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WWF - Pakistan

Annual Report

2009



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Snow Leopard - David Lawson / WWF - UK



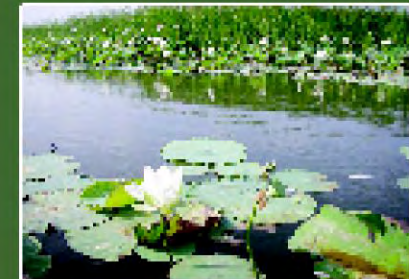
Marble Teal - Ghulam Rasool / WWF - Pakistan



Local Community - Indus For All Programme / WWF - Pakistan



Hog Deer Indus For All Programme / WWF - Pakistan



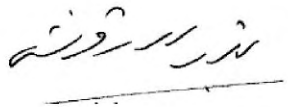
Keenjhar Lake - Indus for All Programme / WWF - Pakistan

President's Message

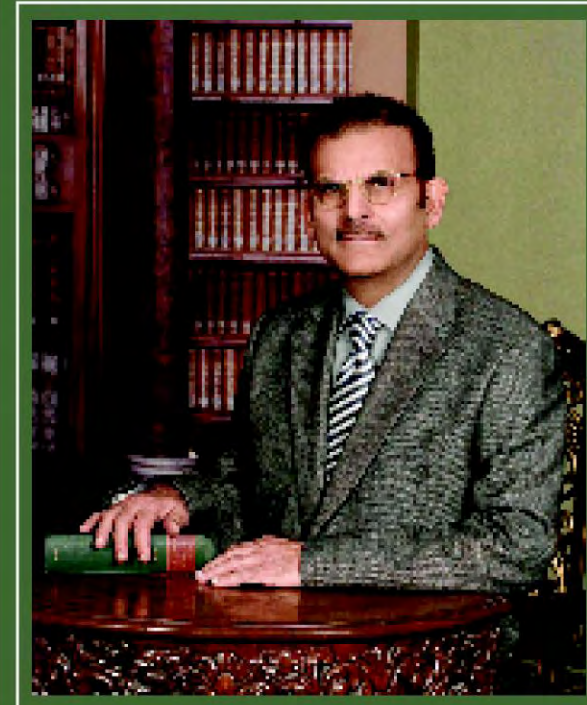
This year saw the strengthening of the various Board Committees. Based upon the recommendations of the Board Human Resource Committee, new Employee Service Rules and revised professional grading structures were introduced for WWF - Pakistan. Now with seven instead of three professional grades, developing career paths for committed conservationists in WWF - Pakistan will be more effective. To encourage and facilitate women to join the field of nature conservation, some additional provisions have been made in the Employee Service Rules, including a target of having at least 25% women in the organisation and providing a transport allowance to them.

An important positive development this year was the increase in corporate fundraising, which grew from 6% to 17% of the total budget of about Rs. 420 million for WWF - Pakistan. IKEA and the Coca Cola Company are the two largest corporate donors.

Recognising that the core values and strength of WWF - Pakistan rests with its leadership: the Board of Trustees, CEO and senior staff, a mechanism of succession planning is being established to ensure that the organisation remains vibrant and true to its mission in the long-run. Leadership succession and raising funds from within Pakistan are the two key pillars of a future Vision-2020 for WWF - Pakistan.



Iqbal Ahmed Qarshi
President
WWF - Pakistan





Director General's Message

Mind your language!

"Don't behave like an animal! Don't soil your clothes; don't dirty my hands..."

The very dirt and soil that produces the food we eat finds its way into our language as "dirty" words, rather than its rightful place as a symbol of sacred Earth.

The language humans use today has hidden in it a degree of numbness to the daily desecration of nature that we cause. It is understood that language represents a whole world view. One wonders then, if it is a coincidence that our Earth is bleeding from wounds inflicted upon it by a humanity gone astray.

We only wish that humans could behave more like other animals, who do not amass wealth, do not build high-rise buildings, and in most species, do not let their young out of their sight.

In spite of the volatility of our region, this year saw the continued increase in the portfolio of projects for WWF - Pakistan. All three large programmes: the Pakistan Wetlands Programme, the Indus for All and Thirsty Crops received favourable reviews from external evaluators.

Wouldn't you like to roll up your trousers/shalwar, take off your shoes and feel the wonderful, squelching, wet soil ooze through your toes while walking through the mangrove forest swamps?

WWF - Pakistan invites you all to experience nature, by visiting one of our many field projects.

Ali Hassan Habib
Director General
WWF - Pakistan

Introduction to WWF - Pakistan

WWF is one of the world's leading conservation organisations. It has over five million supporters and a global network that operates in almost 100 countries and aims at protecting and conserving the environment. It came into being in response to humanity's destruction of Earth's natural resources. WWF's 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.

Established in 1970, WWF - Pakistan is the largest conservation Non-Governmental Organisation (NGO) in the country. WWF - Pakistan has expanded rapidly over the years to increase its efforts for conservation. Since its inception 39 years ago, WWF - Pakistan has been committed to saving wildlife species and their habitats, promoting sustainable development in Pakistan and integrating environmental principles with other policies across the government and private sector.

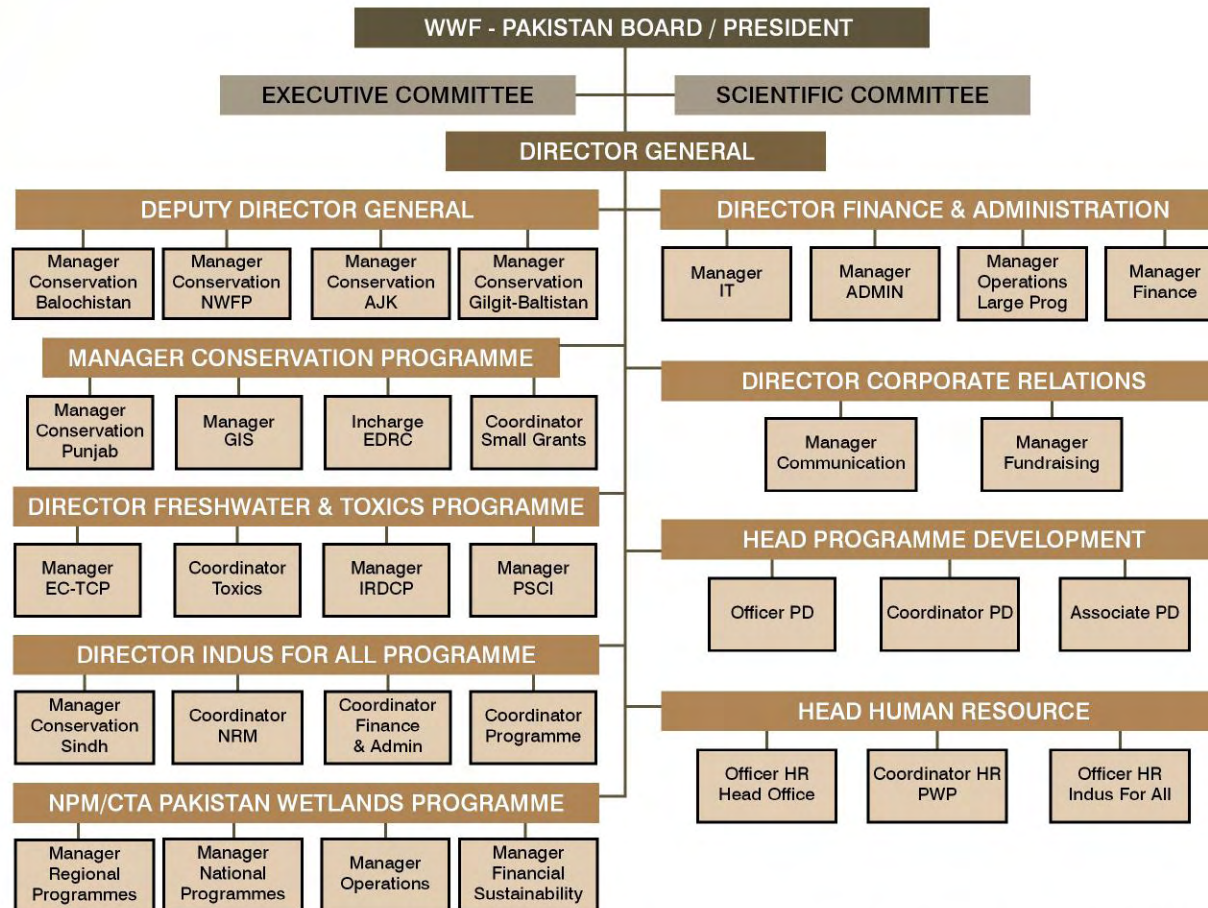
WWF - Pakistan has identified Forests, Freshwater, Marine, Climate Change, Species and Toxics as six priority areas of conservation work. Various projects and programmes have since been developed involving local communities of these priority areas. Our Earth is threatened by deforestation, drying up of freshwater, dying of marine ecosystems, habitat destruction of both animals and plants, pollution by toxics and changing of the climate. Through our projects across the country, WWF - Pakistan strives to educate, assist and inspire millions of people from all walks of life to conserve land, water, wildlife and the natural resources around us.

WWF - Pakistan has its head office in Lahore, with six regional offices in Karachi, Islamabad, Peshawar, Gilgit, Quetta and, Muzaffarabad, and project offices across Pakistan.



Organisational Chart

FY 2009



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 - 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

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- WWF - US

Government and Aid Agencies

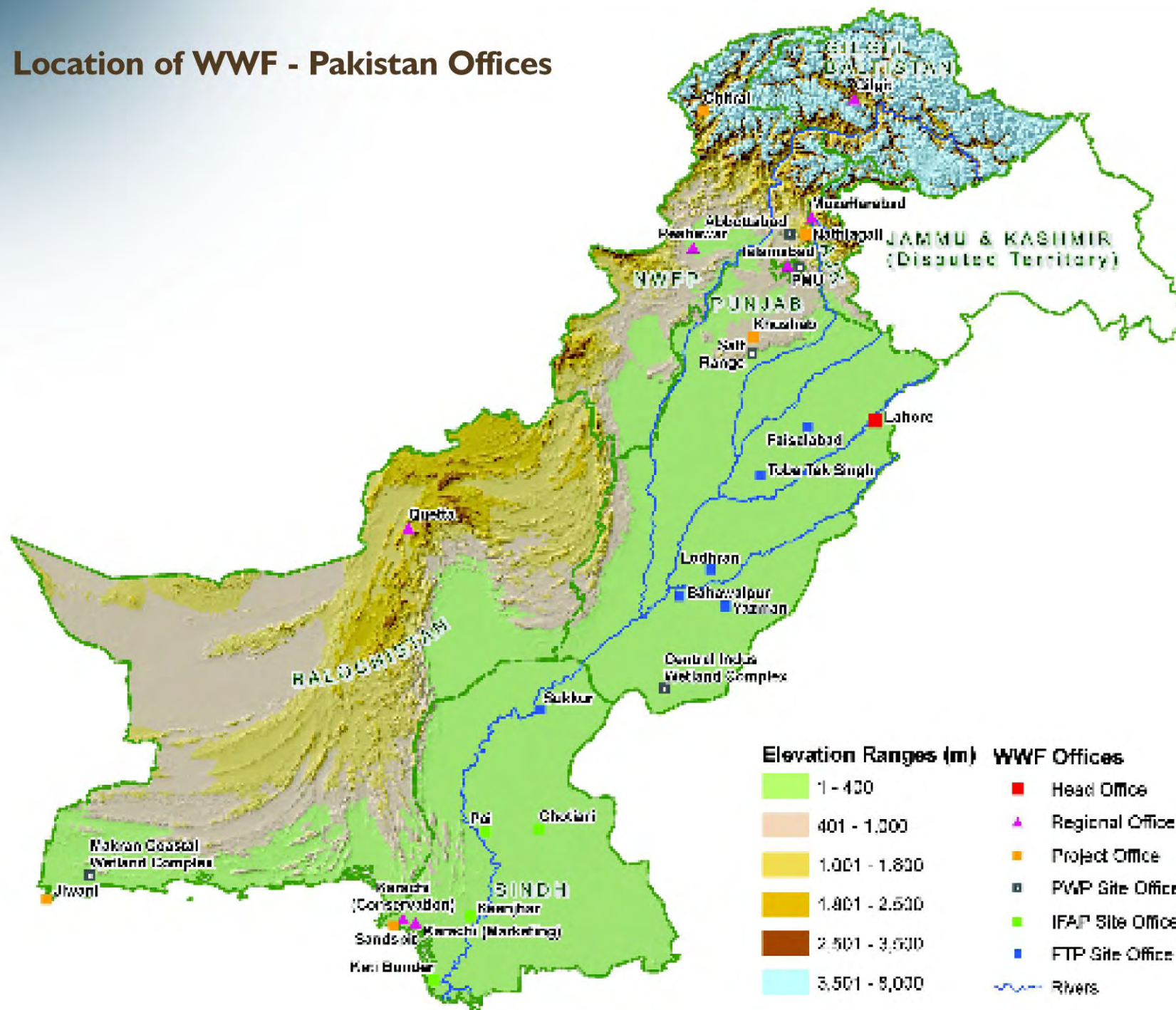
- Darwin Initiative
- Department for International Development (DFID), UK
- Department of Wildlife and Fisheries, Azad Jammu & Kashmir
- Department of Forest and Wildlife, Gilgit Baltistan
- District Reconstruction Unit, Kohistan, Earthquake Reconstruction and Rehabilitation Authority
- Embassy of the Kingdom of the Netherlands (EKN)
- Environment Agency - Abu Dhabi (EAD)
- European Commission (EC)
- Ev-K2-CNR, Committee of Italy
- Food and Agriculture Organisation (FAO)
- Forest, Wildlife and Fisheries Department, Government of Punjab
- Global Environment Facility (GEF)
- International Centre for Integrated Mountain Development (ICIMOD)
- Ministry of Environment, Government of Pakistan
- Pakistan Poverty Alleviation Fund (PPAF)

- Planning and Development Department, Government of Sindh
- Swedish International Development Cooperation Agency (SIDA)
- United Nations Development Programme (UNDP)

Corporate and Others

- AES Power
- BirdLife International
- Chenab Ltd.
- Coca Cola Foundation
- Dawood Corporation (Pvt.) Ltd.
- Engro Foods Ltd.
- Engro Polymer and Chemicals Ltd.
- HSBC Bank Middle East Ltd.
- IKEA
- ICI Pakistan
- Pakistan Petroleum Exploration and Production Companies Association (PPEPCA)
- Snow Leopard Trust Grant Programme
- South Asian Network for Development and Environmental Economics (SANDEE)
- Species Survival Commission Small Grants Programme,
- International Union for Conservation of Nature (IUCN)
- The Hawk Conservancy Trust

Location of WWF - Pakistan Offices



Conservation Projects / Programmes

The major strength of WWF is its conservation programmes. These programmes are either following the Global Programme Framework or National Level Initiatives.

