

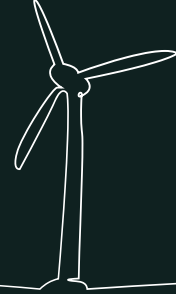


WWF

پاکستان

50

YEARS OF NATURE
CONSERVATION



ANNUAL REPORT 2020

Editorial Board:

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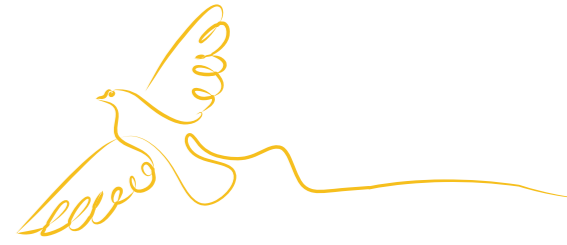
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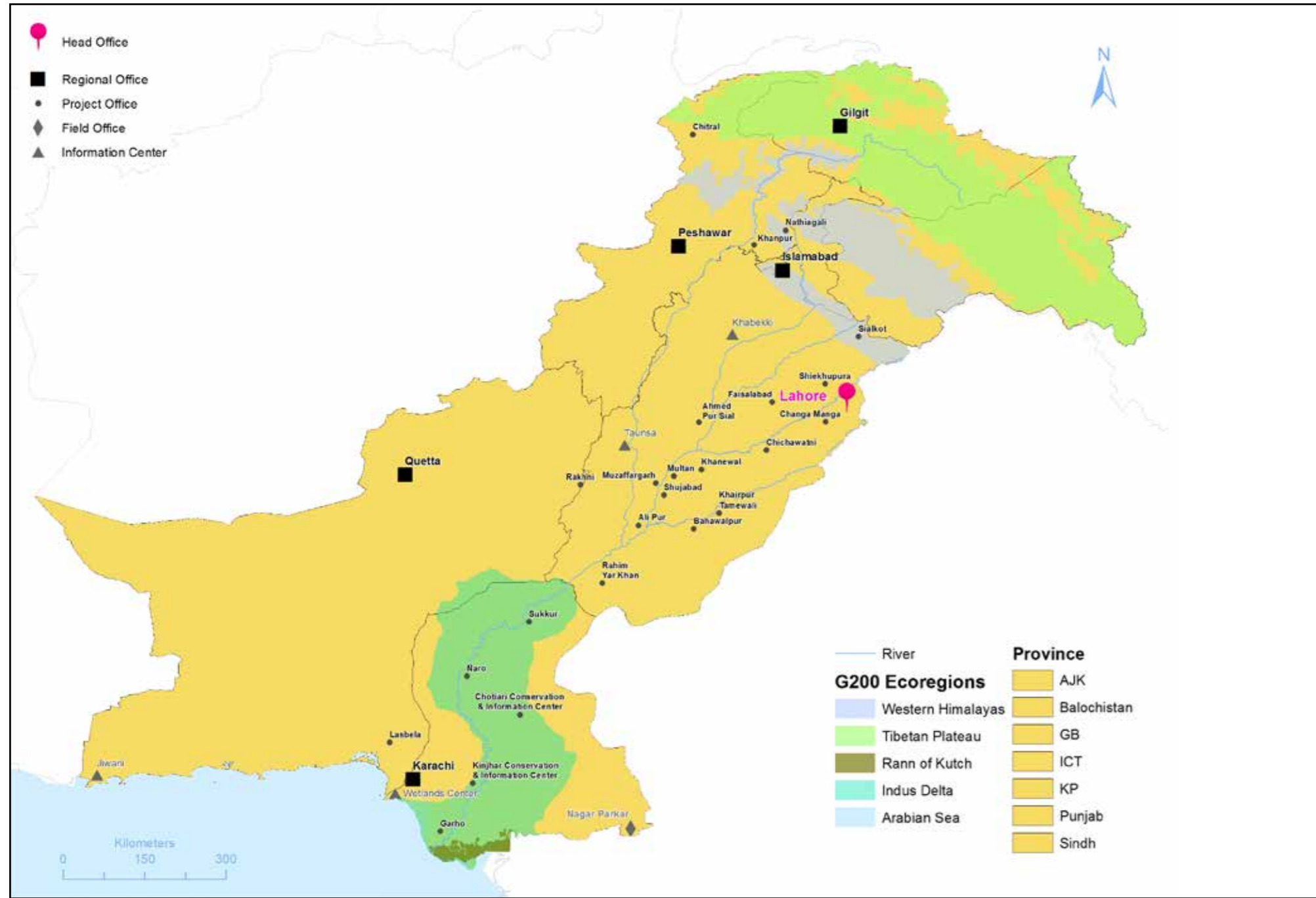
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WWF came into being in Switzerland in 1961 and is the leading conservation organization in the world, with a global network active in over 100 countries. WWF-Pakistan was established in 1970 in order to address the growing environmental issues facing the country. It is now the leading conservation organization of Pakistan and amongst the largest national offices in the WWF Network. WWF-Pakistan works to enable the government, private sector and civil society as a whole to help ensure the conservation of unique ecological areas and to significantly impact the present state of the environment in the country.

