-profit organisations and the government for the benefit of the civil society in Pakistan. This certification model is the first of its kind not only in Pakistan but in the entire South Asian region. The NPO is evaluated in three critical areas: internal governance, financial management and programme delivery. WWF - Pakistan has been certified by PCP on these three critical areas since December, 2006. The certification is valid for three years, after which renewal is based on a fresh evaluation. This helps donors and the government in identifying credible partners for social development.

Climate Neutral Certification

The WWF Network wants to be able to demonstrate that we “walk the talk” and be transparent and accountable on the issue of travel and carbon emissions. The WWF Network is monitoring, offsetting and reducing its own carbon emissions.

Since 2007, WWF - Pakistan, along with all other WWF Network offices has been purchasing “Gold Standard Carbon Credits” to offset their emissions from business air travel emissions due to air travel represent the largest part of the network’s total carbon emissions. Gold Standard sets a framework for assessing renewable energy and energy efficiency projects that make a genuine reduction in CO₂ emissions as well as being of benefit to the host country and sustainable development.

During FY 2008, approximately 232 tonnes of greenhouse gases were emitted by WWF - Pakistan staff through air travel in domestic and international flights for projects, training sessions, workshops, meetings, etc. WWF - Pakistan has purchased renewable energy carbon credits to offset all its greenhouse gas emissions from business air travel in FY 2008 for Climate Neutral Air Travel.

WWF Green Office Programme



The WWF Green Office is a newly developed environmental certification system created and successfully implemented by WWF - Finland. The programme is successfully launched in Europe and as of today there are about 72 different organisations participating in this programme. In March, 2008, WWF - Pakistan signed a contract with WWF - Finland to launch the Green Office Concept in Pakistan.

The WWF Green Office is a practical, simple and light environmental management system developed specifically for office conditions. It is suitable for both small and large offices in the private as well as public sector and provide an opportunity for working communities to make a contribution for a better environment.

The main purpose of the WWF Green Office Programme is to reduce the consumption of natural resources by improving environmental efficiency and promote sustainable practices by increasing environmental awareness of employees.



Staff Training

The World Wide Fund for Nature, being one of the world's largest conservation organisations has always tried to incorporate conservation from the grass roots level and strived towards continual improvement through capacity-building. Capacity-building is an approach to development, fostering independence and increasing the capacity of people, organisations and communities. It is about disseminating good practice in professional development. An overview of our organisation's capacity-building endeavour during 2007-2008 includes:

Geographic Information Systems

Under the framework of collaboration between the International Centre for Integrated Mountain Development (ICIMOD) and WWF - Pakistan in the Decision Support System – Hindukush Karakoram Himalayas partnership project, Hammad Gilani was engaged for a month's in-service training in March, 2008, at ICIMOD, Nepal. During his training, he developed a preliminary land cover map of Central Karakoram National Park. In April 2008, Kiran Shakya of ICIMOD Nepal, on his visit to Pakistan, developed a GeoNetwork node for WWF - Pakistan, which is a data-sharing system through which maps may be shared within the organisation.

Programme Development

On February, 2008, Babar Naseem Khan, Head, Programme Development, went to Switzerland for a secondment to help the Government Aid Agency Unit at WWF International with the quality management of several large programmes. The duration of this secondment was three months, from February to April, 2008. The role was to monitoring and guidance in coordination with offices and units responsible for implementation. The programmes included support to the United Nations Convention on Climate Change in Asia/Pacific; Support to the Global Forest Trade Network; ecoregional work in the Bismarck Solomon Sea of the South Pacific; and Sustainable Forest Management in Central Africa.

Conservation

Faisal Farid, Primary Vulture Supervisor working with the Vulture Restoration Project based in Changa Manga, attended a month-long training session at the Hawk Conservancy Trust, Hampshire, UK from 17th September to 18th October, 2007. This training course provided him with a broad experience of handling and husbandry of birds of prey.

Finance

Irfan Rana, Manager Budget and Planning, has become a certified WWF College graduate after successfully completing the WWF College Leadership Programme in March, 2008. In this programme, he covered the key competencies such as visioning and planning, managing implementation, working together and communicating.

Partners Training

Pakistan Wetlands Programme

The Pakistan Wetlands Programme (PWP) under its comprehensive training and capacity-building initiative provides technical competence to a wide range of professional staff from government agencies, conservation NGOs and community-based organisations. In all, a total of 1,014 officials and community members had received training in 27 courses by June 30th, 2008. During these training courses, professionals and officials from Wildlife and Forest Departments, the developmental sector and community organisations from provinces and territories received instruction on a wide range of issues related to wetlands. These training programmes have not only helped the participants in learning basic wetlands management skills, they have helped the consultants to understand the linkages between wetlands conservation and natural resource management.

Indus for All Programme

With the commencement of its implementation phase in April, 2007, the Indus for All Programme embarked on a comprehensive communication, education and public awareness component through a well-designed strategy.

A school outreach component has been initiated by training teachers in environmental education, establishing school nature clubs, organising nature study camps and celebrating significant environmental days. Links have been developed with several national and international universities to promote research on natural resource and livelihood issues of the Indus ecoregion.

An exposure visit of senior government officials to India and Nepal took place for first-hand experience of management of natural resources. Six training events were carried out since 2007 targeting various partners and stakeholders. These include planning, implementation and monitoring of NRM programmes; and GIS application in NRM for district and provincial government officials.

Scientific Committee

In 2005, a study was approved by the WWF - Pakistan Scientific Committee to analyse the effectiveness of the projects executed under the Small Grants Programme (SGP) over a five year period (financial year 2000 – 2004). The strategic priorities during this period were:

- The conservation of ecologically representative sites within forests (15%), freshwater (7%) and marine (2%) ecosystems;
- The protection of endangered, threatened and nationally important species (44%);
- The promotion of best practices to reduce pollution and wasteful consumption in priority biomes (17%); and
- Capacity enhancement both within WWF and in government and non-government sectors (15%).

During this period, thirty percent of the projects were executed by NGOs and CBOs, thirty percent by WWF - Pakistan, twenty six percent by government departments, seven percent by graduate and postgraduate students from various institutions and seven percent by individual researchers and scientists.