Indus for All Programme: marshalling ideas and efforts to safeguard the Indus Ecoregion

With the introduction of Global-200 in 1997, WWF embarked on a new approach of conserving biological diversity and ecological processes around the world. The approach involved addressing a broader range of issues and partnerships on a larger landscape level. As part of Global-200, the ecoregion conservation journey in Pakistan began with the Indus Ecoregion, which is one of the 238 ecoregions in the world and also one of the 41 Priority Places for the global WWF Network.



Women washing utensils & clothes in Keenjhar Lake - Ghulam Rasool / WWF - Pakistan

The basis for the Indus Ecoregion Programme is a study titled “Root causes of Biodiversity Loss in the Mangrove Ecosystem”, conducted in 1999. This was followed by rigorous consultations in 2002 and 2004 towards developing the Indus Ecoregion Plan.

The first six-year implementation phase of the Indus Ecoregion Programme started in 2006 and is known by the Indus for All Programme. Four of the fourteen priority sites within the Indus Ecoregion have been selected for Programme implementation, including Keti Bunder and Keenjhar Lake in district Thatta, Pai Forest in district Shaheed Benazirabad (formerly Nawabshah) and Chotiari Reservoir in district Sanghar. These sites represent four distinct ecosystems, i.e. coastal, freshwater wetlands, forest and a blend of desert-wetlands ecosystems, respectively.

Aimed at conserving the biological diversity of the Indus Ecoregion and improving and diversifying livelihoods of the local communities, the Programme intends to demonstrate participatory natural resource management (NRM) practices in the four priority sites. For this purpose the Programme has received generous financial support from the Embassy of the Kingdom of the Netherlands.

The Programme has adopted a strong institutional framework. It has established the Indus Ecoregion Steering Committee (IESC) to steer the Programme comprising stakeholders and government allies from the national and provincial levels and District Coordination Committees (DCCs) at the district level. The Programme has developed socio-economic and NRM plans for priority sites which are being implemented in collaboration with key stakeholders. Programmatic interventions are further supported by on-ground action research on poverty-environment linkages and a comprehensive education and awareness drive. The Programme is also engaged in translating its on-ground interventions into policy relevant formats as well as mainstreaming environmental considerations in important policy and macro-economic planning documents.

For more information about the Programme, log on to www.foreverindus.org


Indus for All Programme - GIS

WWF - Pakistan is currently conducting comprehensive GIS and Remote Sensing studies for the four project sites of the Indus for All Programme. Micro-level mapping and change analysis have been conducted to monitor the temporal change trends of the natural resources. Historical aerial photographs and high resolution satellite images of Keti Bunder were also used to analyze the land erosion rate, shift in agricultural land-use and forest degradation over the past five decades.

A Decision Support System (DSS) of Indus Ecoregion has been launched to support the decision making processes by providing a central resource for sustainable planning. Moreover, to improve the institutional capacity in GIS/RS field, a number of trainings/workshops were conducted for major stakeholders. WWF - Pakistan is also supporting the Programme in NRM related outputs such as Livelihood Development Plans, NRM Plans and Poverty-Environment linkages through provision of inputs such as mapping, analysis and modeling.



Land erosion map of Keti Bunder

A large flock of birds, including ducks and geese, is captured in flight against a soft-focus background of green hills and water. The birds are scattered across the upper and middle portions of the frame, with some in sharp focus and others blurred, conveying a sense of movement and a natural environment.

Partnership Fund

The Indus for All Programme - Partnership Fund is a grant programme, designed to improve alignment and collaboration among stakeholders. Under the Partnership Fund, project grants are provided to programme stakeholders in order to support their interventions for livelihood improvement and nature conservation. A “Partnership Fund Technical Committee” (PFTC) comprising members from the Government of Sindh, civil society organisations and small grants programme is formed as a decision making body of the Partnership Fund. The Committee meets bi-annually to approve grants. The Partnership Fund has also obtained support from the WWF - Pakistan Small Grants Programme (SGP) through a Memorandum of Understanding. Under this MoU, the Scientific Committee - the governing body of SGP, reviews and approves the project's grants of up to one million rupees.

The Partnership Fund's grant cycle starts with a call for proposals. During 2008-09, two call for proposals were made and good response was received. A total of 60 grant applications were received in the first round and 119 applications were received in the second.

After intense security and technical review of proposals by the in-house committee the PFTC and SC - Small Grants Programme together approved 30 project proposals for the awarding of grants. Out of these, 14 proposals, totalling rupees 26 million were approved in the first round, while 16 projects, requesting an investments of rupees 29.5 million were approved in the second round of funding. All these projects are being implemented in different parts of the Indus Ecoregion including four in the upper Indus Basin. Out of the total amount approved for these 30 projects, the NGOs/CBOs will receive rupees 36.5 million (66 %), rupees 15.7 million (28 %) will be disbursed to government departments and rupees 3.4 million (6 %) were approved for academic institutions. Thematically these projects are mainly for the conservation of species, conservation of habitat, provision of alternate livelihoods and introduction of alternate energy resources.

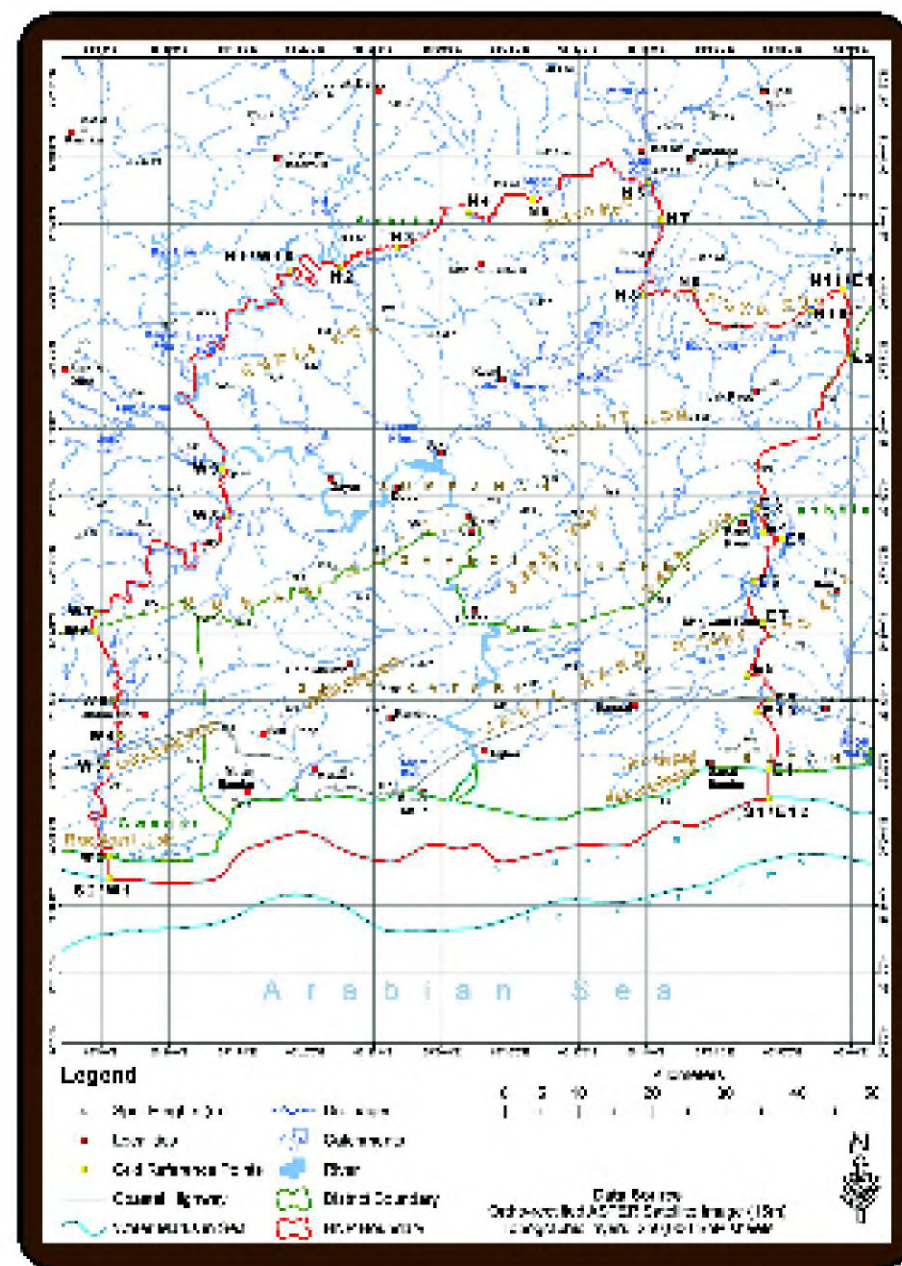
Boundary Demarcation & Re-notification of Protected Areas

WWF - Pakistan is implementing the 'Boundary delineation and re-notification of Protected Areas' Project in collaboration with the Ministry of Environment (MoE) and the Pakistan Petroleum Exploration and Production Companies Association (PPEPCA). The Project aims to upgrade the existing protected areas notification formats through inclusion of GIS-based boundary and land references.

So far, the boundaries of the Khirthar Protected Areas Complex and five National Parks i.e. Ayubia, Machiara, Hingol, Margallah and Khunjerab have been delineated. Under the Project, landcover map, topographic data and wildlife habitat maps have also been developed for each Protected Area. GIS-based notification formats have also been formulated in consultation with Area Specific Committees (ASCs) which include representatives of Provincial Forests and Wildlife Departments, Revenue Department and WWF - Pakistan. The proposed notification formats were submitted to the Ministry of Environment's National Demarcation Committee on Protected Areas (NDCPA) for renotification.

Improved Watershed Management in Ayubia National Park

This project aims to improve and sustain the perennial flow of clean water in springs and streams of the Ayubia National Park through an integrated watershed management approach. Moreover, it supports the key stakeholders in the waste management and cleaning of Saif-ul-Malook National Park. Both of these areas fall in the Western Himalayan G200 Ecoregion. Coca-Cola Foundation is providing financial support to this project. The area forms important watersheds of the Indus River and possesses unique biodiversity. Increased population pressure leading to heavy demand for timber, fuel wood, fodder and agricultural land has resulted in degradation of these watersheds. Problems such



Map of Hingol National Park – a segment of proposed notification format

as shortage of clean water and flooding in streams coupled with low agricultural production are being faced even by the local communities living at the very bottom of these watersheds. The project follows a participatory approach, actively involving the local communities, teachers and government officials in the planning and implementation of activities.

Pakistan Sustainable Cotton Initiative – Chenab

WWF - P initiated the “Pakistan Sustainable Cotton Initiative” project in collaboration with IKEA & Chenab Ltd. in 2008. The objective of the project is to improve the sustainability of cotton production, resulting in substantial benefits for people and the environment. The project aims to improve livelihoods of farmer through Better Management Practices (BMPs) in T.T.Singh District, ensuring sustainable improvement in the natural, financial, social and human capital available to the cotton farmers and promote its adoption throughout Pakistan and internationally. During 2008 , 120 Master Farmer Facilitator (MFF) and 1858 farmers with an area of 4859 ha under BMP cotton, graduated from season long cotton Training of Trainers (ToT) and Farmer Field School (FFS) courses at T.T.Singh. A total of 13,680 tonnes of BMP cotton were produced by participating farmers. During the crop season 2009, One Village One Facilitator (OVOF) approach along with FFS methodology has been adopted through which one facilitator will be appointed in each of 80 villages. This year 7,100 farms with an area of 12956 ha under BMP cotton are participating in project activities.

Pakistan Sustainable Cotton Initiative – MinFAL

Encouraging results during 2008 lead to the revision of the Memorandum of Understanding for collaboration with Crop Maximization Project–II (CMP-II), Ministry of Food, Agriculture and Livestock (MinFAL), Government of Pakistan, for the up-scaling of BMP activities for widespread dissemination in cotton crops with enhanced scope. Under this, 100 Master Facilitators and about 1,000 farmers will be trained in BMP implementation in districts Rahim Yar Khan and Muzafar Garh. Moreover, the FFS established during 2008 are converted into One Village One Facilitator (OVOF) activities by around 2,500 farmers and over 8098 ha of cotton cultivation.



Cotton Flower - Maury Rautkari / WWF - Canon

Pakistan Sustainable Cotton Initiative - IKEA



Cotton Flower - FTP / WWF - Pakistan



Sugarcane - WWF Intl. / Rachel Wiseman / WWF - Canon

Since 2005, WWF - P in collaboration with IKEA is focusing on the development and promotion of Better Management Practices (BMPs) in the Bahawalpur District, improving farmer livelihoods and reducing the use of freshwater, pesticides and fertilisers. The project is implemented in collaboration with several NGOs including Kissan Welfare Association, Kissan Dost Organisation, etc. and Government departments such as Dept. of Agriculture, Punjab, Central Cotton Research Institute (CCRI), National Agricultural Research Centre and All Pakistan Textile Mills Association. The project revealed that by using BMPs, farmers can reduce the freshwater, pesticide and fertilizer use by an average of 29%, 60%, and 38%, respectively. The farmers who use BMPs also receive a higher gross margin on average than conventional farmers, with the reduced expenditure on pesticides contributing significantly. Since 2008, in a second phase, the project is now implemented with both small-scale and large-scale farmers and partners in all Union Councils and villages in two sub-districts in Bahawalpur district. The BMP activities further expanded to cover around 3,000 farmers with 16195 ha of BMP cotton in Ghotki and Sukkur Districts.