According to the most recent census conducted in 2017, Pakistan has a staggering population of over 207 million and faces numerous economic, environmental and social challenges that are exacerbated by its rapidly increasing population. Urban challenges include pollution, overcrowding and urban sprawl, and vulnerability to extreme weather events while rural communities face issues such as dependence on natural resources for their daily needs and livelihoods. A rapidly growing population, poverty, and lack of education and awareness not only present development challenges, but also adversely impact the environmental situation within the country, giving rise to concerns related to food, water, and energy security in addition to conservation issues.

WWF-Pakistan continues to address these challenges through its mission – which is to stop the degradation of the planet’s natural environment and to build a future where people and nature can thrive, 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**

To maintain a living planet and secure clean water, food and energy for all, WWF has evolved its conservation priorities into six Global Goals and three Drivers to enhance its impacts. Our greatest responsibility is to lead the way in conserving Pakistan’s rich natural diversity so that future generations can continue to benefit from them.



A MESSAGE FROM OUR PRESIDENT, AHMER BILAL SOOFI



President, WWF-Pakistan

As we try to prevail through the pandemic, there are clear warning signs that we must conserve nature and protect our planet better than we ever did before. It is now incumbent upon us to dedicate ourselves for the protection of the natural world, so that as its custodians we may pass down to posterity a world that rightfully belongs to them.

I am proud to say that despite the many challenges COVID-19 forced upon us, WWF-Pakistan has persevered and the mission of nature conservation continued. I realize and appreciate the importance of the hard work put in by our dedicated staff, from those working in the field to the teams who support them and ensure that critical work can continue. This has only been possible because of the organization's passionate employees who possess the vigour and resolve to work for the future of our planet,

and their unrelenting efforts. I would also like to acknowledge the role of Hammad Naqi Khan in steering the organization on its trajectory of success.

I take this opportunity to appreciate the direction given by the Board Members with whom it has been an honour to work. I extend a very warm welcome to the new members including Zahid Maker, a committed conservationist already working to restore ocean health; Sara Taher Khan, who brings years of experience and expertise in the media landscape; and Sabrina Dawood, who ably led The Dawood Foundation and inspired hope and social change through education. I also pay tribute to those whose terms ended including Sheryar A. Buksh, Chaudhry Faisal Mushtaq and Nadeem Khalid. It is also an honour to have amongst us the newly appointed member to the UK House of Lords, Lord Aamer Sarfraz. It is because of their commitment and unwavering support that WWF-Pakistan has reached new heights. This year Board Members also contributed to the organization's relief efforts for communities most affected by COVID-19 and the subsequent nationwide lockdown.

Despite the challenges of the year, the new world

order presents unique opportunities to take our mission forward. The growing market for national tourism paves the way for us to showcase the possibilities of eco-tourism, which can play an integral role in ensuring we get back on track and expand tourism in Pakistan as it holds exponential potential to increase employment, improve livelihoods and bolster the economy. It is for this reason that I have personally taken up the task of establishing an eco-certification programme with WWF to ensure the protection of these areas.

Over the course of fifty years, WWF-Pakistan has worked on initiatives that have helped protect areas of rich biodiversity, conserving unique wildlife, promoting alternate energy options, providing sustainable livelihoods, supporting increase in forest cover, and saving marine ecosystems. From one employee in 1970 to over 300 employees fifty years later and countless conservation successes in between, I am certain that the next fifty years of WWF-Pakistan will cement its role and importance in nature conservation in the country. I can say with surety that WWF will continue to conserve nature in Pakistan, contributing towards a sustainable future for our planet.

The world has witnessed a change the likes of which have never been seen in recent memory. The COVID-19 pandemic has paralysed the world and forced us to redefine the way we live and adapt to the new normal. The need to mend our broken relationship with nature is more urgent than ever before as mankind's over-exploitation of the natural world has led us to this juncture. The pandemic was a wake-up call showing us that the rise of zoonotic diseases will continue with greater intensity if we do not mend our ways. We have to persevere, adapt and change in order to succeed not only in our personal lives but how we work, how we view the environment, and how to collectively save our planet from humanity's stamp of destruction.