A total of 30 projects were selected and analysed for this five-year period. The study reviewed in detail, contributions made in terms of nature conservation, knowledge generation and capacity-building of the grantees as well as strategies adopted by SGP with its partners. During this period, SGP carried out projects to conserve the dwindling forests of Pakistan on a small scale with the help of communities and other stakeholders. The pollution discharged by factories, humans and agricultural practices was monitored and analysed through SGP projects. The project results found that the levels of pollution are very high in soil, water and air and that the need to cleanse the urban environment is escalating at an alarming rate. The major issues for species related projects were assessing the status of endangered species, their conservation and protection of their habitats. There were a few SGP projects that worked for the conservation and protection of freshwater ecology such as lakes, riverbanks , etc. Marine projects were carried out to collect baseline information on the current status of the levels of pollution in marine ecosystems and their impact on human health.

SGP projects acted as a platform for raising awareness among the local communities who are instrumental in playing the role of custodian for the protection of our natural resources. SGP has actively supported establishment of information centres (such as Margallah Conservation and Information Centre), postgraduate and doctoral research studies and widespread communication to increase the knowledge bank on conservation activities in Pakistan. The SGP has facilitated many organisations in gaining experience and developing skills in terms of project planning and implementation which in turn helps small, nascent CBOs/NGOs develop into mature organisations.

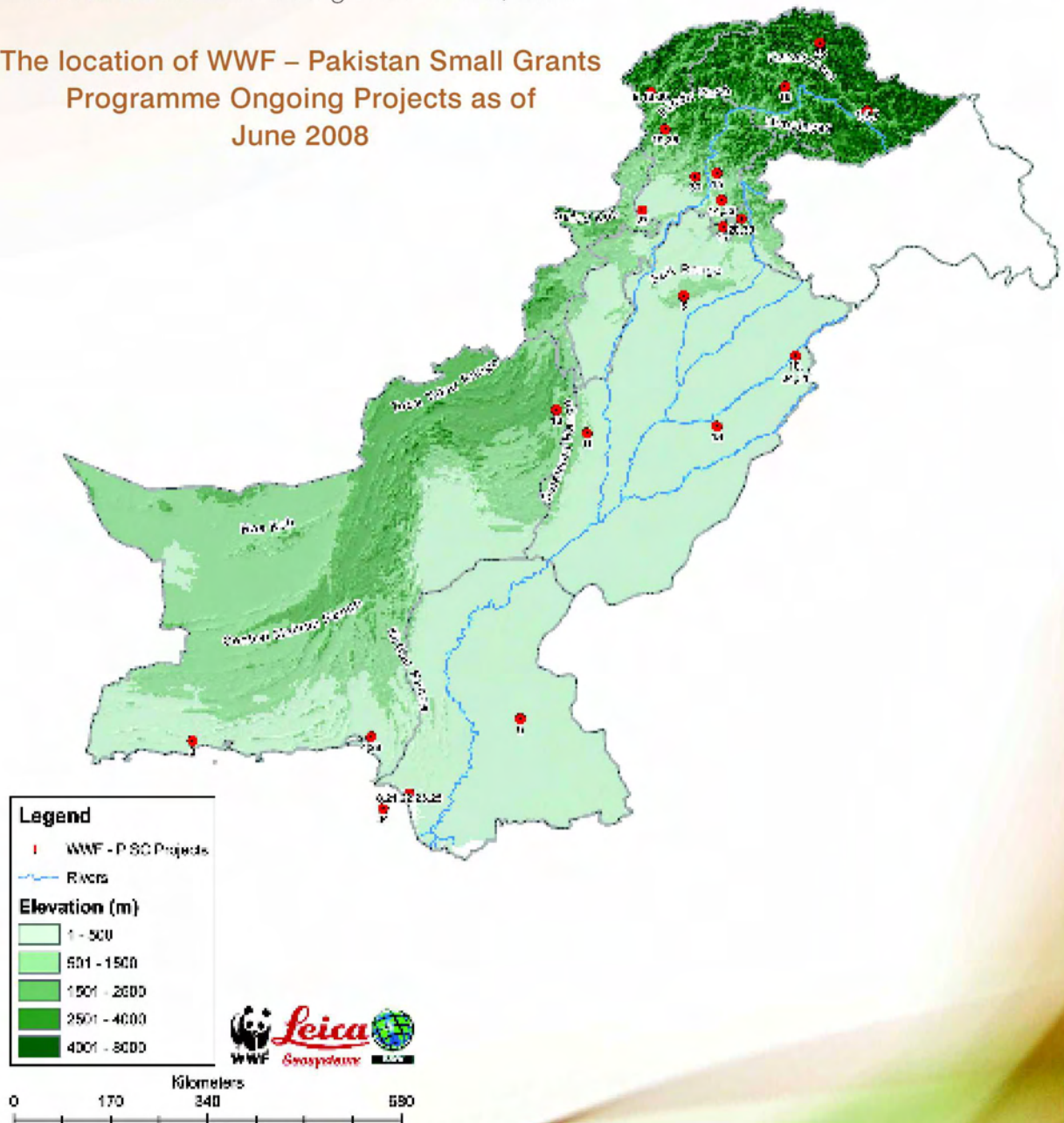
The SGP has helped establish key partnerships, which have not only made projects more

effective in terms of sustainability, they have helped in scaling up small initiatives. There is a need to further ensure integral partnership with government departments, CBOs and NGOs for successful implementation of project activities.

The review and detailed analysis of the SGP's portfolio suggests future actions that integrate the lessons drawn from our past practices and activities. Currently we are in the initial phase of a successful small grants initiative and thus there is a need to expand this programme to meet the environment challenges in the coming years. Synergy should be formed with national policy making institutions as it would help the SGP in achieving targets at a national level and also in influencing policies, thus ensuring sustainability of efforts. The SGP needs to be on a constant lookout for projects that are innovative and contribute towards poverty reduction coupled with addressing livelihoods, encourage synergy among activities on a broader scale, build capacity of stakeholders and have potential for scaling up.