WWF - P, under the PSCI is promoting the adoption of BMPs in cotton cultivation areas to achieve a considerable reduction in key environmental impacts, while improving economic and social benefits for the cotton farmers. To guarantee the success of the BMP project, it is important that the benefits of the adoption of these practices on the water quality and quantity, soil & biodiversity are also assessed in a scientific manner through comparison of above mentioned parameters between BMP and non - BMP sites in project areas. Key areas of concern in relation to water quality are pesticide residues, nitrate pollution and phosphorus levels in ground and surface water. Further, impacts on biodiversity including birds, small mammals, amphibians, reptiles, and insects are also being studied.

Better Management Practices for Water Thirsty Crops

The European Commission (EC) funded “Better Management Practices (BMPs) for Water Thirsty Crops” project aims at ensuring sustainable sources of freshwater to support the livelihoods of poor farming communities in Pakistan. The project objectives have been achieved by developing and implementing

appropriate 'on farm' BMPs in Faisalabad and Bahawalpur Districts, working closely with research centres, target farmers and extension services.

In Bahawalpur, on the whole 123 activities such as Farmer Field Schools (FFS), One Village One Facilitator (OVOF), Practice FFS and FToF (Farmer Training of Facilitators) were established for widespread BMP dissemination, under which 4,119 farmers were trained in 2008 for cotton crop, with a total of 19,138 ha and 4,000,4378.8 kg of BMP seed cotton was produced by these farmers. The cotton BMP farmers made crop management decisions which led to reduction of tillage operations up to 23%, irrigation water up to 37%, synthetic fertilizers up to 31% and pesticides up to 66%. Similarly, for the sugarcane crop in Faisalabad, 24 FFS with more than 800 farmers were established during 2008. The trained farmers implemented BMPs over 1600 acres (648 ha). Research trials of bio-fertilizers and biological controls of pests for sugarcane with several research organisations were conducted, which showed savings of up to 100% pesticide application. The crop management decisions of sugarcane BMP farmers led to 35.5% reduction in fertilizer applications and 27.66% in irrigation water. The project has been instrumental in formalisation and registration of around 68 FFS into farmer organisations. WWF - P organised four Skill Enhancement Workshops and one exposure visit for capacity building of extension staff. Efforts are being made to support the uptake of BMPs, targeting Farmer Organisations to strengthen their role, Government on policy reforms and businesses to develop markets for sustainable products.

Indus Basin Water Security Plan

Vision: Environmental flows are protected in the Indus River ensuring that sustainable freshwater resources are available to support a growing population, the ecosystem functions and services upon which they depend and to increasing the adaptive capacity of the local people to events such as droughts and floods in the wake of future water fluctuations.

Goal: In light of the Water Accord of 1991, ensuring that the environmental flows are appropriately recognised and an authority is defined for their implementation and the enforcement of a Draft National Water Policy leading towards sustainable water use in the Indus Basin.



Water Quality & Quantity being assessed - FTP / WWF - Pakistan



Cotton Field being monitored - FTP / WWF - Pakistan



Indus River Dolphin Conservation Project

The Indus River Dolphin is an important flagship species for the Indus River; an increased number of dolphins may be regarded to indicative of the improved health of the Indus River ecosystem. The Indus River Dolphin Conservation Project (IRDCP) focuses on the root causes of biodiversity loss by linking the protection of the Indus Dolphin with measures in the agricultural and fisheries sectors.

WWF demonstrates, together with partners and local communities, that changing current agricultural and fishing practices can significantly contribute to a more sustainable use of natural resources and to the protection of the dolphin. Knowledge and experience gained is widely disseminated by the media and through special events for schools and concerned stakeholders.

The project combines conservation work with initiatives to improve the livelihoods of local communities. The potential of ecotourism, skill enhancement training, value addition products in agriculture, etc., are widely explored in order to provide additional income for the local fishermen.

Indus Dolphin Conservation Center

The Indus Dolphin Conservation Centre (IDCC) was established in partnership with Sindh Wildlife Department (SWD) and Adventure Foundation Pakistan (AFP) in order to carry out awareness raising and ecotourism related activities for the conservation of Indus River Dolphin. The IDCC has been constructed at a walking distance from Sukkur Barrage near the bank of Indus River in a park called Lab-e-Mehran. Awareness raising and information on Indus Dolphin and their habitat is being disseminated through IDCC, which is fully equipped with multimedia and various displays providing a variety of information on various aspects of the dolphin and its habitat. Locals as well as foreigners, including tourists, visited the Centre and were briefed about the dolphins. In particular, students from different schools were invited to the IDCC and briefed about the dolphin and the threats to its habitat. A number of awareness raising workshops are also organised at IDCC.

Marine Turtles

WWF – Pakistan initiated its Turtle conservation activities at Sandspit since 1999. ICI Pakistan is supporting this programme since 2004 and provides the salaries of four turtle guards during the nesting season to patrol the nesting beach during the night, record the number of visiting turtles and also rescue stranded turtles and hatchlings and release them into the sea. Billboards have been installed all along the Sandspit road to convey environmental messages and create awareness among the beach visitors.

Realizing the importance of turtle nesting beach, Dawood Corporation also supported WWF - Pakistan in initiating a permanent mechanism to keep the Sandspit beach clean and safe for visiting turtles. Twenty nine garbage bins with the interval of 200 meters in between have been installed on the beach. Five persons have been hired from the community to maintain the turtle nesting beach and clean the garbage bins on a daily basis. The City District Government collects waste once in a week for final disposal. This programme is itself demonstrates the exemplary coordination between various agencies to save this precious species.



Marine Turtle - Martin Harvey / WWF - Canon

Gyps Vulture

The large communal aviary of the critically endangered, White-backed vultures in Changa Manga Forest now has a flock of fourteen birds. The construction of four breeding aviaries has been completed and three breeding pairs have been moved into individual aviaries. A guinea pig breeding facility has been set up to provide supplementary food for the vultures and awareness activities were conducted with the schools located at the field site.

An extensive field survey of the White-backed vulture in the Punjab and Sindh provinces was conducted in the breeding season (2008-09) which demonstrated that the current population of the White-backed vultures in Pakistan is less than 50 birds. The Environment Agency of Abu Dhabi has approved funding for phase II (2009 -11) of the project.

Common Leopard Conservation in Pakistan

The Galliat in the Himalayan forests are a critical habitat of the Common leopard in Pakistan. Due to legal cover and good protection on the ground, the species has grown in numbers and has started posing problems to the lives and property of local communities. In June 2005, a common leopard killed six women in the Galliat area which was the first time such an incident was recorded in the history of the region. These incidents increased human-leopard conflict and the community's negative feelings and attitude towards the conservation of wildlife, especially gave rise to the carnivores. As a result of that incident, retaliatory killings of the leopards increased.

WWF - Pakistan launched a leopard conservation project with a Sir Peter Scott Award of IUCN, in the area. Under this research project, the Common leopard population was estimated as 23 to 25 in an area of approximately 23,800 ha. A community-based livestock insurance scheme was initiated by supporting a local CBO to reduce the economic losses to farmers due to leopards and now there are more than 200 members of this scheme. An environmental education and awareness programme has also been initiated regarding leopard conservation and risk mitigation measures. This is being done in collaboration with the locals and NWFP Wildlife Department.



White-backed vultures - Ghulam Rasool / WWF - Pakistan

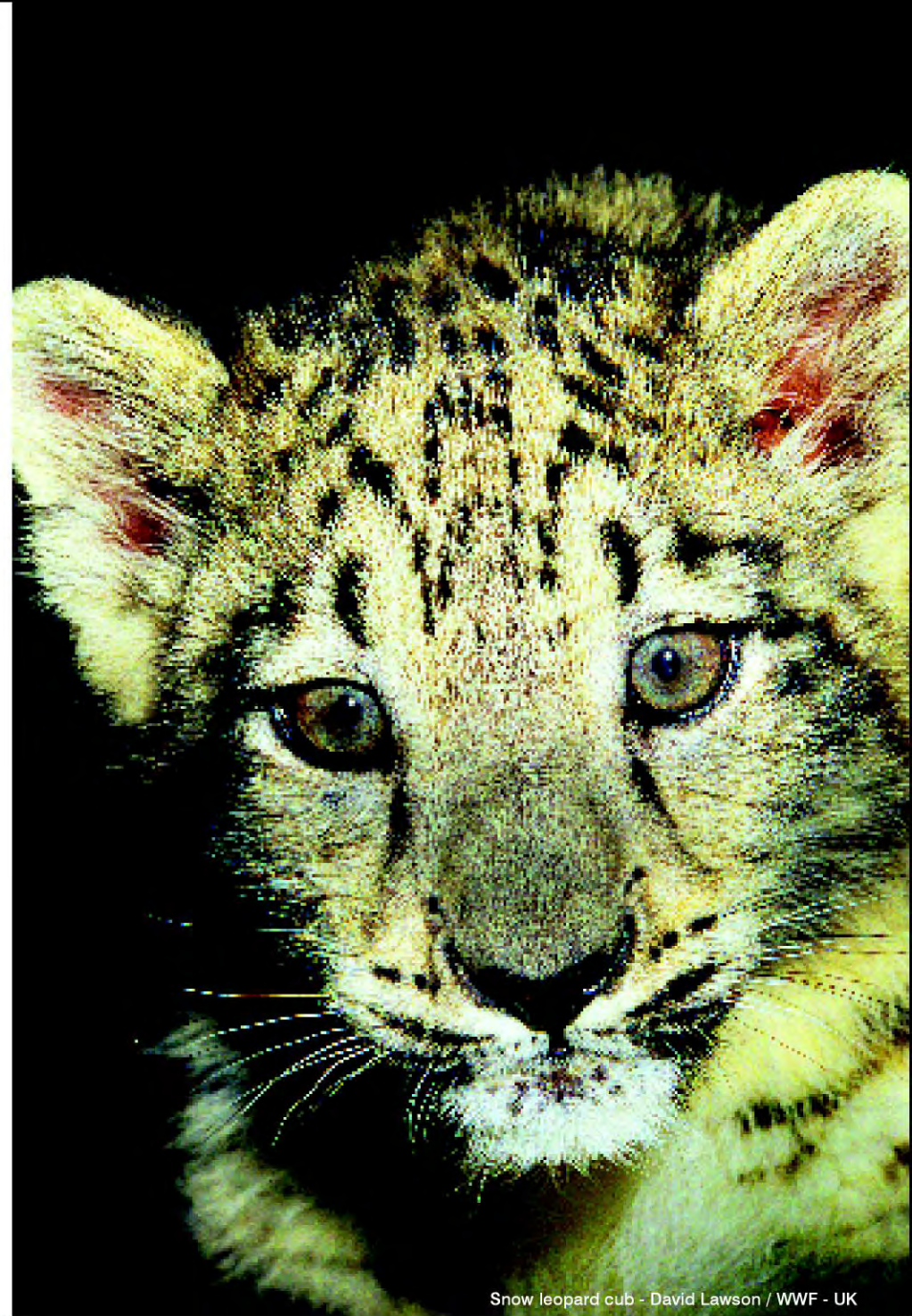


Common leopard - Fritz Polking / WWF

Snow Leopard Conservation Programme

The Snow leopard is found in the high altitude areas of twelve countries, including Pakistan. It is endangered throughout its natural range due to various reasons, the most significant being killing by livestock owners in retaliation to loss of their animals, killing for trade, habitat fragmentation and loss of natural prey. The Snow leopard is important to conserve not only because of its right to exist but also as integral part of the high altitudinal ecology, culture and socio-economic system.

WWF - Pakistan in collaboration with the International Snow Leopard Trust, is involved in the conservation of Snow leopard in Chitral District, NWFP. The prime aim of this programme is to conserve the Snow leopard and its fragile ecosystem in Pakistan by improving knowledge, minimising the perils of poaching of Snow leopards and their natural prey through community-based sustainable conservation actions, conservation education interventions, and by assisting in law enforcement.



Snow leopard cub - David Lawson / WWF - UK

Forests

Conservation Initiatives in Palas Valley of Indus Kohistan

Palas Valley, one of the biodiversity rich valleys in the Western Himalayan Ecoregion, has thick forest cover which represents about 10 % of the total country's flora and some of the globally significant fauna such as the Western-torned tragopan, Musk deer and the Black bear, etc. To protect this precious flora and fauna and its unique habitat, a number of conservation and development projects have been implemented. These include "Himalayan Jungle Project" (1991-2000), "Palas Conservation and Development Project" (2001-2004), "Palas non-timber forest products Project" (2005-07), "De-concentration of power to the local level in Pakistan - DPLL (2005-2009) and the "Community Livelihood Recovery Project" - DPLL (2009-2010).

Generally WWF - P has been playing a key role throughout these initiatives but with the last two projects it has really come to the forefront as an active partner of the NWFP Wildlife and Forest Departments. DPLL and CLRP have been very important projects as they plugged the gap created due to winding up of the previous projects and helped in sustaining the successful efforts made during the past 15 years. The DPLL project is funded by the DFID and Birdlife International and aims at recovering the community livelihood affected during the October 2005 earthquake.

The community livelihoods in Palas Valley are mainly dependent on natural resources i.e. agriculture, forests and pastures. The project assists in addressing their needs as well as introducing alternative solutions that will help in the conservation of these resources.