Pakistan is already more vulnerable to climate change and it is apparent with cases like the recent rainfall in Karachi, locust attacks in Punjab and Sindh, scarcity of water and a greater frequency of natural disasters like floods and droughts. One example we see is the increasing demand for water as the population soars. These problems need to be tackled and mitigated immediately. Concrete steps need to be taken in terms of ratifying laws to protect the environment through legislation. We must work towards habitat protection, ensuring sustainable livelihoods of communities to reduce their dependence on nature and a whole lot more. Therefore, legislation should be enacted, and regulatory and policy frameworks should be enforced so that measures are in place to protect the environment for future generations, by ensuring that Pakistan becomes sustainable.

With the pandemic taking centre stage, Pakistan's economy has borne the brunt of the lockdown, debilitating and impeding economic progress with countless people losing their jobs and livelihoods. A focus on sustainable livelihoods and apt resource allocation is urgently needed as well as working to improve the health system and strengthen all sectors to better deal with any outcomes. It is absolutely critical for us to not repeat the same mistakes, short term solutions do not work.

Despite the pandemic bringing everything to a halt, we managed to persevere. WWF-Pakistan carried out relief efforts to help marginalized communities in Khyber Pakhtunkhwa, Punjab and Sindh during the lockdown. Our work on community water stewardship to replenish groundwater resources in utilizing recharge wells, Rainwater Harvesting Systems (RHS) and Floating Treatment Wetlands (FTWs) was initiated to tackle the deteriorating quality of water and sinking groundwater table. Moreover, a pioneering study on plastic waste was conducted to identify key stakeholders in the industry and understand the problem of plastic waste. Commendable work has been done to conserve mangroves and their rehabilitation through afforestation in the Indus Delta in compliance with government departments and local communities to not only help the ecosystem but also improve livelihoods of the local communities. Efforts to digitize fish stocks data and to improve fishery data mechanisms were made, which will bring significant improvements in the sector.

The list of environmental issues facing the country are neverending, which is why our work is more important than ever before. We now stand at the crossroad where we can make a difference or feign ignorance. Let us take a stand and be custodians of nature to bring forth change. The time has never been more ripe, or more urgent.



Director General, WWF-Pakistan

A MESSAGE FROM OUR DIRECTOR GENERAL, HAMMAD NAQI KHAN

BOARD MEMBERS

Syed Babar Ali
President Emeritus, WWF-Pakistan

Brig. (Retired) Mukhtar Ahmed
Vice President Emeritus, WWF-Pakistan

Ahmer Bilal Soofi
President, WWF-Pakistan
Ahmer Bilal Soofi & Co.
Attorneys, Solicitors & Advocates

Ch. Faisal Mushtaq - TI
Chief Executive Officer
Roots Millennium Schools

Irshad A. Adamjee
Managing Director
Adamjee Group
Pacific Multi Products (Private) Limited

M. Faisal Ifthikhar Ali
Chief Executive Officer
Deep Blue Seafoods (Private) Limited

Syeda Henna Babar Ali
Advisor Consumer Products Division
Packages Limited

Aamer A. Sarfraz
Chief Executive Officer
Indus Basin Holding

Dr Zeelaf Munir
Chief Executive Officer
English Biscuit Manufacturers (Private) Limited

Syed Rizwan Mehboob
Chair, Scientific Committee

Hassan Irfan Khan
United Trademark & Patent Services
Attorney at Law

Sara Taher Khan
Chief Executive Officer
FM91

Hammad Naqi Khan
Director General
WWF-Pakistan

DONORS

WWF Network

WWF-France
WWF-Germany
WWF-Italy
WWF International
WWF-Sweden
WWF-US

Public Sector

Asian Development Bank (ADB)
Better Cotton Initiative (BCI) – Growth and
Innovation Fund (GIF)
European Union (EU)
Germany's Federal Ministry for Economic
Cooperation and Development (BMZ)
Government of Punjab, Pakistan
International Centre for Integrated Mountain
Development (ICIMOD)
International Labour Organisation (ILO)
KfW Development Bank
Oxfam GB
Shark Conservation Fund (formerly Global
Partnership for Sharks and Rays)
The Food and Agriculture Organization of the
United Nations (FAO)
The Global Environment Facility (GEF)
The World Bank
United Nations Development Programme (UNDP)
United Nations Educational, Scientific and Cultural
Organization (UNESCO)

Corporate Sector

Coca-Cola Beverages Pakistan Limited (CCBPL)
IKEA, Sweden
Levi Strauss & Co, United States
PepsiCo, Pakistan
Sui Northern Gas Pipeline Limited (SNGPL)
Tetra Pak (Pakistan) Limited