The SGP analytical study will be circulated amongst grantees, Government and aid agencies, NGOs, and research and academic institutions following the ceremony to be held for the 75th Scientific Committee meeting in December, 2008.

The location of WWF – Pakistan Small Grants Programme Ongoing Projects as of June 2008



The location of WWF – Pakistan Small Grants Programme Ongoing Projects as of June 2008

Species

Location

- | | | |
|----|---|-----------------|
| 1 | Conservation of Astor markhor and musk deer in Biacha and Khomera Nalla, Skardu | Skardu, NAs |
| 2 | Protection & conservation of Astor markhor & musk deer in Jutial and Barmus Nalla, Skardu | Skardu |
| 3 | Conservation of marine turtle at Jiwani Beach, District Gwadar | Gawadar |
| 4 | Monitoring and assessment of shark catch, landing and trade on Balochistan Coast | Balochistan |
| 5 | Conservation of Punjab urial and chinkara in Soan Valley, Salt Range, District Khushab | Soan Valley |
| 6 | Study of population status and ecological requirement of the marsh crocodile (<i>Crocodylus palustris</i>) in Chotiari Reservoir, Sanghar District, Sindh | Sanghar, Sindh |
| 7 | Conservation of Ladakh urial and associated wildlife in Shigar Valley, Skardu, Northern Areas | Skardu |
| 8 | Biodiversity of dinoflagellates of the coastal waters of Pakistan | Karachi |
| 9 | Rapid assessment of the status of Eurasian lynx (<i>Felis lynx</i>) and awareness raising in Chitral District | Chitral |
| 10 | Pollination Project, artificial indigenous beehive trials, mixed crop farm, Baloki Headworks, Lahore. | Lahore |
| 11 | Conservation project for the marsh crocodile of Kaha Hill torrent | Dera Ghazi Khan |
| 12 | Conservation of the Suleiman markhor & associated biodiversity through community participation in Singhar, District Musakhel, Balochistan | Balochistan |

Forests

- | | | |
|----|--|----------------------|
| 13 | Extension of the rehabilitation of the natural thorn forest species on the derelict peripheries of Harappa Mound | Harrapa |
| 14 | Rehabilitation of degraded ecosystem through community participation in Dubran Village, District Abbottabad | Abbottabad |
| 15 | Post Earthquake Environmental Impact Assessment in selected sites of NWFP & AJK | AJK and NWFP |
| 16 | Strengthen Biodiversity Conservation Model in Ishkoman valley and its Replication in Adjacent Valleys of District Ghizer, Northern Areas | Ishkoman Valley, NAs |
| 17 | Preserve and promote the natural heritage of Islamabad | Islamabad |
| 18 | Population dynamics of deodar from Pakistan | Chital |
| 19 | Feasibility of community based forest conservation in Qulandy and Dir District proper | Dir Upper |
| 20 | Introduction of biogas technology for the conservation of forests with community participation | Murree |
| 21 | Current trends in mangroves of active Indus Delta and their causal factors | Karachi |

Toxics

- 22 Study of microbial and toxic contaminants on human and aquatic life with reference to selected lakes of River Indus
- 23 Bioavailability and characterisation of heavy metals in mangroves ecosystem

Environmental Education

- 24 Strengthening research in Nature conservation issues in universities of Punjab
- 25 Strengthening research related to various nature conservation issues in universities in Balochistan and Sindh
- 26 Environmental advocacy and solid waste management
- 27 Training and capacity building of postgraduate students in natural resource management
- 28 To provide clean environment to the community of Union Council Dir Urban by environmental awareness and facilitation Programme
- 29 Promotion of ecotourism through conservation and information centres
- 30 Conservation of freshwater resources through awareness raising and capacity building of marble industry staff in District Buner

Others

- 31 Analytical study of projects completed during FY 2000 - 2004 under WWF – Pakistan Small Grants Programme
- 32 Mapping socioeconomic and environmental indicators in pilot districts of Pakistan
- 33 Himalayan Protection Network Punjab - A coalition of civil society organisations to influence revision of New Murree scheme
- 34 Baseline study on ecological and social assessment of Bundal and Buddo Islands
- 35 Capacity enhancement in Nature conservation of academic institutions of the Northern Areas, facilitating recently funded research into snow leopard distribution in the north of Pakistan.

Karachi

Karachi

Lahore

Karachi

Lasapur, Chitral
Peshawar

Dir Urban

Sonmiani,
Balochistan
Buner, NWFP

Lahore

Abbottabad

Murree

Bundal, Buddo
Islands, Sindh
Gilgit

Governance and Management

The WWF - Pakistan Board of Governors is a team of people committed to conserve and improve the unique natural resources of Pakistan. These individuals bring with them diverse expertise like business, science, policy, health, law, ect. WWF - Pakistan also aims at having representation from the different regions of the country. In the last year there were four board meetings held in different regions of the country, providing an opportunity for the board to interact with regional WWF - Pakistan employees and representatives of partner organisations.

In an effort to showcase some WWF - Pakistan field projects, this year, the Board of Governors was invited to visit the Indus river dolphin habitat near Sukkur where they were able to observe Indus river dolphins, and were briefed about WWF - Pakistan activities. One of the board meetings was held in Ayubia National Park where the Board of Governors had the opportunity to visit the leopard conservation sites and witness project activities.

In order to distribute responsibilities amongst Board of Governors, some additional Board Committees were formed. These include the Human Resources Committee and the Finance and Audit Committee.

Recognising the need for revision in the present organisation structure, staff grading system and staff rules, the WWF - Pakistan Board worked closely with the management to complete this important undertaking. A number of Board HR Committee meetings and Executive Committee meetings were convened to review and approve these strategic changes. The Chair of the Board HR Committee along with the senior management, conducted meetings with staff at various regions in order to ensure clarity and ownership.

The board played an important role in disbanding the New Murree Development Project. Considering the havoc this project would have caused the ecological environment, the board supported the idea of seeking a solution through the court of law which supported in persuading the government in stopping this project for good and dissolving the New Murree Development Authority.