Medicinal Plant Conservation in Swat and Nathiagali

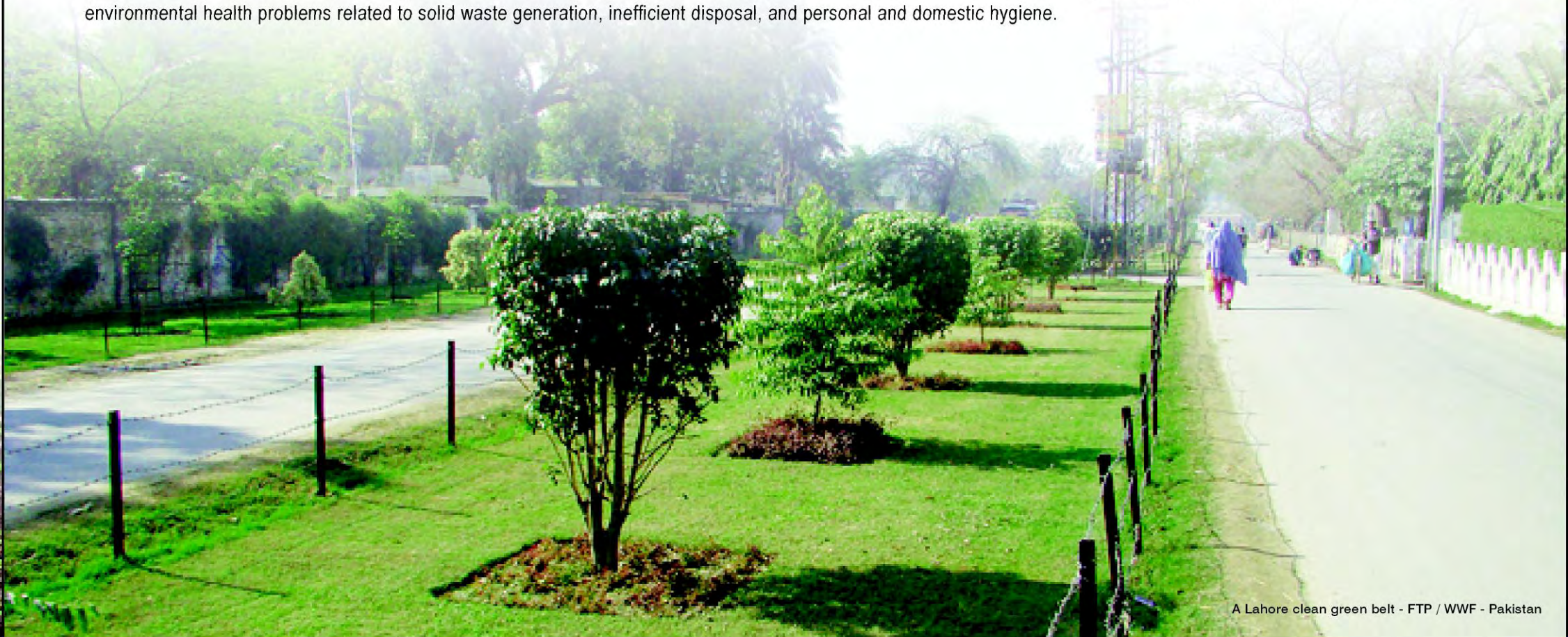
Both Swat (Miandam) and Galliat (Nathiagali) are amongst the best representative forests of the Himalayan Moist Temperate Forests of Pakistan. A study revealed that there are at least 190 plant species identified so far in Miandam and Nathiagali, including some endangered species like *Taxus wallichiana* and *Sassuria lappa*. Out of this list, 179 species are used for the treatment of various health problems. The medicinal flora of Miandam and Nathiagali is also facing the problem of degradation due to anthropogenic activities. The basic reasons for this degradation include nomadic grazing, unsustainable collection of medicinal plants, deforestation, improper marketing and lack of awareness amongst locals regarding the importance of medicinal plants.

WWF - Pakistan with the financial support of MinFAL, took the initiative to organise and train Medicinal Plants (MPs) collectors on sustainable collection, built the capacity of local farmers about on-farm cultivation of MPs and created awareness amongst the local people, especially students, regarding the sustainable use of natural resources.

Clean and Green Lahore Project

WWF - Pakistan has initiated a small-scale solid waste management project around its Head Office in Lahore, in order to set a guiding principle to make Lahore clean and green. The project was implemented jointly by WWF - P, community representatives and concerned governmental line departments such as Solid Waste Management Department, Parks and Horticulture Authority and public sector organisations like Waste Busters.

The project was successful in removing piles of solid waste along the green belts and created awareness in local residents regarding general environmental conditions and environmental health problems related to solid waste generation, inefficient disposal, and personal and domestic hygiene.



A Lahore clean green belt - FTP / WWF - Pakistan

Freshwater



Gulakh Mulla - Ghulam Rasool / WWF - Pakistan

Pakistan Wetlands Programme

The PWP aims at promoting the conservation of the country's freshwater and marine wetlands and their associated biodiversity by means of two distinct sub-sets of interventions:

- a) The creation of an enabling environment for wetlands conservation through policy development, training and awareness-raising; and
- b) The provision of replicable, working examples of wetlands conservation in the form of community-based management plans for four region specific wetlands complexes;

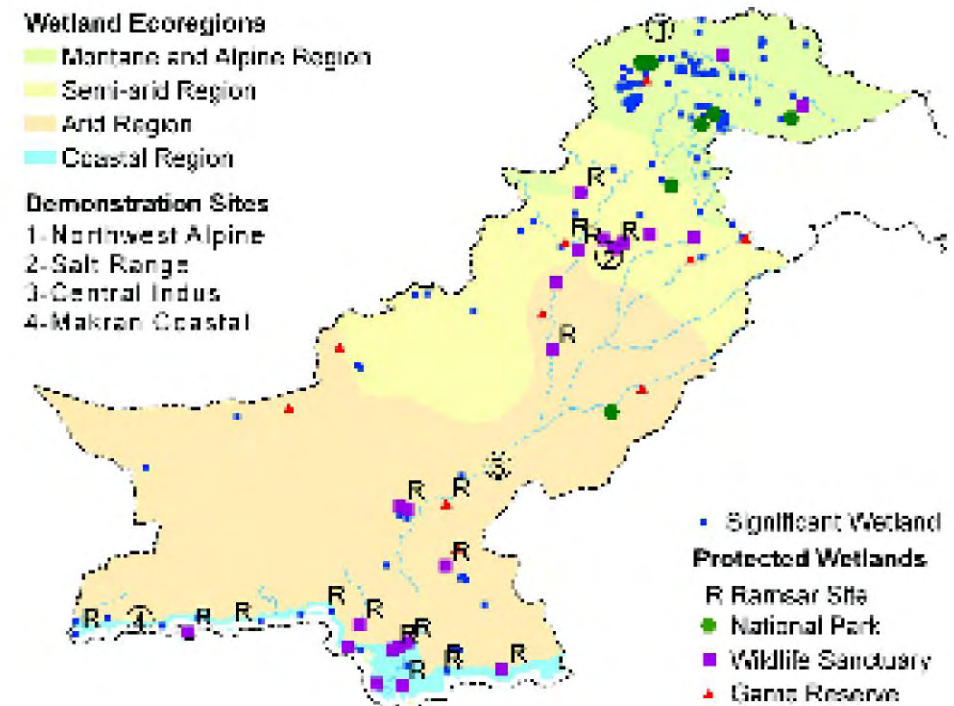
1. Central Indus
2. Makran Coast
3. Salt Range
4. Alpine

Pakistan Wetlands Geographic Information System

A GIS-based national wetlands inventory has been developed to fill the information gap on the distribution and characterisation of the Wetlands of Pakistan. The major achievements of the project include the establishment of a GIS Laboratory at the National Council for Conservation of Wildlife, Ministry of Environment, Islamabad, development of a multi-scale watershed database of Pakistan, the presenting of Conservation GIS Training courses for partners and stakeholders and several publications at international scientific forums.



Two community members silhouetted against the moon
Ghulam Rasool / WWF - Pakistan

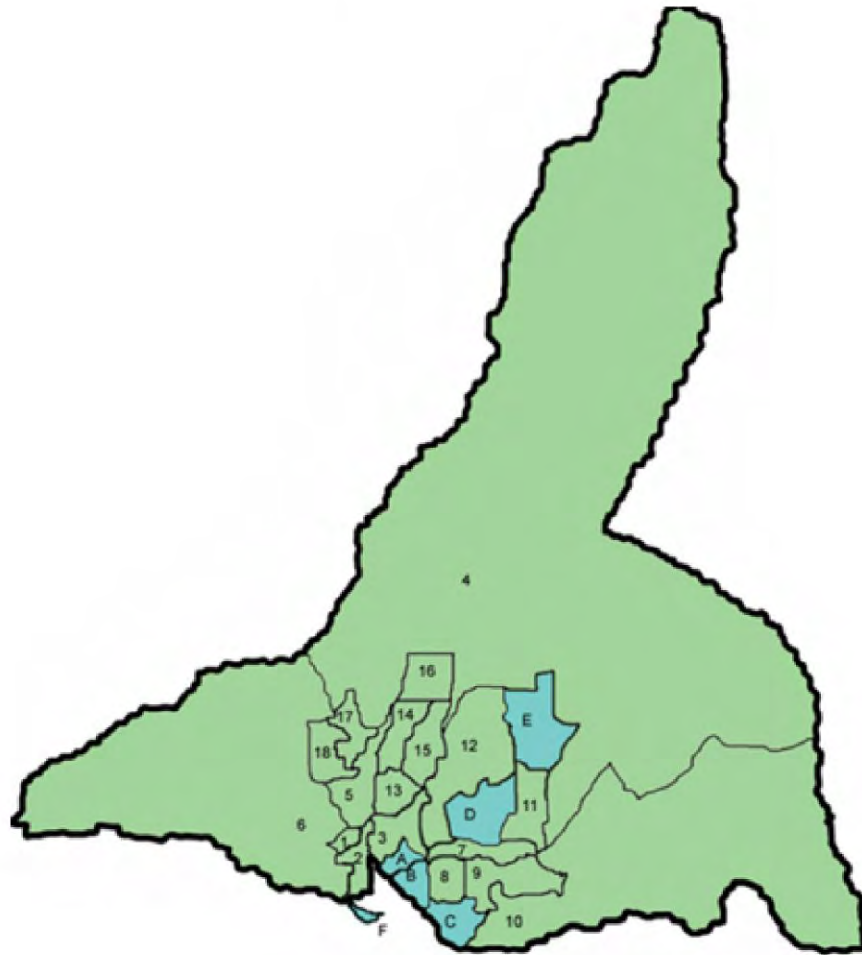


Distribution of Significant Wetlands and Wetlands Ecoregions of Pakistan

Valuing Recreational Use of Wetlands

The Indus for All Programme, along with the South Asian Network for Development and Environmental Economics (SANDEE), is conducting a valuation study at Keenjhar Lake. Focused on the Sindh Tourism Development Corporation's (STDC) tourism operation, it will monetize recreational use values, forecast visits given simulated pricing regimes, and examine the demand for clean water.

Keenjhar Lake: numbers of visitors and visitors per capita (28.2.09 to 6.3.09) [map prepared by Indus for All Programme, WWF - P.



No	Town	Visitors	Vis/Pop
2	Saddar	1594	0.159%
8	Korangi	529	0.059%
9	Landhi	266	0.024%
17	Orangi	246	0.021%
11	Malir	227	0.035%
13	Liaquatabad	153	0.014%
4	Gadap	140	0.030%
14	North Nazimabad	135	0.017%
12	Gulsham-e-Iqbal	116	0.011%
10	Bin Qasim	31	0.006%
1	Lyari	89	0.009%
7	Shah Faisal	39	0.007%
5	SITE	18	0.002%
6	Kamari	9	0.001%
		3592	

Management and Saving Wetlands Sky High

Through the "Saving Wetlands Sky High"- project, WWF - Pakistan is working with alpine communities to conserve selected high altitude wetland ecosystems, such as Utter Handrap and Langar – Shandur; wetland complexes of Gilgit-Baltistan. The project is designed to enhance the socio-economic and ecological prosperity of the people, community-based natural resource management, ecotourism promotion, scientific research and institutional strengthening of community-based organisations. This regional programme is being supported by WWF - Netherland through WWF International and is working in India, Nepal, Bhutan, Pakistan and Tibet.

Alternate energy and wetlands

Many of the communities that WWF - Pakistan works with lack basic utility services such as piped gas and electricity. Realizing the opportunity to provide electricity to these communities using low-carbon technologies, WWF - Pakistan has installed a number of alternate energy units across the country. Several technologies are currently being tested through local communities. These are biogas, solar, wind turbine, and solar and wind turbine hybrid. To ensure successful operation of these new technologies, they have been installed by our technical partners. For example both biogas and solar units have been installed with the help of the Pakistan Council for Renewable Energy Technology, a government department that provided units on subsidized rates. The programme has also learnt that, for the running of these units to become sustainable, a sense of ownership must be developed within the communities; hence the programme has encouraged cost sharing from the community wherever possible. This has particularly been the case for biogas where local CBOs have taken the responsibility of providing the labour free-of-charge during the installation. Once installed, the programme ensures that the units are maintained by setting up a mechanism where users have to pay a minimum monthly fee for the service e.g. Rs 50 per energy-saver bulb per month. If any of the units breaks down, then the villagers have some savings to repair it. Though the purpose of these units is primarily to provide electricity to the designated communities, they also act as a powerful incentive for communities to adopt wise and sustainable use of natural resources. For example, at Keenjhar Lake, after installing solar units in the village of a mat-making community, the villagers declared a no-cutting zone at one of the reed beds, saving the habitat for many wildlife species, especially birds.