Trusts, Foundations, and Others

Laudes Foundation (formerly C&A Foundation)
Engro Foundation
Snow Leopard Foundation
The Coca-Cola Foundation
The Hawk Conservancy Trust
Pangolin Crisis Fund, Wildlife Conservation
Network

WWF-PAKISTAN'S PROJECTS

No.	Project Title	Donor/Duration
1.	Deployment of a Forest Health Calculator in Collaboration with the National Agricultural Robotics Lab, LUMS	WWF International <i>June 2020 – September 2021</i>
2.	Feasibility Study for Billion Tree Tsunami Afforestation Support Project in Khyber Pakhtunkhwa	KfW Development Bank <i>July 2018 – July 2020</i>
3.	Integrated Watershed Management and Livelihood Improvement Project in Selected Sub-catchments of Khanpur Dam – Phase III	The Coca-Cola Foundation <i>November 2017 – December 2020</i>
4.	Sustainable Management of Mangroves Ecosystem and Enhancing Resilience of Communities in Indus Delta, Sindh, Pakistan	BMZ, through WWF-Germany <i>January 2019 – December 2021</i>

FORESTS



No.	Project Title	Donor/Duration
5.	Basin Assessment Scenario Intervention Tool (BASIT) – Phase II	Levi Strauss & Co <i>October 2018 – June 2020</i>
6.	Community Water Stewardship: Replenishing Groundwater Resources in Lahore	PepsiCo, Pakistan <i>July 2019 – July 2021</i>
7.	Installation of Water Filtration Plants for Communities in Punjab and Sindh	Coca-Cola Beverages Pakistan Limited (CCBPL) <i>June 2019 – May 2020</i>
8.	International Labour and Environmental Standards Application in Pakistan's SMEs	European Union, through International Labour Organisation (ILO) <i>December 2016 – December 2022</i>
9.	Knowledge Partnership for Revitalizing the Ecosystem of Ravi River Basin	Asian Development Bank <i>December 2017 – September 2019</i>

FRESHWATER



No.	Project Title	Donor/Duration
10.	Adopting Innovative Mechanization Technologies for Sustainable Cotton Production in Pakistan	IKEA through WWF-Sweden <i>November 2017 – Ongoing</i>
11.	Advisory Consultancy to WWF-Turkey for Better Cotton Project	BCI GIF, through WWF-Turkey <i>March 2018 – September 2019</i>
12.	Agroforestry for Livelihood Improvement, Climate Change Mitigation, and Biodiversity Conservation in Selected Cotton Growing Areas of Pakistan	IKEA through WWF-Sweden <i>September 2018 – December 2020</i>
13.	Better Cotton Initiative – Growth & Innovation Fund	Better Cotton Initiative – Growth & Innovation Fund (BCI GIF) <i>April 2019 – March 2020</i>
14.	Crop Residue Management – Improving Soil Health through Clean Disposal of Agriculture Residues with Tangible Economic Benefits	IKEA through WWF-Sweden <i>September 2018 – August 2020</i>
15.	E-Smart Value Solutions for Cotton Value Chain	IKEA; WWF-Sweden <i>September 2019 – August 2020</i>

MARKETS



No.	Project Title	Donor/Duration
16.	Exploring Possibilities of Organic Seed Cotton Production in Pakistan – Phase II	Laudes Foundation (Formerly known as C&A Foundation) <i>March 2016 – September 2019</i>
17.	Mapping of the Cotton Supply Chain at the Community Level	International Labour Organization <i>December 2019 – March 2020</i>
18.	More Crop Per Drop	IKEA through WWF-Sweden <i>September 2017 - August 2020</i>
19.	Standardization of Post-Harvest (Boll to Bale) Processes to Improve Social, Economic, and Environmental Sustainability of Pakistan's Cotton and Textile Sector in Punjab	IKEA through WWF-Sweden <i>September 2017 – August 2020</i>
20.	Standardization of Post-Harvest (Boll to Bale) Processes to Improve Social, Economic, and Environmental Sustainability of Pakistan's Cotton and Textile Sector in Sindh	IKEA through WWF-Sweden <i>September 2019 – August 2020</i>
21.	Strengthening Climate Resilient Cotton Production	IKEA through WWF-Sweden <i>September 2017 – August 2020</i>