In a similar bid the previous government approved the development of Diamond Bar Island City on the twin islands of Bundal and Buddo. The decision was considered a serious threat to the country's unique natural environment and fishermen communities. It was contrary to many national and international commitments made by the government of Pakistan such as PRSP 2003, MTFD and Vision 2030. The Board pooled resources and decided to pursue the matter through legal measures jointly with other like minded organisations. The board also lobbied at the higher level of government to reverse this decision by appraising them of the impact of this ill-planned development. This collective and timely initiative contributed to the government shelving the project.

WWF - Pakistan Board Members

As of 1st January, 2008



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



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



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



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



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



Muhammad Farrukh Irfan Khan: is a corporate and commercial lawyer specialising in intellectual property law, and Chairman of the Irfan Group of Companies. He is a member of several international associations of law practitioners.



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



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



Dr. Bashir Ahmed Wani: is the Inspector General of Forests in the Ministry of Environment, Government of Pakistan. He is also the National Programme Director of the Pakistan Wetlands Programme.



Syed Mansoor Ali Shah: is an advocate of the Supreme Court of Pakistan. He completed his education from Cambridge University. He has been awarded a Gold Medal in Mercantile Law by Law College, University of Punjab. He has assisted in a number of public interest litigation initiatives.



Dr. Kauser Abdulla Malik: is a soil microbiologist with more than 30 years of post doctoral research experience. He was awarded Hilal-e-Imtiaz, Sitara-i-Imtiaz and Tamgh-i-Imtiaz in his discipline. After his retirement from the government, he has joined FC College, Lahore.



Himayat Ullah Khan: is Auditor General, Government of NWFP. He has been actively involved with several organisations working for the environment and has been the Additional Secretary of Environment, Planning and Development.



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



Khalid Mahmood: is the Chief Executive Officer of Getz Pharma (Pvt) Ltd. A marine enthusiast, he is committed to helping in marine conservation.

Generous Contribution of Corporate Members: Over Rs. 150,000

WWF - Pakistan considers members an integral part of the organisation and not only donors. Members provide strength and unity essential to successful solutions. Membership of a social cause is an active participation in the welfare of one's nation. Membership of WWF promises a partnership, a social experience and the choice to be active in protecting our environment moreover, keeping the web of life intact, as we are aware that:

"We do not weave the web of life ... we are just a strand in it.
Whatever we do to the web we do to ourselves."

Chief Seattle (a Native American from the mid-1800s)

Our exclusive members are those who contribute as generously as Rs 150,000 and more.

Exclusive Members

1. Arif Habib Investment Management Limited
2. Qarshi Industries (Pvt.) Limited
3. Unilever Pakistan Limited
4. Beaconhouse School System

Corporate Support

WWF - Pakistan acknowledges and values partnerships and corporate support in the form of memberships for the financial year July 07 - June 08. Our regular members contribute between Rs. 10,000 and Rs. 25,000. Those who contribute between Rs. 25,000 and Rs. 150,000 are our Premier Members.

Premier Members

1	Abbott Laboratories (Pakistan) Limited
2	Adamjee Automotive (Pvt) Limited
3	B. P. Pakistan Exploration & Production Inc.
4	Bayer CropScience (Pvt.) Limited
5	Cherat Cement Company Ltd.
6	Crescent Steel & Allied Products Ltd.
7	Engro Chemical Pakistan Ltd.
8	Fauji Fertilizer Company Limited
9	Haleeb Foods Limited
10	Ibrahim Fibres Limited
11	International Industries Ltd.
12	Levi Strauss (Hong Kong) Ltd
13	Murree Brewery Company Limited
14	Nestle' Pakistan Limited
15	OMV Pakistan GmbH
16	Orix Leasing Pakistan Limited
17	Packages Ltd.
18	Pakistan Cables Ltd.
19	Pakistan Petroleum Limited
20	Samira Fabrics (Pvt.) Ltd.
21	Sanofi-Aventis Pakistan Limited
22	Shakarganj Mills Limited
23	Syed Bhais (Pvt.) Ltd.
24	Tetra Pak Pakistan Ltd.
25	The Hub Power Company Limited

Regular Members

1	ACCA
2	Aftab Associates (Pvt.) Ltd.
3	Al-Zamin Leasing Corporation Limited
4	Amreli Steels (Private) Ltd
5	Anis Ahmad & Brothers
6	Anwar Khawaja Industries (Pvt) Ltd.
7	Arfeen International Pvt. Ltd.
8	Arif Habib Bank Limited
9	Associated Group
10	Atlas Honda Ltd.
11	Automotive Spares & Accessories (Pvt) Ltd
12	Avari Lahore
13	Ayesha Woollen Mills Limited
14	BASF Pakistan Pvt. Ltd.
15	BSN Medical (Pvt.) Ltd.
16	Century Paper & Board Mills
17	Chemi-Dyestuffs Industries Ltd.
18	Coca- Cola Beverages Pakistan Ltd.
19	Dadex Eternit Limited
20	EFU Life Assurance Limited
21	Emco Industries Ltd.
22	English Biscuit Manufacturers (Pvt.) Ltd.
23	Equinox Marketing (Pvt.) Ltd.
24	Food Consults (Pvt) Ltd.
25	Getz Pharma (Pvt) Limited