A lotus flower blooming in Keenjhar Lake - Indus for All Programme / WWF - Pakistan

Table: List of various alternate energy interventions by WWF in Pakistan

S.No.	Intervention	Numbers	Total Capacity	Location	Project
1	Biogas	89	795 m ³	Sindh, Punjab, NWFP	Indus for All, PWP, SC
2	Wind	5	2,500 w	Sindh, Balochistan	Indus for All, PWP
3	Solar	26	8,400 w	Sindh, NWFP	Indus for All, PWP
4	Hybrid	7	5,200 w	Sindh, NWFP, Balochistan	Indus for All, PWP
5	Jatropha plantation	25 Acres		Sindh	Indus for All, PWP
6	Fuel Efficient Stoves and Solar Cookers	5840 HH	Saving of 10-15 kg HH	Sindh, NWFP, NAs	HAW, Indus for All, PWP
7	Solar water heater	26	500 individuals	NWFP	Coca Cola Foundation

Indus for All Programme/Sindh Programme alternate energy interventions as of 31st December 2009

Location	No. Of units	Per Unit Capacity	Total Capacity	No. Of Beneficiaries (hh)	Remarks
Wind mill (watts)					
Keti Bunder	4	500w	2,000	54	
Keenjhar	1	500w	500	18	
Total for Windmill	5		2,500		
Solar Panel (watts)					
Chotiari	10	4 X 200w, 6 X 400w	800 2,400	4 mosques 3 schools 10 HH	7 PCRET funded

Keenjhar Lake	7	2 X 200w 5 X 400w	400 2,000	2 school 2 mosque 8-10 HH	PCRET funded
Keti Bunder	8	4 X 200w 4 X 400w	2,400	4 mosque and 1 school 8-10 HH	PCRET funded
Pai Forest	8	400w	400	Vocational centre	
Total for Solar	26		8,400		
Hybrid of solar and wind (watts)					
Keti Bunder	1	900w	900	20	
Keenjhar	1	900w	900	20	
Chitral (Lashkargaz, Broghil valley)	1	500/180 solar	680	20	
Gwadar	4	500/180 solar	2,700	105	
Total for Hybrid	7		5,200	165	
Biogas (m³)					
Chotiari	6	5m ³ each	30	2-3 HH/ unit	3 by HSBC
Pai Forest	7	5m ³ each	35	2-3 HH/ unit	4 by HSBC
Keti Bunder	6	5m ³ each	30	2-3 HH/ unit	4 by HSBC
Keenjhar Lake	6	5m ³ each	30	2-3 HH/ unit	2 by HSBC
Khushab (Kufri, Jhalar, Khabikki, Ogali)	4	10-15m ³ each	50	56 HH	PWP
Central Indus (Taunsa, Layyah, Kot Adu, Rehim Yar khan, Kashmor)	52		600		
Phagwari	8	4x4 cubic ft	20	8 HH	SC
Total Biogas	89		795	74	

Jatropha				
Keti Bunder	20 acres			Qarshi project
Fuel Efficient Stoves and Solar Cookers				
<ul style="list-style-type: none"> • Gilgit (Bagrote valley) • Ganche (Hushey, Keris & Thallay valleys) • Skardu (Nar, Churka & Marapi valleys) 		10-15 kg firewood/ day/ HH saving	5840 HH	
Chitral			128 HH	Saves 40% peat
Solar re-chargeable lanterns				
<ul style="list-style-type: none"> • Chitral • Gwadar • Khushab 		5 watt	80 250 3 Total 333	

WWF – Pakistan, Gilgit-Baltistan has also introduced Hatch Windows and Fuel Efficient Stoves in Ghulkin Gojal, Shinaki Hunza, district Gilgit, Bulashbar valley, district Astore and Karambar valley district Ghizer under the NACP and Karambar ICDP, project as alternative source of energy in 2100 HH.



Chotiani Reservoir - Ghulam Rasool / WWF - Pakistan

National Level Initiatives

Green Learn-n-Fun Programme

With the support from Southern Sui Gas Company, WWF - P has been able to provide environmental education to students and teachers of the City District Government, Karachi Schools under the title of 'Green Learn-n-Fun'. The programme was launched in 2003 and continued until May 2008. This Environmental education programme provided students and teachers from government schools with the opportunity to learn about nature and to gain first-hand knowledge about ecosystems. Through participation in the interactive activities at the Wetland Centre, students and teachers learned how to effectively address various environmental issues. About 16,000 students have participated in the activities since the start of the programme.

Syed Asad Ali Conservation Award

Since 2000, WWF - Pakistan has been celebrating Syed Asad Ali Conservation Award to pay tribute to the late Syed Asad Ali for his contributions towards nature conservation. The award for 2008 was presented to Mulla Muhammad, Founder Member of Maheeger Ittehad, Sonmiani and Muhammad Naeem Khan, a devoted forester of Palas Valley NWFP.

WFP Assistance in Machiara National Park during 2008-09

Since 2006, WWF - P has been working as volunteer partner in the Machiara National Park area for the World Food Programme Food for Work initiative under the PRRO programme. In 2007, an agreement between the UN-World Food Programme and WWF - P was signed for implementation of PRRO Project for Food for Work (FFW) and Food For Training activities. During the financial year 2008-09 (From July to December 2008), 534.298 metric tonnes of food has been consumed for carrying out FFW activities including the rehabilitation of 26.33 km of community access roads, 32.74 km of community bridle paths and FFT activities including conducting 82 different kinds of income generation, capacity-building and awareness training courses.

This has helped local communities to recover from the damages caused by the October, 2005, earthquake as well as to build up their natural assets for their long-term sustainable benefits.

Support to Kakapir School

Kakapir is a small village near Sandspit, Karachi and its people are custodians of a good patch of mangrove forest and the most important Turtle beach of Pakistan. WWF - P, in collaboration with ICI, is supporting the Kakapir Community School with teachers' salaries and books and stationery for students. A total of 175 children between 5 to 12 years, including 104 boys and 71 girls, are currently receiving education through this initiative.

Strengthening Environmental Data Resource Centre

The main objective of this project, funded by WWF - Sweden, is to improve resources at the Environmental Data Resource Centre (EDRC) at the WWF - Pakistan Head Office to support research and environmental conservation. The second objective is to raise awareness regarding freshwater conservation issues in Pakistan through a documentary. With a grant of 5000 Euros, study desks were made for users of EDRC and 32 books on freshwater, conservation, wildlife, energy and climate change issues were purchased to upgrade the collection at EDRC. In addition to this a Swedish television documentary (Indus Not So Mighty Anymore) on freshwater was edited and a 20 minute version was developed in Urdu. More than 100 DVDs of this video were distributed among local partners and institutions.

Environmental Monitoring and Evaluation of the PPAF II Project

WWF - Pakistan has successfully completed the PPAF "Environmental Monitoring and Evaluation of PPAF II Project". This was a comprehensive environmental assessment of 90 projects being implemented by 23 Partner Organisations of PPAF. The assessment was done by using the PPAF environmental guidelines, Environmental and Social Management Framework (ESMF) as the reference document. The PPAF projects selected for review included: one for EIA, five for Integrated Environmental Review and 84 for Environmental Review (Health, Education, Community Physical Infrastructure and Enterprise Development Facility). While the overall environmental compliance was good, WWF - Pakistan also identified gaps in the EMF-III guidelines to suggest changes to be incorporated in the ESMF guidelines, which will be the reference guide for the forthcoming PPAF III Project.

Earth Day

WWF - Pakistan, in collaboration with Levi Strauss, celebrated Earth Day on 22nd, 24th and 26th of April 2009 in Karachi, Lahore and Islamabad respectively. In this connection a nationwide campaign was designed to promote awareness, volunteerism and activism for the environmental protection, while raising funds for nature conservation. Levi Strauss designed and launched special T- shirts with "I Love Earth" written on them which were made available for sale in the selected outlets of Levi's in Karachi, Lahore and Islamabad.

More than 2,000 students and people from all walks of life participated in the events that received extensive coverage of both electronic and print media. These events included clean up activities at the Sandspit Beach in Karachi and Rawal Dam Lake in Islamabad, with a film festival in Lahore. It also marked the beginning of the Green Generation Camping of the International Earth Day Network.



Group photo of the participants on Earth Day 09 - FTP / WWF - Pakistan

Staff Training

Participants	Topic of Training	Country/City/Project
One Staff Member	Eight week long online training course on "Principles of Databases".	International Institute for Geo-Information Science and Earth Observation, Netherlands
Two Staff Members	Week-long training on the "Remote Sensing applications using coarse resolution data".	SUPARCO, Karachi
One Staff Member	Three months "Certificate Course in Wildlife Management".	Wildlife Institute of Dehradun, India
One Staff Member	"GEOSS Workshop XXVI – Forestry - Towards a Global Forest Carbon Monitoring System".	IEEE Committee on Earth Observations Stresa, Italy
Four Staff Members	3 days training on Environment Impact Assessment.	Indus For All Programme
Four Staff Members	Monitoring Environment Indicators.	
Two Staff Members	10 days training on Fish Stock assessment.	
15 Staff Members	1 day training on Pre Hospital Trauma Care.	Jinnah Postgraduate Medical Centre
5 Staff Members	5 days training on art of technical writing and its advantages.	Pakistan Institute of Management
One Staff Member	6 day training on sustainable fisheries management.	Commonwealth Fisheries Programme Bangladesh/Dhaka
One Staff Member	4 day training on achieving carbon offsets for mangroves and wetlands.	Ramsar Secretariat Gland Switzerland
One Staff Member	Advanced course on "Measuring Land cover Change and Its Impact on Endangered Species using GIS and Remote Sensing".	Pakistan Wetlands Programme Smithsonian Institution Washington, D.C. USA
One Staff Member	Report Writing Skills	Pakistan Wetlands Programme
13 Staff Members	Principles & Applications of Conservation GIS	

Two Staff Members	One day workshop on Sustainable Sanitation and Constructed Wetlands.	
One Staff Member	Five days training on Principles and Conservation of Application GIS.	
Eight Staff Members	Report Writing Skills	
Five Staff Members	Emergency First Aid with CPR	
12 Staff Members	Principles and Applications of Conservation GIS	
One Staff Member	Otter Training Course	Conservation International Cambodia Cambodia / Phnom Penh
One Staff Member	Graphic Designing Training Course	Miami Beach Convention Center USA / Florida
One Staff Member	Advanced GIS Training Course	Smithsonian Institution's Conservation and Research Center USA / Front Royal Virginia
Two Staff Members	EIA & Otters Workshop	University of Cottbus Germany / Cottbus
One Staff Member	Fresh Water Turtles	Wetlands Institute in Stone Harbor, USA / New Jersey
One Staff Member	Role of Multi-stakeholder Process in Community Mobilisation.	Wageningen University Netherlands
One Staff Member	Participatory Integrated Water Shed Management.	Godavari Training Center Nepal / Khatmandu

Partners Training

Participants

Topic/ Training/ workshop

Country/City/Project

CKNP Srtaff, ICIMOD,
Gilgit-Baltistan Wildlife
Department

Geo-Informatics and Earth Observation Applications for Assessment of Natural Resources/Land
Cover Dynamics in Protected Areas.

CKNP Land-cover mapping project
Islambad

Provincial Wildlife Departments,
IUCN, GCISC

Principles and Applications of Conservation GIS.

Pakistan Wetlands Programme

Save the Children

Training on Geographic Information System and ArcGIS.

Indus For All Programme

20 members of local NGOs
and CBOs

Project Proposal Development

25 members of local NGOs
and CBOs

Advocacy for Community Based Natural Resources Management

36 schoolteachers

Master Trainers' Training in Environmental Education

23 government officials

Environmental Impact Assessment

21 government officials

Environment Indicators

59 schoolteachers

Field-based Teachers Training in Environmental Education

16 members

One day training workshop on wildlife management for the Honorary District Game Warden of
Sindh

20 government officials

Fish Stock Assessment

27 Members

Report Writing Skills

Pakistan Wetlands Programme

145 Members

Forest Fire Management

109 Members

Introduction to Wetlands Management

Governance and Management

The WWF - Pakistan Board of Governors provides a stewardship role to ensure that the organisation remains true to its mission of promoting harmony between humans and nature.

Mr. Mohammad Hasan Irfan Khan, a leading lawyer, joined the Board in 2009 and Mr. Khalid Mahmood was elected for a second three year term.

Within the year, the Board met four times. Two meetings were held in Lahore, one in Peshawar, and one at the Qarshi Industries site in Hattar. During the meeting at Hattar, Board members were shown the various environmental initiatives of Qarshi Industries, including rainwater harvesting and tree plantation.

Based upon good governance guidelines provided by the global WWF Network, some governance procedures of WWF - Pakistan were improved to align with these global recommendations. This included the aspect of gender, which at the moment is well represented as 25% of Board members are women.

The Board reviewed the operational procedures of the WWF - Pakistan Scientific Committee, and approved new rules for it to bring it in line with good governance practices, such as having terms and rotation within the membership of the Scientific Committee.

The President of WWF - Pakistan, Mr. Iqbal Qarshi is also a member of the Board of WWF International, and was able to attend two WWF International Board meetings.



Left to Right (Standing): Mr. Sarfaraz A. Rehman, Brig. (Rtd.) Mukhtar Ahmed, Dr. Muhammad Iqbal Sial, Lubna Farooq, Spenta Captain Kandawalla, Dr. Feriha N. Peracha, Syed Babar Ali, Iqbal Ahmed Qarshi

Left to Right (Sitting): Muhammad Farrukh Irfan Khan, Khalid Mahmood, Syed Mansoor Ali Shah, Ali Hassan Habib, Dr. Kauser Abdulla Malik



Syed Hyder Ali



Mr. Hasan Irfan Khan

WWF - Pakistan Board Members

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.

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

Dr. Feriha N. Peracha: is a clinical and neuropsychologist, 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.

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.

Dr. Muhammad Iqbal Sial: is a founder member of Pakistan Tree Farm Society and has a Ph.D. Degree in Forest and Wood Sciences from Colorado State University (USA). He is a member of several environmental associations working in Pakistan.

Mr. Sarfaraz A. Rehman: is the Chief Executive Officer (CEO) of Engro Foods Private Limited and is also the Governor of Hisaar Foundation, an environmental organisation. He has spent about 24 years of his professional experience mainly in the FMCG industry with some time spent in the Healthcare industry also.

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

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

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

Scientific Committee

Small Grants Programme

The Small Grants Programme (SGP) provides opportunities to local community organisations, NGOs and researchers to carry out grassroots initiatives for addressing local and national environmental issues by providing technical and scientific assistance. The Scientific Committee (SC) is the administrative body of the WWF - Pakistan's Small Grants Programme. SC members have diverse backgrounds, knowledge and experience in nature conservation.

During this reporting period with the help of SGP funded projects, efforts have been made by Community Based Organisations to conserve Green turtles, Astor markhor and Musk deer. To protect forest resources, installation of five biogas plants in Paghwari Village of Murree, assessment to determine the extent of damage to forest due to the earthquake 2005 and the population dynamics of Deodar Species has been completed successfully. A Conservation and Information Centre has been supported in Jiwani, Balochistan through SGP funding to promote ecotourism.

The Scientific Committee awarded 20 projects during this reporting period to support the mandate of WWF - Pakistan. Under the "Students Research Grant Programme" of the Scientific Committee, more than ten thesis research projects have been facilitated.

WWF - Pakistan's Living Planet Award

WWF - Pakistan's *Living Planet Award* is presented to organisation or researchers who have made outstanding contributions to nature conservation through projects funded by the Small Grants Programme (SGP). This award has drawn its inspiration from WWF's panda logo and upholds its motto '*for a living planet*'. A total of five completed SGP-funded projects were selected for this award.