MARKETS



No.	Project Title	Donor/Duration
22.	Assessing and Raising Awareness on Food Waste in Hotel Kitchens in Pakistan	WWF-US October 2018 – December 2019
23	Conservation of Snow Leopard and its Prey Base in Misgar Valley, Gilgit-Baltistan, through the Piloting of Spatial Monitoring and Reporting Tool (SMART) Approach for Effective Monitoring and Law Enforcement	WWF France March 2018 - December 2019
24.	Development of Management Plan and Implementation Strategy of Namal Lake	Government of Punjab January 2020 – June 2020
25.	Ecological Baseline Survey of Tanda Irrigation Distribution System	Asian Development Bank March 2020 – February 2021
26.	Gyps Vulture Restoration Project	The Hawk Conservancy Trust July 2019 – June 2024
27.	National Strategy for Application of Safe Approach System and SMART for Effective Management of Human Wildlife Conflict	WWF Italy December 2018 - November 2019

FOOD

WILDLIFE

No.	Project Title	Donor/Duration
28.	Saving Pangolins in Pakistan by Enhancing Conservation Capacity and Community Stewardship	Pangolin Crisis Fund, Wildlife Conservation Network June 2020 – May 2021
29.	Study on Vulture Toxic Non-Steroidal Anti-Inflammatory Drugs (NSAIDs)	Government of Punjab January 2019 – June 2020
30.	Providing Services for Designing and Operationalizing Community-based Surveillance, Developing Monitoring Tools for Wildlife Crime Investigation, Wildlife Crime Detection Strategy, Plan and Prevention Mechanism	Snow Leopard Foundation (SLF) September 2019 – April 2020
31.	Technical Assistance in Survey, Telemetry Study and Translocation of the Indus Blind Dolphin of Indus River, under the Improvement and Development of Chashma Barrage Wetland Biodiversity Project	Government of Punjab May 2019 – June 2020
32.	Understanding our Asian River Dolphins through Adapted Tags	WWF International April 2020 – March 2021

WILDLIFE



No.	Project Title	Donor/Duration
33.	Emergency Response for Coastal Communities Impacted by Cyclone Vayu	WWF-Germany <i>June 2019 – August 2019</i>
34.	Reducing Shark and Ray Mortality in Pakistan – Phase II	Shark Conservation Fund (formerly known as Global Partnership for Sharks and Rays) <i>May 2018 – December 2019</i>
35.	Sustainable Fisheries Entrepreneurship in Pakistan – Phase II	Engro Foundation <i>May 2019 – December 2021</i>
36.	Sustainable Management of Tuna Fisheries and Biodiversity Conservation in the Areas Beyond National Jurisdiction (ABNJ) – Reducing By-catch in the Indian Ocean	GEF and FAO, through WWF-US <i>October 2014 – September 2019</i>
37.	Transforming the Food System to Eradicate Hunger and Fight Inequality – Pakistan	Oxfam GB <i>November 2019 – December 2020</i>

OCEANS

No.	Project Title	Donor/Duration
38.	Agro-Waste Community Enterprise for Provision of Alternate Energy for Households and Small Businesses (AWARE) – Phase II	Sui Northern Gas Pipeline Limited (SNGPL) <i>July 2019 – September 2020</i>
39.	Baseline Assessment of Current Scenario of Plastic Waste Management Islamabad Capital Territory and Ayubia National Park	UNESCO <i>September 2019 - December 2019</i>
40.	Green Office Programme	National and International Corporates <i>Ongoing</i>
41.	Nationally Determined Contributions (NDC) Partnership: Climate Action Enhancement Package (CAEP)	World Resources Institute through WWF-Germany <i>March 2020 – December 2020</i>
42.	Tackling Pakistan's Plastic Pollution	The Coca-Cola Foundation <i>December 2018 – January 2020</i>
43.	Study to Determine the Percentage of Used Beverage Cartons in the Mixed Waste Paper Stream	Tetra Pak (Pakistan) Limited <i>August 2019 – December 2019</i>

CLIMATE AND ENERGY

No.	Project Title	Donor/Duration
44.	Agriculture, Water, Energy, and Hazard Management in the Upper Indus Basin for Improved Livelihoods – Phase III	International Centre for Integrated Mountain Development (ICIMOD) <i>January 2019 – April 2020</i>
45.	Economic Valuation of High Altitude Nature-based Tourism in Gilgit Baltistan, Pakistan	South Asian Network for Development and Environmental Economics (SANDEE), ICIMOD <i>June 2020 – May 2022</i>
46.	Harmonize Conservation with Sustainable Development in Hindukush Karakoram Pamir Landscape in Pakistan – Phase II	ICIMOD <i>December 2019 – January 2021</i>
47.	Improvement of Central Karakoram National Park Management System as a Model for Mountain Ecosystems in Northern Pakistan: Assessing Climate Change Impacts and Introducing Adaptation Measures and Sustainable Livelihood Options – Phases II	United Nations Development Programme (UNDP), Pakistan <i>April 2019 – December 2019</i>
48.	Indus Ecoregion Communities' Livelihoods Project	The World Bank <i>September 2016 – August 2019</i>
49.	Sustainable Infrastructure and Greening the Belt and Road Initiative	WWF International <i>July 2019 – June 2020</i>