26	Golden Harvest	57	SGS Pakistan (Pvt) Ltd.
27	Haseen Habib Corporation (Pvt.) Ltd.	58	Shahtaj Sugar Mills Ltd.
28	Hilal Confectionery Pvt. Ltd.	59	Shezan International Limited
29	Homoeopathic Stores & Hospital	60	Siddiq Leather Works (Pvt) Ltd.
30	ICI Pakistan Limited-Paints Business	61	Siddiqsons Denim Mills Limited
31	Indus Motor Company Ltd.	62	Sitara Chemical Industries Ltd.
32	J & P Coats Pakistan Pvt. Ltd.	63	Siza International Pvt. Limited
33	K.S.B. Pumps Company Limited	64	Sufi Group of Industries
34	Karachi Sheraton Hotel & Towers	65	Tapal Energy Limited
35	Karam Ceramics Ltd.	66	Tapal Tea (Private) Limited
36	Kot Addu Power Company Ltd	67	Thal Engineering
37	Lucky Cement Limited	68	The Hongkong & Shanghai Banking Corp. Ltd. (HSBC)
38	Malik Auto & Agricultural Industries	69	Tri-Pack Films Limited
39	Merck (Pvt.) Limited	70	Trust Modaraba
40	Merit Packaging Ltd	71	Veer Corporation
41	MIMA Leathers (Pvt.) Limited	72	Vikor Enterprises Pvt. Ltd.
42	Mirpurkhas Sugar Mills Ltd.	73	Zephyr Textiles (Pvt) Limited
43	Mitsui & Co.	74	Zulfeqar Industries Limited
44	National Foods Limited		
45	Naurus (Pvt.) Limited		
46	New Jubilee Insurance Company Limited		
47	NIB		
48	Oil & Gas Development Company Limited		
49	Pak Arab Refinery Limited		
50	Pak Kuwait Textile Ltd.		
51	Pakistan Beverage Limited		
52	Pakistan Oilfields Limited		
53	Pakistan Refinery Limited		
54	Pharmagen Limited		
55	Saif Holdings Limited		
56	Samin Textile Limited		

WWF - Pakistan Ongoing Conservation Projects FY 2008 (July 2007 - June 2008)

Sr. No **Project Title**

Forests

Donors

1	Machiara National Park (PAMP).	AJK Department of Wildlife and Fisheries
2	Chitral Gol National Park (PAMP).	NWFP Wildlife Department
3	Deconcentration of Power to the Local Level in Pakistan.	BirdLife International, Department for International Development
4	Implementation of Management Plan of Khunjerab National Park.	Government of Northern Areas
5	Promote Sustainable Harvest of Medicinal Plants of Miandum Valley	Plantlife International
6	Promotion of Medicinal Herbs in Collaboration with Private Sector, Swat	Ministry of Food, Agriculture and Livestock
7	Boundary Demarcation and Renotification of Protected Areas	Pakistan Petroleum Exploration and Production Companies Association
8	Joint Implementation of the Karakoram Trust Project Activities in Central Karakoram National Park	EV K2 CNR Committee Government of Northern Areas
9	Conservation of Mangrove Ecosystem at Keti Bunder	Sui Southern Gas Company
10	Land Cover Mapping of Central Karakoram National Park	ICIMOD

Freshwater

11	Saving Wetlands - Sky High	WWF International
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12	Pakistan Sustainable Cotton Initiative	WWF - Switzerland, IKEA
13	Pakistan Wetlands Programme.	Global Environment Facility (GEF), United Nations Development Programme (UNDP), Royal Netherlands Embassy (RNE), WWF Network, Pakistan Poverty Alleviation Fund, WWF - Netherlands
14	Better Management Practices (BMP) for Water Thirsty Crops ensuring sustainable sources of freshwater to support the livelihood of poor communities in Pakistan	European Union (EU), WWF - UK
15	Indus for All Programme	RNE, UNDP, WWF International
16	Assessment of Environmental and Social Impacts of Cotton BMPs in Pakistan	WWF - Switzerland
17	Indus for All Programme Partnership Fund	RNE
18	Conservation of Indus River Dolphin by Improving Agriculture Resources Use in the Lower Indus Basin in Pakistan.	WWF - Switzerland
19	Indus Basin Water Security	WWF - UK
20	Indus River Water Management/Pakistan Indus River Dolphins	Swedish International Development Cooperation Agency (SIDA), WWF International, WWF - Sweden

Species

21	Pakistan Gyps Vulture Restoration Project	Environment Agency Abu Dhabi (EAD), Forest, Wildlife and Fisheries Department, Government of Punjab
22	Snow Leopard Conservation in Pakistan	Snow Leopard Conservation Grant Programme
23	Conservation of Indus River Dolphin by enhancing rescues from the irrigation canals and raising awareness.	Engro Foods Limited

24	Conservation of Leopards in Pakistan	International Union for Conservation of Nature (IUCN)
25	Determining the Critical habitat, Abundance, Distribution and Conservation of Small Cetaceans (Dolphins and Porpoises) along Karachi Coast and Creeks	OPCF

Marine

26	Conservation of Marine Turtles at Sandspit	Ocean Park Conservation Fund, Hong Kong (OPCF)
27	Darwin Initiative Project on Conservation of Pakistan's Marine Cetacean Biodiversity and Pelagic Environment	Darwin Initiative, University of London