Location of WWF - Pakistan Small Grants Programme Ongoing Projects, June 2009

Species

Project Title	Location
1 Protection and Conservation of Astor Markhor and Musk Deer in Sakwar, Jutial and Barmus Nullahs (Phase II)	Sakwar, Jutial and Barmus Nullahs , Gilgit
2 Strengthen Biodiversity Conservation Model in Ishkoman Valley and its replication in adjacent valleys of District Ghizer, Northern Areas	Ishkoman Valley
3 Study of population status and ecological requirement of the Marsh Crocodile (<i>Crocodylus palustris</i>) in Chotiari Reservoir, Sanghar District, Sindh	Chotiari Reservoir
4 Human-leopard conflict assessment in Pir Lasora National Park	District Kotli, AJ and K
5 Capacity enhancement in Nature conservation of academic institution of the Northern Areas facilitating recently funded research into snow leopard distribution in the North of Pakistan	Gilgit
6 Assessment project for the Marsh Crocodile of Kaha Hill Torrent	Kaha Hill torrent, Dera Ghazi Khan
7 Greening Khanpur	Khanpur Dam, NWFP
8 Conservation of Suleiman Markhor and associated biodiversity through community participation in Singhar, District Musakhel, Balochistan	District Musakhel, Balochistan
9 Monitoring and assessment of shark catch, landing and trade along the Makran Coast	Makran Coast
10 Conservation of Pheasants through community participation in Hattian Dopatta, AJK	Hattian Dopatta, AJK
11 Preliminary assessment for identification of key biodiversity	Dilbadan Mountains, Balochistan
12 Study of ecology and biology of Indian Flying Fox (<i>Pteropus giganteus</i>) in Lahore	Jinnah Garden, Lahore
13 Protecting cranes in Punjab	Punjab
14 Macromycetes (Fungi)of Ayubia National Park	Ayubia, NWFP
15 Conservation of Marine Turtle at Jiwani Beach (Phase II)	Jiwani Beach, Balochistan
16 Community-based fisheries resource management and improved livelihoods through alternative resources and capacity-building	Lasbella, Balochistan

Forests

- 17 Post-earthquake Environmental Impact Assessment in Selected Sites of NWFP and AJK
- 18 Rehabilitation of Degraded Ecosystem through community participation (Phase II)
- 19 Feasibility of community-based forest conservation in Qulandy and proper Dir District, Dir Upper
- 20 Installation of Biogas Plants in Villages of Dohala and Kwahty
- 21 Ethnobotanical study of Mountain Range of Kalla Chitta in Potohar Region

- NWFP and AJK
- Abbottabad, NWFP
- Qulandy and upper Dir District, NWFP
- Dohala and Kwahty Villages, Murree, Punjab
- Potohar Region, Punjab

Freshwater

- 22 Inventory of freshwater springs in pre-and-post earthquake periods in Machiara National Park (AJK)

- Machiara, AJK

Climate Change

- 23 Production of algal fuel

- Lahore

Environmental Education

- 24 Training and capacity-building of post-graduate students in natural resource management
- 25 Strengthening research in nature conservation issues in universities of Punjab and Northern Areas
- 26 Strengthening research related to various nature conservation issues in universities of Balochistan
- 27 Preserve and Promote the Natural Heritage of Islamabad
- 28 Desert Bloom – A colour guide to the wild-flowers of lower Indus
- 29 Promotion of Ecotourism through Conservation and Information Centre (CIC), Sonmiani (Phase II)

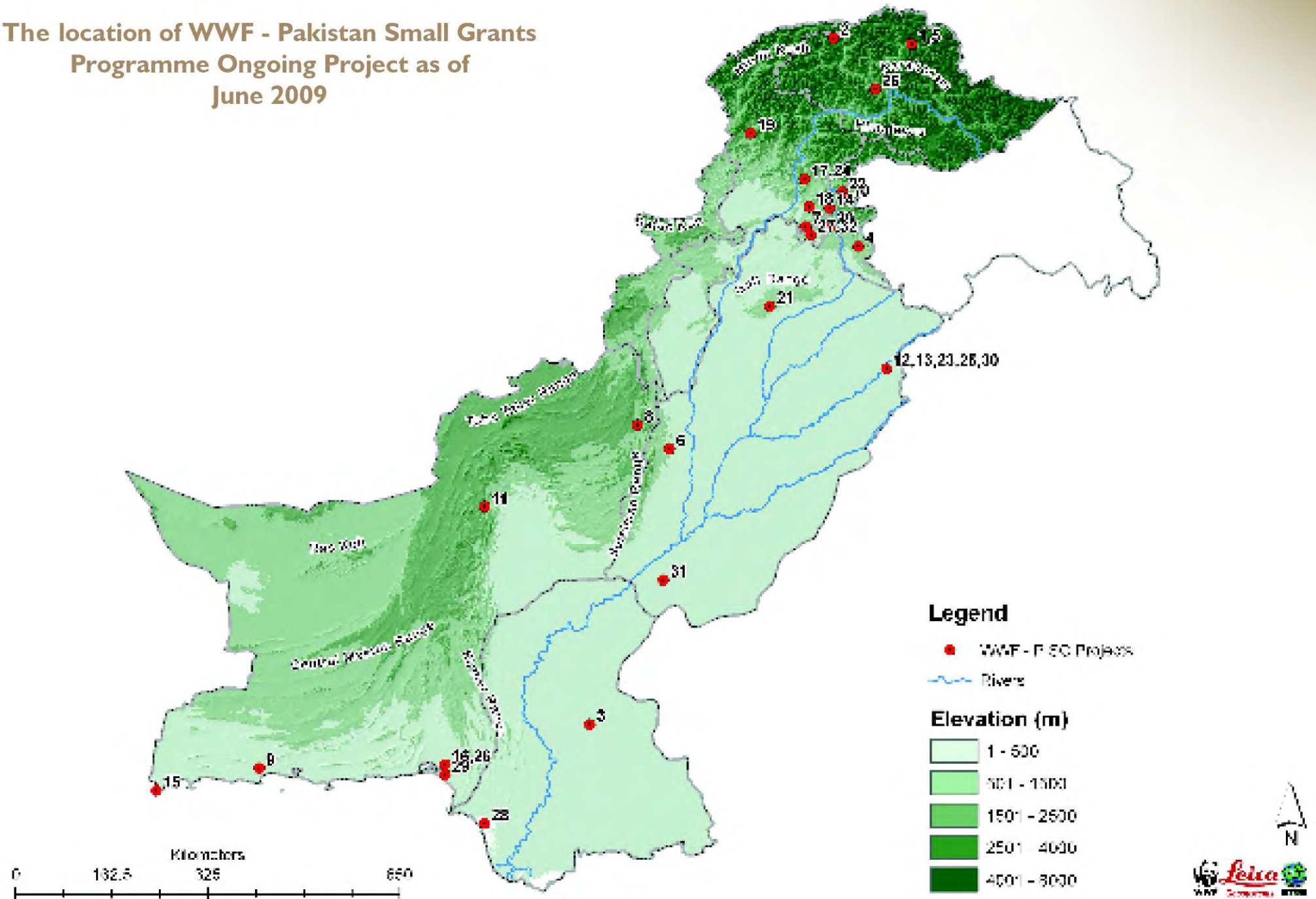
- NWFP
- Punjab and NAs
- Balochistan
- Islamabad
- Karachi
- Sonmiani, Balochistan

Others

- 30 Mapping Socio-economic and Environmental Indicators in pilot districts of Pakistan
- 31 Socio-economic development of poor farmer families through Better Management Practices
- 32 Preparation of a draft report on the 'Allocation of forest and protected areas land for other uses in Pakistan'

- Lahore, Punjab
- Rahim Yar Khan, Punjab
- Islamabad

The location of WWF - Pakistan Small Grants Programme Ongoing Project as of June 2009



WWF - P's Corporate Relations & Fundraising Division

The Corporate Relations and Fundraising Division of the World Wide Fund for Nature - Pakistan and the country's corporate sector have embarked on a new, nation-wide campaign to close gaps that may exist in the mutual understanding of, concern for, and work to, protect the environment of Pakistan while also ensuring an environment in which business can flourish.

WWF - Pakistan, through its Corporate Relations and Fundraising Division along with companies across Pakistan has, for several decades, been engaged in both dialogue and active support to help the environment.

Indeed, environmentalists throughout the country affirm that valuable ground has been gained through the conscientious efforts and sustained interest of Pakistan's corporate sector, which has increasingly embraced the philosophy that what is good for the environment, is also good for business.

Such leaders in industry as Walls by Unilever Pakistan Limited, Blue Band by Unilever, Pakistan, Shell Pakistan, Hang Ten Pakistan by Irfan Textiles, Rose Petal, Packages Limited, NIDO, Nestlé Pakistan, Maggie, Engro, HSBC, Levis, Dawood Group of Industries and ICI Pakistan are actively sponsoring nationwide events, projects of WWF Pakistan.

Corporate Engagement and Fundraising

Corporate Social Responsibility, along with Corporate Sponsorship, Partnership and Gift giving has long been an integral mainstay of WWF - Pakistan's ability to conduct environmentally significant projects and programmes across Pakistan.

WWF - Pakistan implements donor-funded projects including the internationally acclaimed Pakistan Wetlands Programme and the seminal important Indus for All Programmes and Pakistan Freshwater Programme, which are for specific activities. WWF - P's Corporate and Fundraising Division raises funds for projects that are of national importance including Scientific Committee Research Projects, the establishment of Wetland Centres across the country, Community Outreach, Conservation and Sustainable Development projects, Land Cover Mapping, Alternative Energy solutions in remote areas, Species Conservation and Better Environmental Management Practices, among other initiatives.

Corporate Engagement

WWF membership base and the robust Corporate Engagements help both in increasing brand visibility, awareness and funds for WWF - Pakistan and stimulating commercial activity of the corporate company through the mutually agreed initiatives.

Corporate Partnership

The corporate partnership intends to establish mutually beneficial collaborations between WWF and corporate companies with the aim of enhancing public awareness on critical environment issues in Pakistan.

The Partnerships also intends to explore diverse ideas whilst canvassing opportunities, and exploring synergies for collaboration between WWF - Pakistan and various brands and business ventures to augment the individual and corporate and exclusive corporate club membership base of WWF - Pakistan.

WWF - Pakistan's Nationwide Annual Campaigns

Traditional corporate sponsorship for WWF - Pakistan has been, and continues to be, a mainstay of the WWF - P's Corporate Relations and Fundraising Division's efforts to help WWF - Pakistan sustain its conservation and educational initiatives, the corporate relation and fundraising department often organises special events to raise funds.

Corporate Sector participation in WWF - Pakistan's campaigns and events, in real terms, played a vital role in ensuring the future sustainability of environmental resources of Pakistan by bringing a positive change in the attitudes of the young people of our society, thus giving way to a more mature, sensible and environment conscious generation. The annual Campaigns of WWF - Pakistan include:

Spellathon

Imagine your corporate logo, promotional material, and perhaps even the product itself being given to 100,000 households through their school children or more throughout the country with minimal effort or expense on your part?

During the past 15 years this has already become a reality for such leading Pakistan corporate brands as Walls by Unilever Pakistan Limited, Blue Band by Unilever, Pakistan, Rafhan by Unilever Pakistan Limited, Rose Petal, Packages Limited, NIDO, Nestlé Pakistan, and Maggi Noodles, along with Ringo and Rio by English Biscuits Manufacturers Private Limited, Seasons Canola by Wali Oil Mills and Dadex Eternit Limited and others.

How did these companies get such a projection?

To spell it out, they all took part in sponsoring the highly acclaimed, WWF - Pakistan's Nationwide Spellathon

It is a nationwide, environment-orientated spelling competition, which, for the past 15 years, has been taking place annually in schools throughout Pakistan.

It has heightened environmental awareness among schoolchildren while providing an environmentally significant platform for companies to present their product and show their concern for the country's natural resources.

A set of nine carefully crafted, innovative, colourful and child friendly booklets are annually designed and compiled to be utilised by students from Grades One to 10. The booklets collectively contain a vast wealth of information, word games, puzzles, exercises and points to ponder about ecology in general, and environmental conservation in particular.

Spellathon casts a wide net because not only do students review the material, but directly or indirectly the material and the booklets, which carry corporate information is also shared with family and friends. *Spellathon* text is altered every year so that each time the student learns a new set of facts through the activity material, and each time the corporate environmentally friendly message can change, be augmented or updated.

Travelling Nature Carnival

The travelling Nature Carnival WWF - P is a means of reaching to the public to raise their awareness and understanding for the need to conserve, protect and manage Pakistan's natural resources. It also serves as a vehicle for government agencies and the private corporate sector to show their involvement and concern in protecting the environmental aspects of the country's biodiversity.

For the past decade thousands of visitors have been attracted to this annual event which tours four of the country's major cities, casting its net of environmental awareness, conservation and protection through diverse, creative, informational and promotional games, presentations and environmental issue-attention related activities.

It is estimated that between 5,000 to 10,000 people attend each Carnival event, with many more people aware of it, and its sponsors.

Over the years WWF - P has encouraged sponsorship and partnerships by some of the most influential and successful corporations and companies in Pakistan. Leading brands supporting the Travelling Nature Carnival have included Walls by Unilever Pakistan Limited, Blue Band by Unilever, Pakistan, Shell Pakistan, Hang Ten Pakistan by Irfan Textiles, Rose Petal, Packages Limited, NIDO, Nestlé Pakistan, Maggie, and ICI Pakistan.

Exclusive Corporate Club and Corporate Membership

For the past two decades, many firms have enthusiastically supported WWF - Pakistan through corporate donations to protect the environment of Pakistan from degradation and exploitation.

WWF - Pakistan has started an exclusive corporate membership programme with the objective to increase corporate participation, work more closely and pro-actively with companies in isolating their interest areas of environmental protection so that they can contribute and become donors in areas most important to them, and help companies devise strategies through which they can most effectively protect the environment while promoting development.