SUSTAINABLE DEVELOPMENT AND LIVELIHOODS

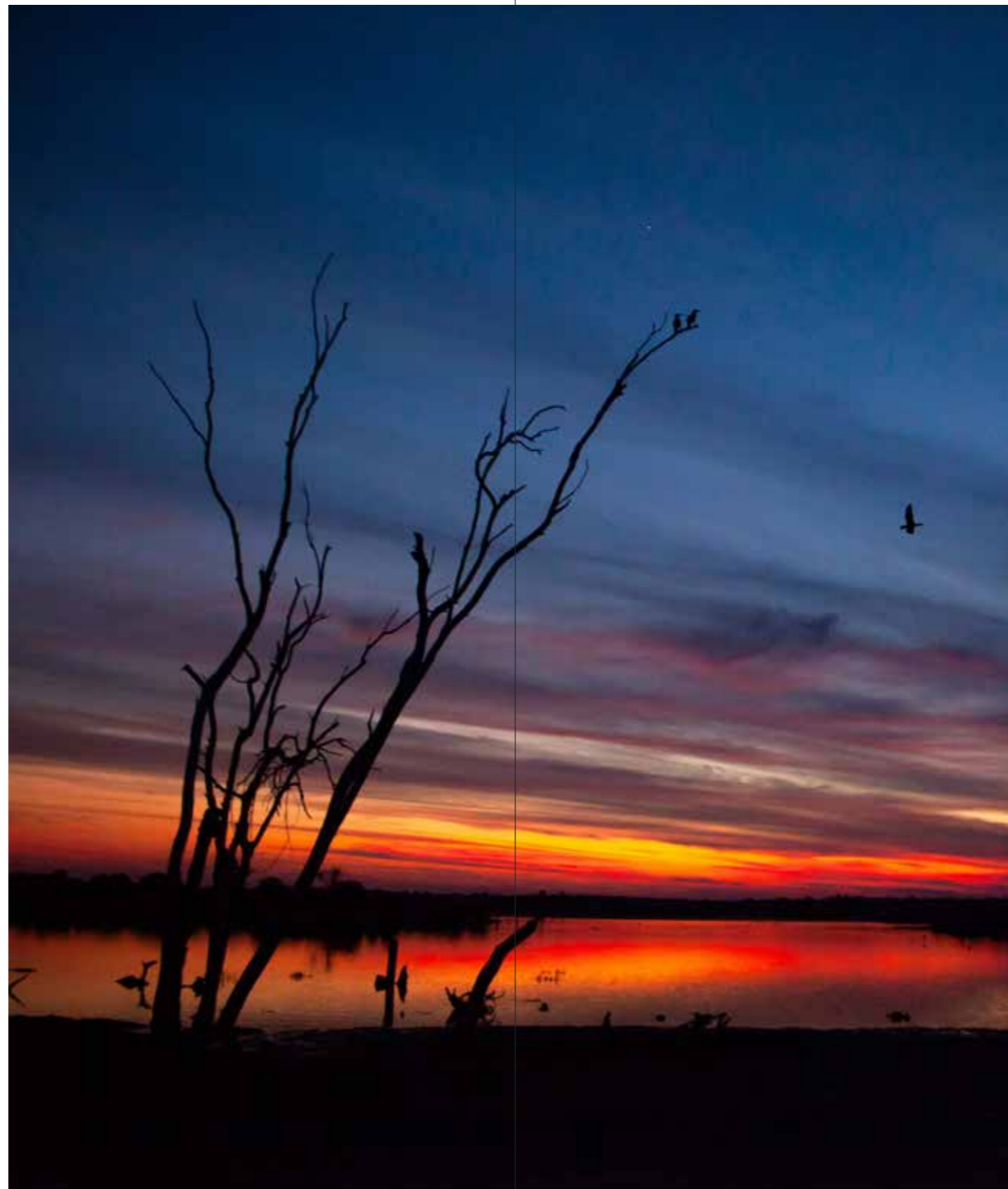


HOW COVID-19 HAS IMPACTED US

In recent decades, people have increasingly encroached upon the natural world, resulting in escalating levels of contact between humans, livestock and wildlife. As a result, the frequency and number of new zoonotic diseases, originating in animals and transmitted to people, has risen drastically over the last century. Every year, around three to four new zoonotic diseases are emerging. The cost of such diseases has revealed itself in terrible ways during the current COVID-19 pandemic: from the mounting loss of life and untold suffering of families to the global economic shock that's destroying jobs and livelihoods. The longer the crisis continues, the greater the threat will be to global peace, security and stability. Yet, there is a real opportunity in the midst of this tragedy to heal our relationship with nature and mitigate the risk of future pandemics.