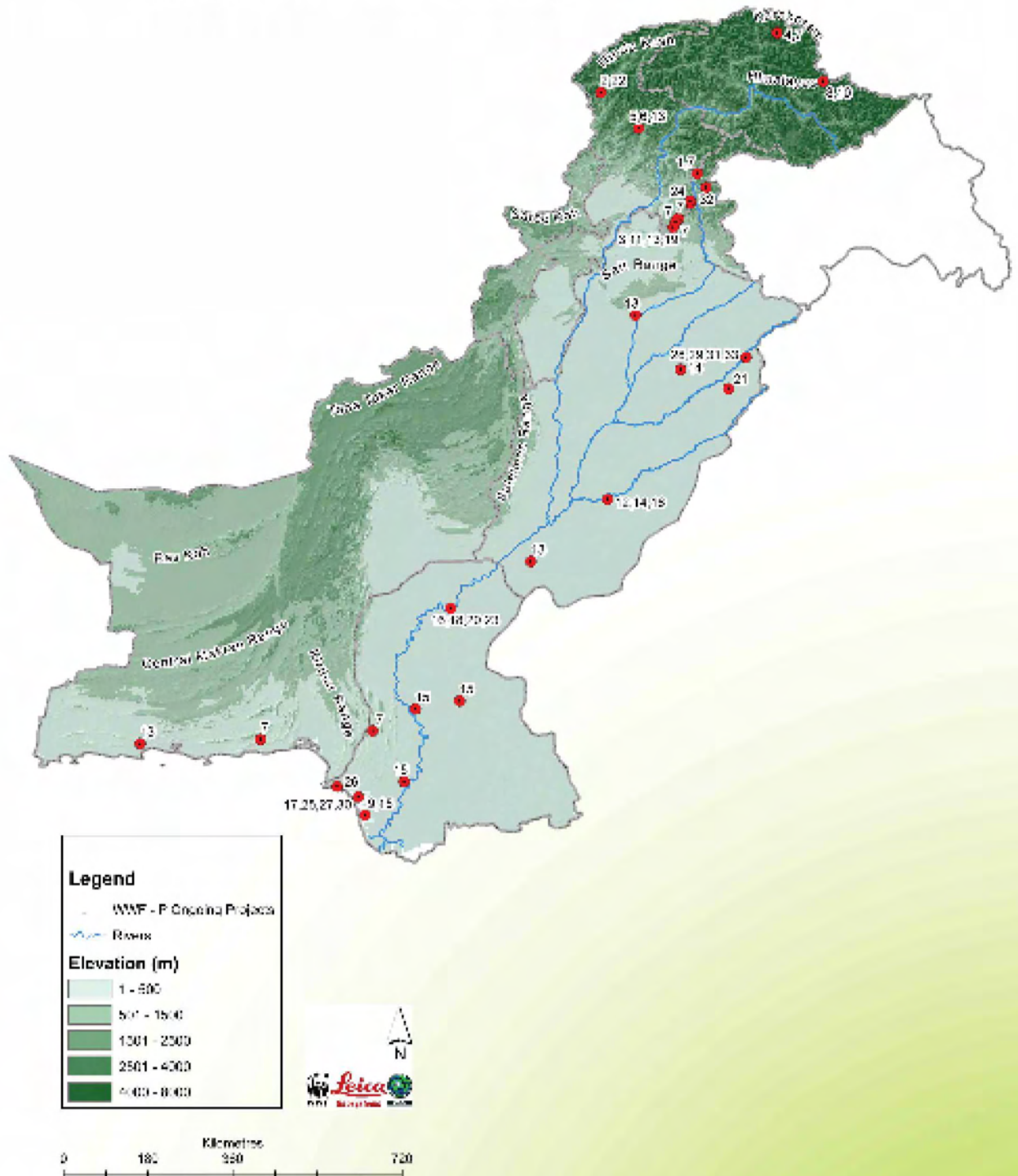
Toxics

28	Environmental Impact Analysis Study of PET/PETE bottles in Pak	Nestle' Pakistan
29	Clean and Green Lahore Project	Qarshi Industries, WWF - Pakistan

Other

30	Green Learn and Fun Awareness Programme	Sui Southern Gas Company
31	Strengthening Environmental Data Resource Centre	WWF – Sweden
32	Implementation of WFP Assistance Programme	World Food Programme (WFP)
33	Spellathon	Pakistan Wetlands Programme

WWF - Pakistan Conservation Projects (July 2007 - June 2008)



Balance Sheet

as at 30th June, 2008

FUNDS	2008 Rupees	2007 Rupees
General Fund	51,088,375	51,023,178
1001 The Nature Trust ⁽¹⁾	15,003,983	15,003,983
Scientific Committee Funds ⁽²⁾	3,454,231	3,513,569
Other funds ⁽³⁾	45,366,170	40,247,291
Total	114,912,759	109,788,021
REPRESENTED BY:		
FIXED ASSETS ⁽⁴⁾		
At cost less accumulated depreciation	51,105,684	43,878,665
Assets subject to finance lease	6,232,070	3,040,305
Capital work in progress	1,168,536	-
Subtotal 1	58,506,290	46,918,970
INVESTMENTS ⁽⁵⁾		
General Fund	17,094,176	37,756,626
1001 The Nature Trust	15,003,983	15,003,983
Syed Asad Ali Award Fund	1,254,921	1,170,620
Subtotal 2	33,353,080	53,931,229
NET CURRENT ASSETS	Subtotal 3	26,294,126
		9,460,605
	Subtotal (1+2+3)	118,153,496
		110,310,804
LIABILITIES AGAINST ASSETS SUBJECT TO FINANCE LEASE	(3,441,404)	(967,972)
DEFERRED LIABILITY	200,667	445,189
Total	114,912,759	109,788,021

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

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

Income and Expenditure

for the year ended 30th June, 2008

OPERATING INCOME	2008 Rupees	2007 Rupees
Project support from various agencies ⁽¹⁾	297,406,106	231,504,596
National Fundraising ⁽²⁾	16,265,205	15,563,919
Others ⁽³⁾	23,085,971	9,234,631
Return on Investments	3,201,735	1,700,101
Total	339,959,017	258,003,247
EXPENDITURE		
Information, Education and Public Policy ⁽⁴⁾	2,725,275	2,284,338
Conservation ⁽⁵⁾	279,702,389	203,345,882
Fundraising	13,030,284	12,199,016
Administration	19,312,128	14,321,513
Depreciation	17,981,968	13,277,651
Amortisation	2,082,235	1,027,435
Total	334,834,279	246,455,835
	5,124,738	11,547,412

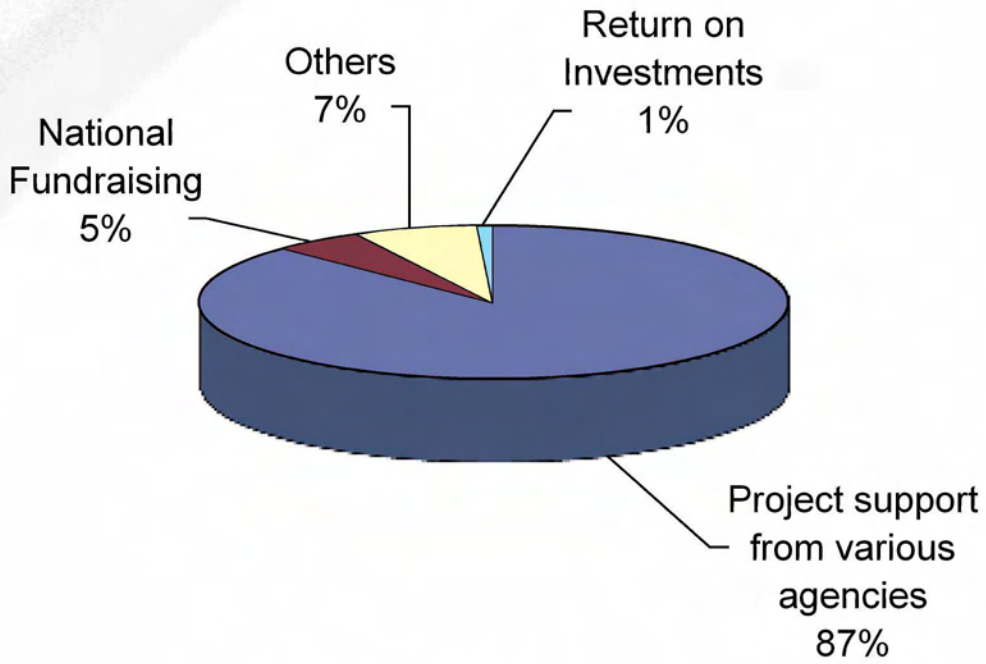
Based on accounts audited by A.F. Ferguson & Co. Chartered Accountants