Corporate Support

WWF - Pakistan acknowledges and values partnerships and corporate support in the form of memberships for the financial year July 08 - June 09. 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 Software Products (Pvt.) Limited
7	Crescent Steel & Allied Products Limited
8	Faysal Bank Limited
9	Fauji Fertilizer Company Limited
10	Glaxo Smithkline Pakistan Limited
11	Ibrahim Fibres Limited
12	IGI Investment Bank Limited
13	Ihsan Sons (Pvt.) Limited
14	Levi Strauss Pakistan (Pvt.) Limited
15	Mitsubishi Corporation
16	Murree Brewery Company Limited
17	N.E.S.P.A.K.
18	Nestlé Pakistan Limited
19	Omar Glass Industries
20	OMV Pakistan GmbH
21	Packages Ltd.
22	Pakistan Petroleum Limited

23	Pakistan Power Resources
24	Samira Fabrics (Pvt.) Ltd.
25	Sanofi-Aventis Pakistan Limited
26	Service Industries Limited
27	Shakarganj Mills Limited
28	Six - Sigma Apparel
29	Tariq Glass Industries
30	The Hub Power Company Limited

Regular Members

1	ACCA
2	AES Lalpir (Pvt.) Ltd.
3	Aftab Associates (Pvt.) Ltd.
4	AGP (Pvt.) Limited
5	Al-Zamin Leasing Corporation Ltd.
6	Amreli Steels (Private) Ltd.
7	Anis Ahmad & Brothers
8	Askari Commercial Bank Ltd.
9	Attock Refinery Ltd.
10	Automotive Spares & Accessories (Pvt.) Ltd.
11	Avari Lahore
12	BASF Pakistan Pvt. Ltd.
13	Becton Dickinson Pakistan (Pvt.) Ltd.
14	BSN Medical (Pvt.) Ltd.
15	Chiesi Pharmaceutical

16	Coca-Cola Beverages Pakistan Ltd.
17	Dadex Eternit Limited
18	DIC Pakistan Ltd.
19	EFU Life Assurance Limited
20	English Biscuit Manufacturers (Pvt.) Ltd.
21	Engro Chemical Pakistan Ltd.
22	Engro Polymer & Chemicals Ltd.
23	Enterprise for Business & Development Management
24	Fazleesons (Pvt.) Limited
25	Golden Harvest
26	Haseen Habib Corporation (Pvt.) Ltd.
27	Hilal Confectionery (Pvt.) Ltd.
28	Hilti Pakistan (Pvt.) Ltd.
29	Homoeopathic Stores & Hospital
30	HSBC Bank Middle East Limited
31	ICI Pakistan Limited-Paints Business
32	Indus Motor Company Ltd.
33	Insan Foundation Trust
34	J & P Coats Pakistan Pvt. Ltd.
35	J.D.W. Sugar Mills
36	K.S.B. Pumps Company Limited
37	Karachi Sheraton Hotel & Towers

38	Karam Ceramics Ltd.	51	Pak - Arab Refinery Limited	64	Siddiq Leather Works (Pvt) Ltd.
39	Lahore Stock Exchange (Guarantee) Ltd.	52	Pakistan Cables Limited	65	Siddiqsons Group
40	Lucky Cement Limited	53	Pakistan Beverage Limited	66	Sitara Chemical Industries Ltd.
41	Malik Auto & Egricultural Industries	54	Pakistan Oilfields Limited	67	Siza International Pvt. Limited
42	Merit Packaging Ltd.	55	Popular Chemical Works (Pvt.) Ltd.	68	Sufi Group of Industries
43	MIMA Leathers (Pvt.) Limited	56	Ruknuddin (Pvt.) Ltd.	69	Tapal Energy Limited
44	Mirpurkhas Sugar Mills Ltd.	57	S. Fazalilahi & Sons (Pvt.) Ltd.	70	Tapal Tea (Private) Limited
45	Muhammad Shafi Tanneries	58	Saif Holdings Limited	71	Thal Engineering
46	Mumtaz Industries	59	Samir Textile Limited	72	Thal Limited - Pakistan Papersack Division
47	Nakshbandi Industries Limited	60	Shafi Tanneries	73	The Pakistan Credit Rating Agency
48	Naurus (Pvt.) Limited	61	SGS Pakistan (Pvt) Ltd.	74	Veer Corporation
49	New Jubilee Insurance Company Ltd.	62	Shahtaj Sugar Mills Ltd.	75	Vikor Enterprises Pvt. Ltd.
50	OGDCL	63	Shezan International Limited	76	Zulfeqar Industries Limited

Spellaton Sponsors

Good Milk
Blue Band
Indus for All Programme
Pakistan Wetlands Programme

Nature Carnival Sponsors

ICI Pakistan Ltd
Nestlé Pakistan
Pakistan Wetlands Programme
Indus for All Programme

Promotional Supporter

CocaCola
Malik Autos
MMM (Pvt) Ltd
Servis Sales Corporation
PSO

Product Line in Bank's Reward Book

Bank Alfalah Limited

Corporate Support for Indus for All Programme

WWF - Pakistan works with companies that are committed to environmental conservation, education and the enhancement of people's lives through sustainable livelihood initiatives. We feel privileged to have support from some of the best companies including ICI, HSBC, Dawood Corporation, Sui Southern Gas Co. Ltd. (SSGC) and Engro Chemicals that care dearly about the environment and help WWF - P's Regional office at Karachi with environment, development and livelihood initiatives.

Individual Membership Programme

We are all aware of the challenges being faced and efforts being made by WWF to protect our environment. Since the time WWF - Pakistan was established, its main goal has been to conserve nature.

Although WWF - Pakistan is making a great effort to ensure the protection and conservation of the environment through different projects and awareness-raising programmes, to sustain momentum we need the support and sensitivity of the general public. Achievements in this field require a blend of passion, endurance and persistence and we need to start from the grass roots level to changes attitude in our society.

WWF International has, over the past several decades, established individual membership programmes throughout the world. Currently the number of members worldwide is more than 4 million. The active participation of public is essential if Pakistan is to become an environmentally friendly nation.

WWF - Pakistan re-launched its individual membership programme in May, 2009 with new strategies to involve the general public to become members and support the cause. So far the number of members is rapidly increasing. To engage and involve members, they are being contacted on a weekly basis by sending environmental news, *Panda Post*, *Natura* and birthday and Eid greetings.

WWF - Pakistan is proud to announce the successful completion of the first phase of BSS (Beaconhouse School System) & WWF Internship Programme. It was a nationwide programme intended to provide an opportunity for the students to intern with WWF - Pakistan in order to understand the importance to protect the depleting natural resources of our country. Recognising the need for awareness and conservation in today's world, both institutions had launched this programme in an attempt to create awareness and sensitize the upcoming generation regarding nature conservation and their responsibilities towards a cleaner and greener Pakistan.

During the course of this internship programme, the students have been involved in various environmental activities that stimulate their curiosity to learn more about environmental issues prevailing in Pakistan.

WWF - Pakistan On-going Conservation Projects – June, 2009

Forests

Project Title

Donors

1	Machiara National Park, Protected Area Management Project	Azad Jammu and Kashmir, Department of Wildlife and Fisheries
2	Improving sub-watershed management and environmental awareness in Ayubia National Park (G200-Western Himalayas) and Lake cleanup	Coca Cola Foundation
3	Boundary Demarcation and Renotification of Protected Areas	Pakistan Petroleum Exploration and Production Companies Association (PPEPCA)
4	Joint Implementation of the Karakoram Trust Project Activities in Central Karakoram National Park	Government of Northern Areas, Ev-K2-CNR, Committee of Italy
5	Land Cover Mapping of Central Karakoram National Park	International Centre for Integrated Mountain Development (ICIMOD)
6	Development of Methodology for Valuation of Forest Products and Services	Ministry of Environment, Food and Agriculture Organisation (FAO)
7	Carbon Offsetting Through Afforestation and Reforestation	Engro Polymer and Chemicals Ltd.
8	Deconcentration of Power to the Local Level in Pakistan	BirdLife International, Department for International Development (DFID)
9	Implementation of Management Plan of Khunjerab National Park	Government of Gilgit-Baltistan

Freshwater

- 10 Conservation of High Altitude Wetlands In Northern Pakistan
- 11 Pakistan Sustainable Cotton Initiative
- 12 Protection and Management of Pakistan Wetlands Programme
- 13 Better Management Practices (BMP) for Water Thirsty Crops ensuring Sustainable sources of Freshwater to support the Livelihood of Poor Communities in Pakistan
- 14 Indus for All Programme
- 15 Assessment of Environmental and Social Impacts of Cotton BMPs in Pakistan
- 16 Conservation of Indus River Dolphin by Improving Agricultural Resource Use in the Lower Indus Basin in Pakistan
- 17 Indus Basin Water Security
- 18 Indus River Water Management

WWF International

IKEA, Chenab Ltd

Global Environment Facility (GEF), United Nations Development Programme (UNDP), Royal Netherlands Embassy (RNE), WWF Network, Pakistan Poverty Alleviation Fund, WWF - Netherlands

European Union (EU), WWF UK

Embassy of the Kingdom of the Netherlands

WWF - Switzerland

WWF - Switzerland

WWF - UK

Swedish International Development Cooperation Agency (SIDA), WWF International

Species

- 19 Pakistan Gyps Vulture Restoration Project
- 20 Snow Leopard Conservation in Pakistan

Environment Agency Abu Dhabi (EAD), Forest, Wildlife and Fisheries Department, Government of Punjab, Hawk Conservancy

Snow Leopard Conservation Grant Programme

- 21 Conservation of Indus River Dolphin by enhancing rescues from the irrigation canals and raising awareness
- 22 Turtle Beach Cleaning Project
- 23 Conservation of Leopards in Pakistan
- 24 Darwin Initiative Project on Conservation of Pakistan's Marine Cetacean Biodiversity and Pelagic Environment

Others

- 25 Environmental Monitoring and Evaluation of PPAF II Project
- 26 Indus for All Partnership Fund
- 27 HSBC-WWF Biogas Plants Project Pakistan
- 28 Contract for Transferring the Green Office Concept within the WWF Network
- 29 Pakistan Environmental Reporting Awards
- 30 The Formulation and Implementation of the Community Livelihood Rehabilitation Plans
- 31 Valuing Recreational Use of Pakistan's Wetlands
- 32 Mother Child Health Care Centre, Kakapir
- 33 Alternative Energy and Constructed Wetlands Project for Chotiari Reservoir, Sanghar District

Engro Foods Limited

Dawood Corporation

Species Survival Commission
Small Grants Programme, International
Union for Conservation of Nature (IUCN)

Darwin Initiative, University of London

Pakistan Poverty Alleviation Fund

Embassy of the Kingdom of the Netherlands

HSBC Bank Middle East, Ltd.

WWF – Finland

ACCA Pakistan

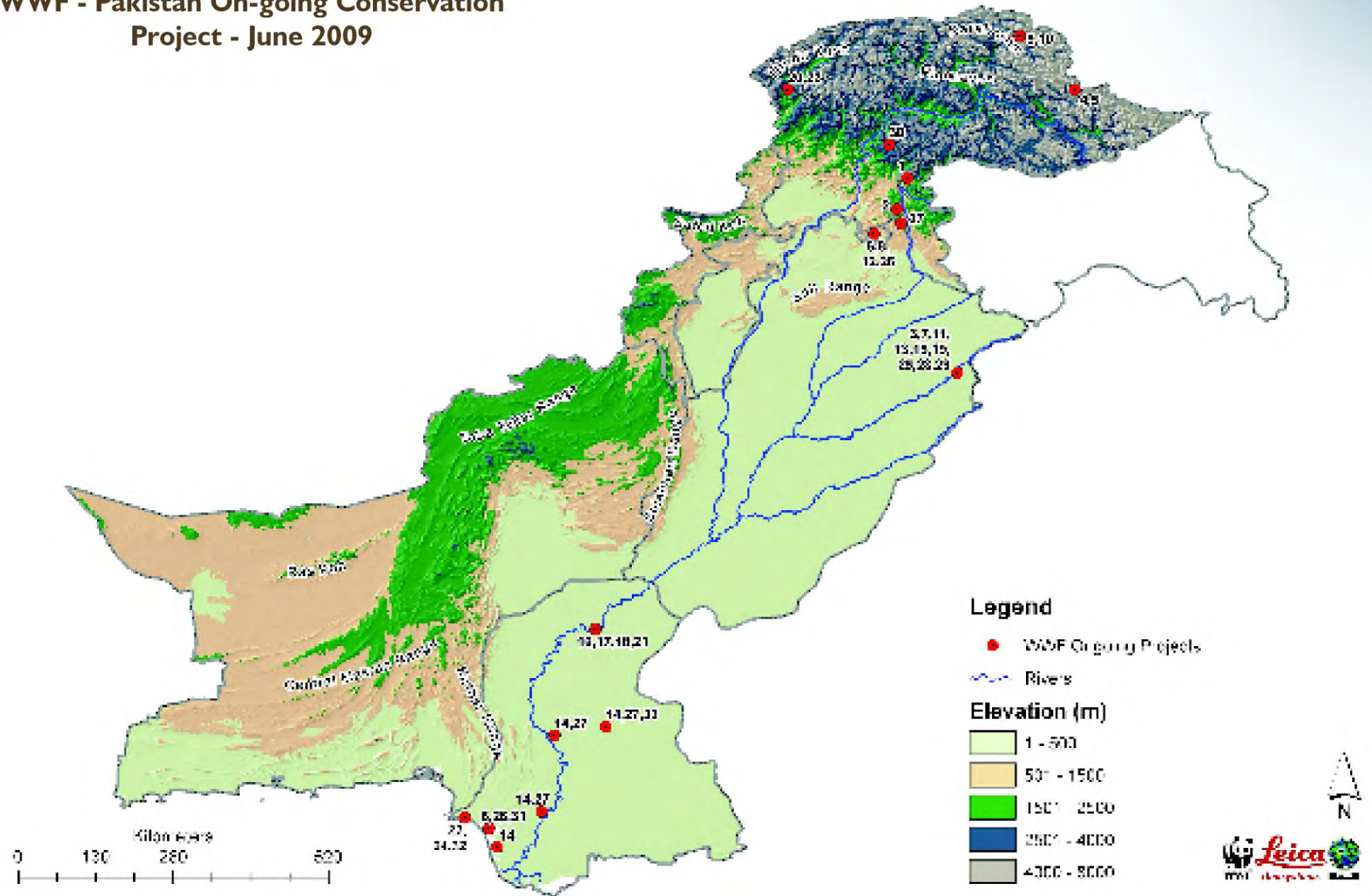
District Reconstruction Unit, Kohistan

South Asian Network for Development and
Environmental Economics (SANDEE)

HSBC Bank Middle East Ltd.