The COVID-19 crisis exemplifies the devastating costs of global pandemics. Between December 2019 and May 2020, over 370,000 people died from COVID-19 related causes in more than 200 countries, which is just under three times the number of people killed by armed conflict and terrorism every year. The economic impact has been estimated at between US\$2.4 and US\$8.8 trillion in lost output, which is almost three times the GDP of the UK. Almost half of the world's workforce is at risk of losing their livelihoods, with the social and economic effects disproportionately affecting already marginalized groups, including women and indigenous communities.

Pakistan's economy was already going through macroeconomic stabilization and the COVID-19 pandemic is estimated to cost Pakistan's economy around USD 5 billion and contract the GDP by at least 1.57 per cent while triggering at least 946,000 job losses. The country, with a population of over 200 million, already ranks below the world average on most human development indicators, and the socioeconomic repercussions of the pandemic is having further detrimental impacts. Since 64 per cent of Pakistan's population is under the age of 30, the nationwide lockdown and the disruption of movement and supply chains will disproportionately affect young people, especially those living in rural and peri-urban regions. The livelihoods of poor and vulnerable communities, in particular, most of whom are self-employed daily wage earners or employees of the informal sector and MSMEs are impacted the most. The lockdowns and the subsequent fall in the GDP could lead to unemployment of over 5 million



workers. This will raise the national unemployment rate to the unprecedented level of 14%, pushing more people below the poverty line. Communities at risk from the food security and livelihood impacts of COVID-19 may shift to unsustainable practices such as illegal wildlife trade, poaching, overfishing, and increased deforestation for fuelwood and timber. The next few months are critical to saving not only livelihoods but decades of conservation gains.

The COVID-19 crisis demonstrates that systemic changes must be made to address the environmental drivers of pandemics. It has shown that whether tackling environmental issues or health crises, solutions must recognize the deep interconnectedness of different systems. Consequently, an unparalleled opportunity now exists to work together to address the unsustainable pressures that are being placed on the environment. Now is the time for transformative action to protect natural ecosystems in order to reduce the risk of future pandemics and build towards nature positive, carbon neutral, sustainable and just societies.

A collective response to the crisis must protect nature by:

- Governments commit to a New Deal for Nature & People to deliver credible action that halts and starts to reverse the loss of biodiversity, putting nature on a path to recovery by 2030 for the benefit of all people and the planet
- Stopping illegal, unregulated and high-risk wildlife trade and consumption, and enforcing hygienic and safe practices across markets and restaurants
- Stopping land conversion, deforestation and fragmentation across natural ecosystems, while sustainably feeding a growing global population
- Building a new relationship between people and nature through a sustainable and just economic recovery.

50 YEARS

OF NATURE CONSERVATION IN PAKISTAN

Established by the visionary philanthropist and businessman, Syed Babar Ali, WWF came into being in Pakistan in 1970. Originally called the Pakistan Wildlife Appeal, the organization started as a one-room operation with a focus on research and now has a presence in more than 30 cities with offices nationwide and over 350 employees.

Countless conservation successes and milestones were achieved in the journey of protecting nature in Pakistan in these five decades.

Originally established as the Pakistan Wildlife Appeal, the organization's name was changed in 1986 to the **World Wide Fund for Nature**, known as WWF.

Eminent ornithologist, **ZB Mirza** was the first employee of WWF-Pakistan.

Syed Babar Ali was the first President of the Board of Governors and is currently the President Emeritus. He was also the President of WWF International from 1996 to 1999 succeeding Prince Philip, the Duke of Edinburgh.

The **black buck** was reintroduced in Lal Suhanra National Park in 1973, with the support of the WWF Network and funds raised by students in the Netherlands for the construction of large enclosures.

WWF-Pakistan's quarterly magazine, **Natura** was first published in 1976 and is still in print.

In 1989 Pakistan Post issued WWF commemorative stamps of the **Himalayan black bear**.

In 1994 **WWF's International Network Annual Conference** was held in Lahore, Pakistan and was attended by HRH Prince Phillip. The same year WWF-Pakistan received the status of National Organization.

The **GIS Conservation Lab** was first established in WWF-Pakistan in 1996 and was founded by Richard Garstang, Conservation Advisor to WWF-Pakistan.