1. Project support from various agencies includes, funds received from donors and government aid agencies (GAAs) during the financial year.
2. National Fundraising includes the donations generated as a result of fundraising through various campaigns such as Spellathon, Nature Carnival, Greeting Cards and Corporate Membership.
3. Others Operating Income include miscellaneous donations
4. Information, Education and Public Policy reflects the expenditures incurred on donors funded projects initiated for public awareness, environmental education and influencing policy
5. Conservation represents expenditures incurred on the field projects under the six priority areas of WWF which are Forests, Freshwater and Marine Ecosystems, Species, Toxics, Climate Change.

July 2007 to June 2008

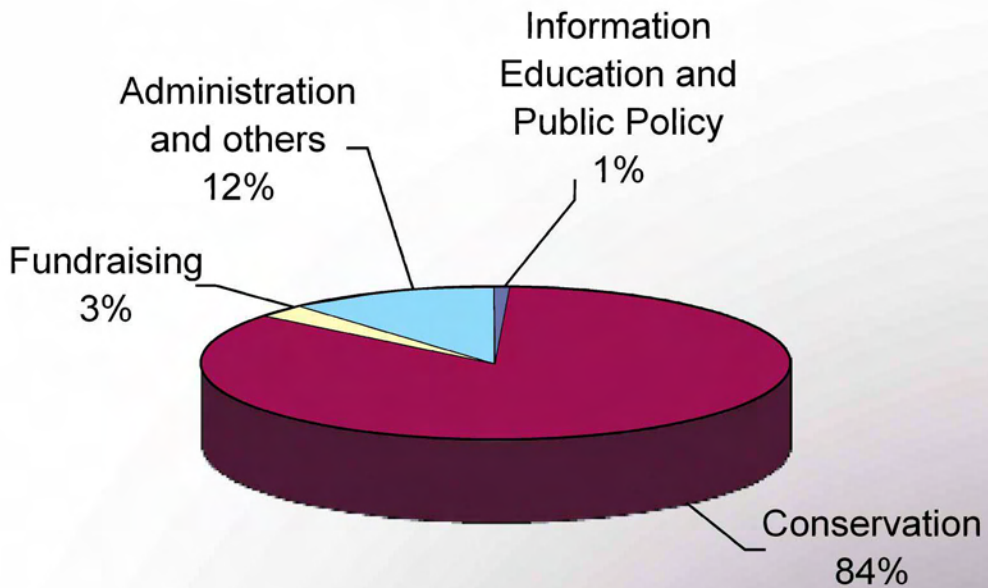
Income

For Financial Year 2007 - 2008



Expenditure

For Financial Year 2007 - 2008



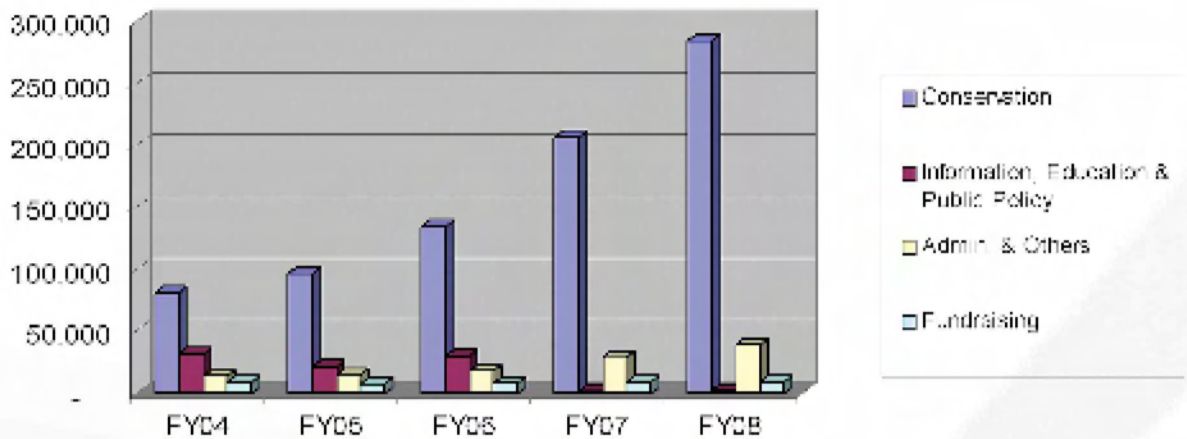
Expenses: The Past 5 Years

(Pak Rupees in 000's)

	FY04	FY05	FY06	FY07	FY08
Conservation	80,688	96,464	134,619	206,189	283,486
Information, Education & Public Policy	31,529	22,066	30,540	2,284	2,725
Admin. & Others	13,831	14,919	18,095	28,627	39,376
Fundraising	8,864	7,496	8,517	9,356	9,247
	134,912	140,945	191,771	246,456	334,834