Planning and Development Department,
Government Of Sindh

WWF - Pakistan On-going Conservation Project - June 2009



Project Evaluation

Project Title	Type of Evaluation	Date
Better Management Practices for Water Thirsty Crops Ensuring Sustainable Sources of Freshwater to Support the Livelihood of Poor Communities in Pakistan	Mid-term External Evaluation Result Oriented Monitoring	July 2008 October 2009
Pakistan Sustainable Cotton Initiative (PSCI)	External Evaluation of PSCI 1	April 2008
Pakistan Wetlands Programme	Mid-term External Evaluation Mid-term External Evaluation Internal Mid-term Evaluation	October/November 2008 December 2008/January 2009 September/October 2009
Indus for All Programme	External Evaluation	March 2009
Deconcentration of Power to Local Level in Pakistan	Final Project Evaluation	April to June 2009

WWF Green Office Initiative



WWF's Green Office (GO) initiative is a simple environmental management system devised for offices. The programme aims to mitigate climate change, promote sustainable practices, and increase awareness of environmental issues among its members. Since its inception, over 130 organizations have become part of GO global network. These organizations have been able to reduce their carbon emissions by a total of 2,740 tonnes during the year 2008, which corresponds to the emissions that would have been generated by approximately 365 round-the-world car trips. The total GO network's savings of electricity in 2008 amounted to 1,620,000 kWh, which is comparable to the carbon emissions generated by burning 150,000 litres of fossil fuel.

WWF - Pakistan has introduced the concept of GO to various organizations in Pakistan so they can be part of this global network and contribute towards the global fight against climate change by reducing their carbon footprint. Three leading companies; Packages (Pvt) Limited, Telenor Pakistan and IHTM Conforma have already signed the contracts and are part of this network, whereas, many other organizations showed their commitments in implementing GO in their respective offices.

Balance Sheet

FUNDS	2009 Rupees	2008 Rupees
General Fund	40,277,065	51,088,375
1001 The Nature Trust ⁽¹⁾	15,003,983	15,003,983
Scientific Committee Funds ⁽²⁾	4,654,920	3,454,231
Restricted funds ⁽³⁾	116,841,632	45,366,170
Total	176,777,600	114,912,759
REPRESENTED BY:		
FIXED ASSETS ⁽⁴⁾		
At cost less accumulated depreciation	41,066,494	51,105,684
Assets subject to finance lease	4,808,235	6,232,070
Capital work in progress	-	1,168,536
Subtotal 1	45,874,729	58,506,290
INVESTMENTS ⁽⁵⁾		
General Fund	33,846,847	17,094,176
1001 The Nature Trust	15,003,983	15,003,983
Syed Asad Ali Award Fund	1,199,451	1,254,921
Subtotal 2	50,050,281	33,353,080
Subtotal 3	83,642,881	26,294,126
Subtotal (1+2+3)	179,567,891	118,153,496
LIABILITIES AGAINST ASSETS SUBJECT TO FINANCE LEASE	(3,249,772)	(3,441,404)
DEFERRED LIABILITY	459,482	200,667
Total	176,777,600	114,912,759

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

1. 1001 Nature Trust Fund is a special endowment fund collected by individuals invited to contribute US \$ 25,000.
2. Scientific Committee Fund is a Small Grants fund for researchers and scientists. Money raised from national fundraising is used to fund different small projects with a maximum funding of Rs.200,000 annually per project.
3. Restricted funds 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 remained 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

OPERATING INCOME	2009 Rupees	2008 Rupees
Project support from various agencies ⁽¹⁾	427,020,787	297,406,106
National Fundraising ⁽²⁾	18,645,208	16,265,205
Others ⁽³⁾	20,666,387	23,085,971
Return on Investments	4,915,886	3,201,735
Total	471,248,268	339,959,017
EXPENDITURE		
Information, Education and Public Policy ⁽⁴⁾	7,222,389	2,725,275
Conservation ⁽⁵⁾	350,605,420	279,702,389
Fundraising ⁽⁶⁾	13,136,120	13,030,284
Administration	19,439,938	19,312,128
Depreciation	16,983,525	17,981,968
Amortization	1,996,035	2,082,235
Total	409,383,427	334,834,279
Surplus	61,864,841	5,124,738

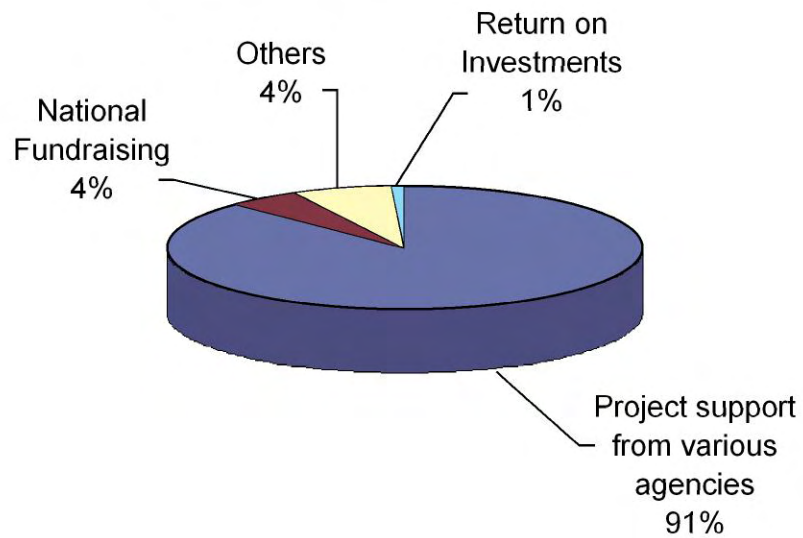
Based on accounts audited by A.F. Ferguson & Co. Chartered Accountants

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 management fee and 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.
6. Fundraising includes costs of media appeals, licensing activities, campaigns, marketing and membership services aimed at raising funds from individuals, corporate sector, trusts, foundation and Government Aid Agencies.

July 2008 to June 2009

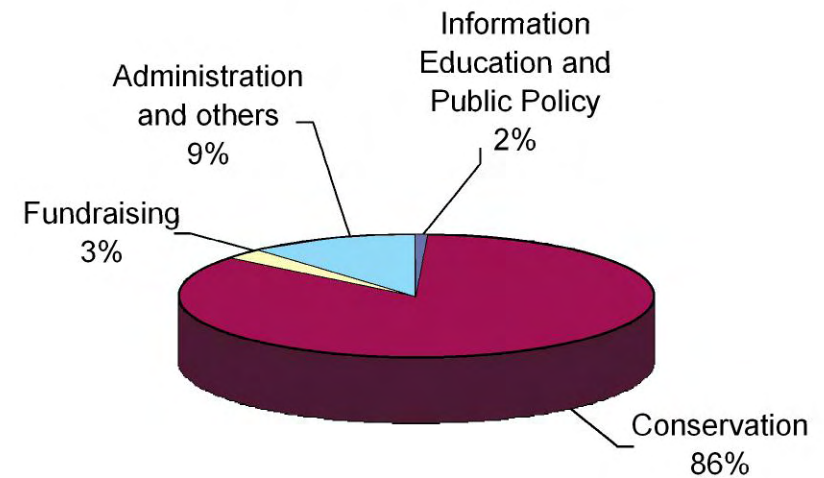
Income

For Financial Year 2008 - 2009



Expenditure

For Financial Year 2008 - 2009



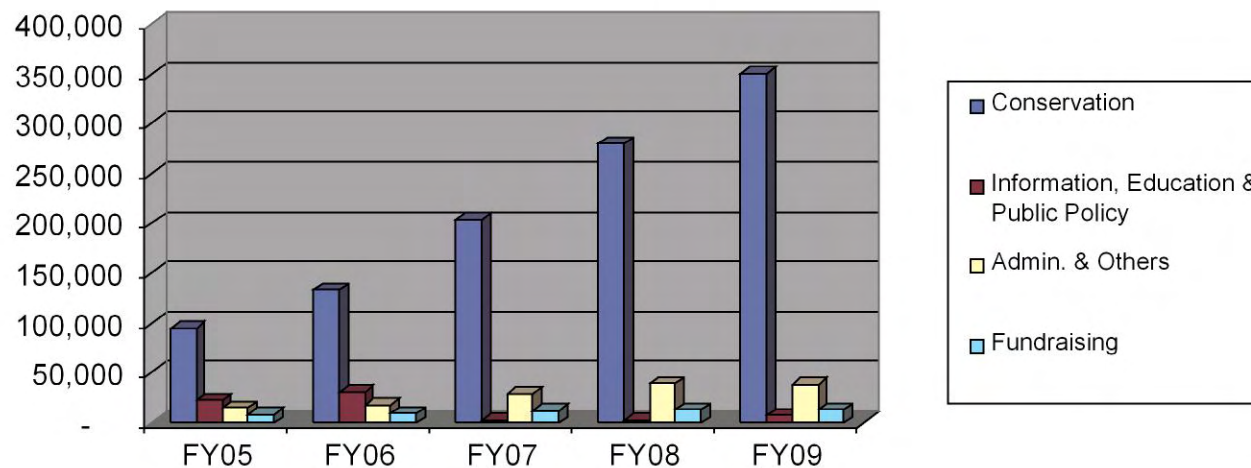
Expenses: The Past 5 Years

(Pak Rupees in 000's)

	FY05	FY06	FY07	FY08	FY09
Conservation	95,278	133,643	203,346	279,703	350,605
Information, Education & Public Policy	22,066	30,540	2,284	2,725	7,222
Admin. & Others	14,919	18,095	28,627	39,376	38,419
Fundraising	8,682	9,493	12,199	13,030	13,136
Total	140,945	191,771	246,456	334,834	409,383

Expenses for the Last 5 Years

PKR in 000's



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

Head Office
WWF-Pakistan
P.O. Box 5180
Ferozepur Road, Lahore.
UAN: 042 111 993 725
Tel: 042 3586 2359-60
Fax: 042 3586 2358
E-mail: info@wwf.org.pk

Regional Offices

Karachi Office (Conservation)
606-607 Fortune Center
6th Floor, Block 6
PECHS, Shahrah-e-Faisal Karachi.
Tel: 021 34544791-2 or 34555173-4 or
3432 8478
Fax: 021 3454 4790
E-mail: karachi@wwf.org.pk

Karachi Office (Marketing)
WWF - Pakistan
C/o. Crescent Group of Industries
12th Floor, SIDCO Avenue Centre
264-R.A. Lines, Karachi.
Tel: 021 3569 3475 or 3567 4881-5
Tel cum Fax: 021 3568 9604
E-mail: userid@wwf.org.pk

Islamabad Office
WWF - Pakistan
House 60, Bazar Road
Sector G-6/4, Islamabad.
Tel: 051 260 2431-3
Fax: 051 260 2430
E-mail: islamabad@wwf.org.pk

Peshawar Office
WWF - Pakistan
House # 2-A, Circular Road
University Town, Peshawar.
Tel: 091 584 1593 & 585 2845-6
Fax: 091 584 1594
E-mail: peshawar@wwf.org.pk

Quetta Office
WWF - Pakistan
Killi Gishkori, Sabzal Road
Quetta.
Tel: 081 245 2251
Fax: 081 245 2250
E-mail: quetta@wwf.org.pk

Muzafarabad Office
WWF - Pakistan
Opposite Jamia Masjid, Old Chungi Chowk
Near Kashmir Polytechnical Education
Center
Dimail Sydan, Garipan
Ward # 5, Muzafarabad, A.JK.
Tel/Fax/Net: 05822 92 1905
E-mail: wwfaqj786@yahoo.com

Gilgit Office
WWF - Pakistan
NLJ Colony, Near Imamia Eid Gah
Shahrae Quaid-e-Azam
Jatial, Gilgit.
Tel: 05811 455 658 or 455 725
Fax: 05811 455 688
E-mail: qcic@glt.comsats.net.pk

Project Offices

Chitral Office
WWF - Pakistan
SLT/WWFP, Governor Cottage Road
Guldaar, Chitral.
Tel: 0943 41 2396
Fax: 0943 41 3905

Nathiagali Office
Mochi Dhara, Nathiagali
Abbottabad.
Tel cum Fax: 0992 35 5210
E-mail: mwaseemwwf@gmail.com

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

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

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

Skardu Office
Hussain Nagar, Alamdar Chowk
Skardu.
Tel: 05815 45 2003 or 45 2705

Zhob Office
WWF - Pakistan
D. I. Khan Road, Near Wadh Shekhan Pump
Zhob.
Tel: 0822 41 3376

Gyps Vulture Restoration Project Office
Block # 4, Changa Manga Forest
Chunia.
Cell #: 0343 401 2001 or 0333 606 0264

Freshwater & Toxic Programme Site Offices

Sukkur Office
House # 30-B
Professor Housing Society
Shikarpur Road
Sukkur.
Tel: 071 563 3236

Bahawalpur Office
22/C-2, Shabbir Shaheed Road
Model Town-A
Bahawalpur.
Tel: 062 288 8314
E-mail: bahawalpur@wwf.org.pk

Jhang Office
53 Lalazar Colony, Phase I
Near Government College of Commerce
Jhang.
Tel: 0477 650 725
E-mail: jhang@wwf.org.pk

Toba Tek Singh Office
Opp: Sports Stadium
Mahmoodabad
Toba Tek Singh.
Tel cum Fax: 046 251 0133

PSCI Lodhran Office
Aziz Town, Jalalpur More
Bahawalpur-Multan Road
Lodhran.
Tel: 0608 364414

PSCI Yazman Office
Ahmad Sweet, Bunglaw Road
Near Jamia Haqania Masjid
Yazman.
Tel: 0622 702914

Indus For All Programme Site Offices

Keti Bandar Office
Adnan House, Rano Mori Stop
P.O. Keti Bandar via P.O. Mirpur Sakro
Thatta.
Tel: 0298 61 0976 or 62 0406

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

PAI Forest Office
Bunglow # A-3, Mehran University College
Engineering Technology Employees
Co-Operative Housing Society
Benazirabad.
Tel: 0244 36 6364 or 36 6197

Chotiari Office
House # 129/2, Municipal Ward 15
Housing Society
Near Govt. Boys High School
Benazir Road, Sanghar.
Tel: 0235 54 2837 or 54 2791

Pakistan Wetlands Programme Site Offices

Programme Management Unit
House # 3, Street # 4
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
Bunglow # 74, Phase 1
New Town Housing Scheme
Gawadar.
Tel: 0864 21 1500

North Alpine Wetlands Complex
House # 787, Street # 5
Iqbal Road Supply
Abbottabad.
Tel: 0992 51 4410



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wwfpak
.org