Detail Expenses for Last 5 Years

PKR in 000's

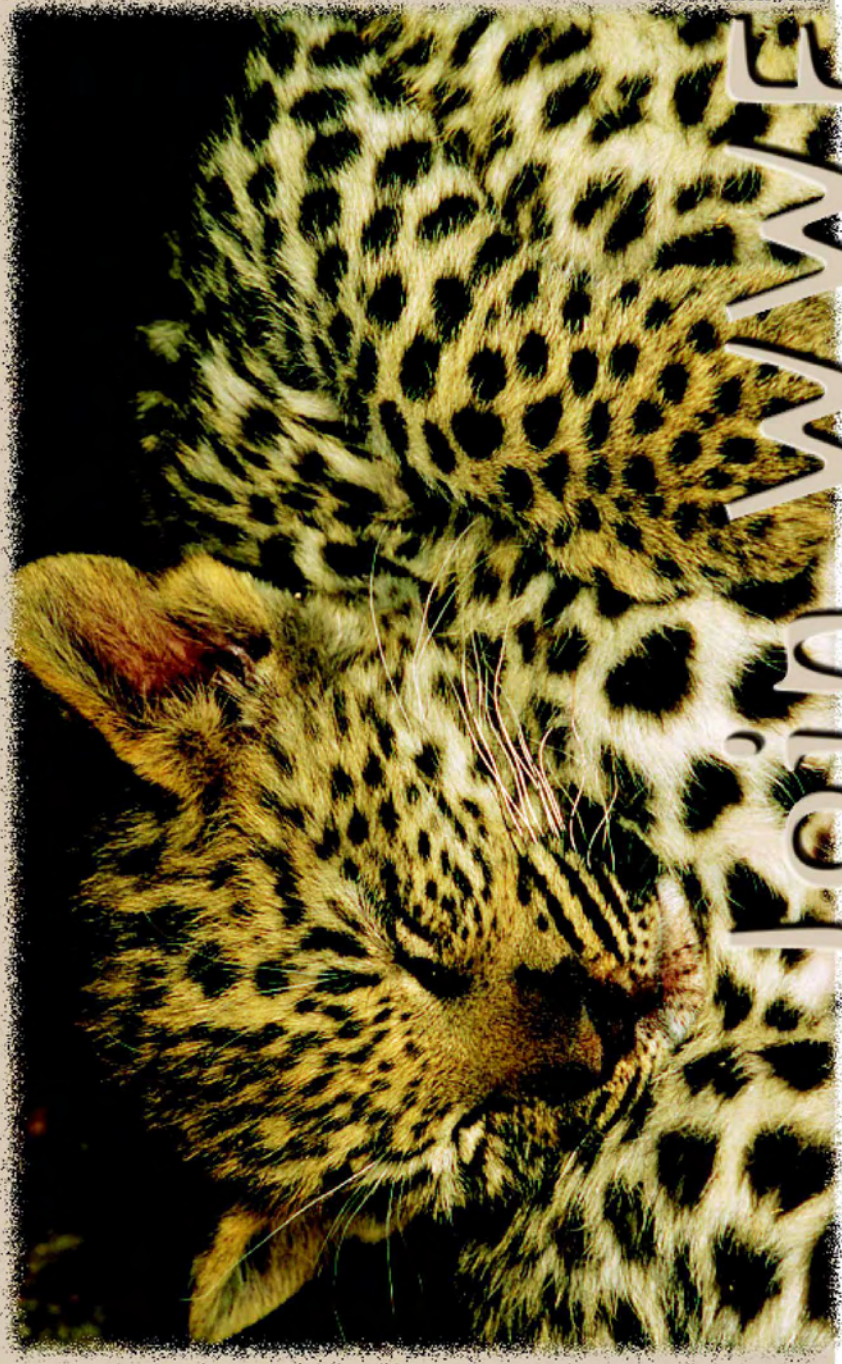




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Our Mission

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

- ▶ conserving the world's biological diversity
- ▶ ensuring that the use of renewable natural resources is sustainable
- ▶ promoting the reduction of pollution and wasteful consumption

WWF Offices in Pakistan

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Project Offices

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E-mail: mwaseemwwf@gmail.com

Abbottabad Office

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Jinnahabad, Abbottabad.
Tel: 0992 38 0567
Fax: 0992 38 0258

Nowshera Office

C/o. Soan Valley Development Project
Mardwal Chowk, Nowshera
Khushab.

Jiwani Office

Project Office Jiwani
Tehsil Jiwani
District Gawadar.
Tel: 086 4004028

Swat Office

Operating through
WWFP Peshawar Regional Office

Sandspit Office

Wetland Centre
Opposite Hut No.103-N, Hawksbay
Sandspit, Near Kakapir Village, Karachi.
Tel: 021 235 3741-2

Sukkur Office

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Professor Housing Society
Shikarpur Road
Sukkur.
Tel: 071 563 3236
E-mail: IRDCCP@wwf.org.pk

Bahawalpur Office

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Model Town-A
Bahawalpur.
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E-mail: bahawalpur@wwf.org.pk

Faisalabad Office

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W Block, Medina Town
Faisalabad.
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E-mail: faisalabad@wwf.org.pk

Indus for All Programme Site Offices

Keti Bandar Office

Adnan House, Keti Bunder Road, Deh Ghora
Bari,
Tel: 0298-69366 or 0298-620406
Email: zahidjalbani@gmail.com

Kinjhar Lake Office

House # B/112, Hasimabad Society
Makli District
Thatta.
Tel: 0298 77 2318-9

PAI Forest Office

Bungalow # A-3, Mehran University College
Engineering Technology Employees
Co-Operative Housing Society
Nawabshah.
Tel: 0244 36 6364 or 36 6197

Chotiari Office

House # 129/2, Municipal Ward 15
Housing Society
Nawabshah Sanghar Road
Sanghar.
Tel: 0235 54 2837 or 54 2791

Pakistan Wetlands Programme Site Offices

Programme Management Unit

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Sector F-7/3
Islamabad.
Tel: 051 261 0880-4
Fax: 051 261 0878

Salt Range Wetlands Complex

Mohallah Iftikharabad
Village Dhak, Nowshera
Khushab.
Tel: 0454 61 0117

Central Indus Wetlands Complex

House # 84, B-2
Umer Block, Abbasia Town
Rahimyar Khan.
Tel: 068 500 2602
Fax: 068 500 2471

Makran Coastal Wetlands Complex

Bungalow # 74, Phase 1
New Town Housing Scheme
Gawadar.
Tel: 0864 21 1500



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