The environmental spelling competition, **Spellathon**, was first launched as a pilot project in 1997 and has now grown exponentially, with annual outreach to over **150,000 students** today.

The first scientific expedition to the highest biologically active wetland of Qurumbar Lake was led by Richard Garstang as part of the Pakistan Wetlands Programme in 2000. Pakistan's first **National Wetlands Policy** was developed by WWF as part of the Pakistan Wetlands Programme.

The first national-level **Indus River dolphin** survey was conducted in 2001, which counted 1,100 dolphins only. The surveys are regularly conducted every five years, the latest being in the year 2017 where almost 2,000 dolphins were counted.

A **special dolphin ambulance** rescues stranded Indus River dolphins from canals during the low flow season, translocating them back into the main river. To date, 150 dolphins have been rescued.

In 2004, WWF-Pakistan launched the **Gyps Vulture Restoration Project** with the objective to conserve a viable population of the white-backed vulture. Under the project, the Changa Manga Vulture Conservation Centre was established, which houses a special vulture aviary that hosts some of the last breeding pairs of the Gyps vulture population in Pakistan. The dedicated conservation centre became fully operational in 2007.

The **New Murree project**, initiated in 2005, was declared illegal and development stopped in 2009 following legal action taken by civil society organizations including WWF-Pakistan. The project would have resulted in the cutting or uprooting of hundreds of thousands of coniferous trees to build the resort, severely impacting the Murree forest, and the environment and watershed of Simly and Rawal Dams, which are the main sources of water for the people of Islamabad and Rawalpindi.

In 2009, WWF-Pakistan along with the Ministry of Environment, Sindh Forest Department and the IUCN set a Guinness World Record by planting **541,176** young mangrove trees with 300 volunteers from the local fisher communities in a single day in Keti Bunder, Sindh.

The first ever bale of **Better Cotton** was produced in 2010 in Pakistan.

Under the Pakistan Wetlands Programme, WWF-Pakistan documented a total of **239 wetlands** and completed the assessment of over 78 wetlands, assisting in the declaration of four national parks (two in KP, one in GB and one in AJK) based on their wetlands, ecosystems and associated biodiversity.

WWF-Pakistan's conservation team first radio collared a common **leopard** in Ayubia National Park in 2013. The leopard was tracked for two years to get scientific information related to its home range and territorial behaviour in order to take measures for the long term conservation of this species in its natural habitat.

Allahyar and the Legend of Markhor, the Pakistani animated film released in 2018 was the first of its kind to have a nature conservation theme. It was WWF-Pakistan's first film collaboration.

Under a WWF project initiated in Balochistan, Pakistan produced its first bale of **certified organic cotton** in 2019.

WWF-Pakistan has a network of **seven conservation information centres** in various ecological zones across the country. The centres aim to impart knowledge about the area's natural resources and are located in Sandspit Beach, Karachi; Keenjhar Lake, Thatta; Chotiari Wetlands Complex, Sanghar; Jiwani, Balochistan; Taunsa, Taunsa Barrage; Khabbeki Lake, Soan Valley; and Gilgit.

WWF-Pakistan initiated the first comprehensive project to combat illegal wildlife trade in the country, which led to the drafting of a **National Plan of Action** to tackle wildlife crimes.

FORESTS

With only 5.7 % of total land area under forest cover and a deforestation rate of 2 % per year, one of the highest in Asia, Pakistan is a forest poor country. WWF works on sustainable forest management, protecting our most vulnerable forest ecosystems and restoring Pakistan's forest cover.

Plantations on over **500** hectares conducted in Khanpur, KP; Keti Bunder and Kharo Chan, Sindh.



80 hectares fenced for natural regeneration of the forest cover in Khanpur.



132,000 saplings planted on agricultural land in KP and Punjab.



15 recharge pits and **5** wells constructed in Khanpur.



2,000 metres of stream and 18 eroded sites treated with engineering and bio-engineering techniques in Khanpur.



500 hectares

of area in the Indus Delta was planted with mangroves, involving communities. This is equivalent to 2.2 million mangroves seeds.

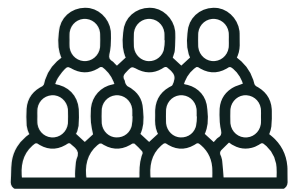


20,000 saplings of various fruit trees added to the agriculture system as a mitigation strategy to battle climate change in cotton growing areas.

333.6 million litres of water replenished under the Khanpur Dam watershed management project.



500 community members trained in nursery raising, plantation, honey bee keeping, pre and post-harvest of pomegranate seeds and other non-timber forest products.

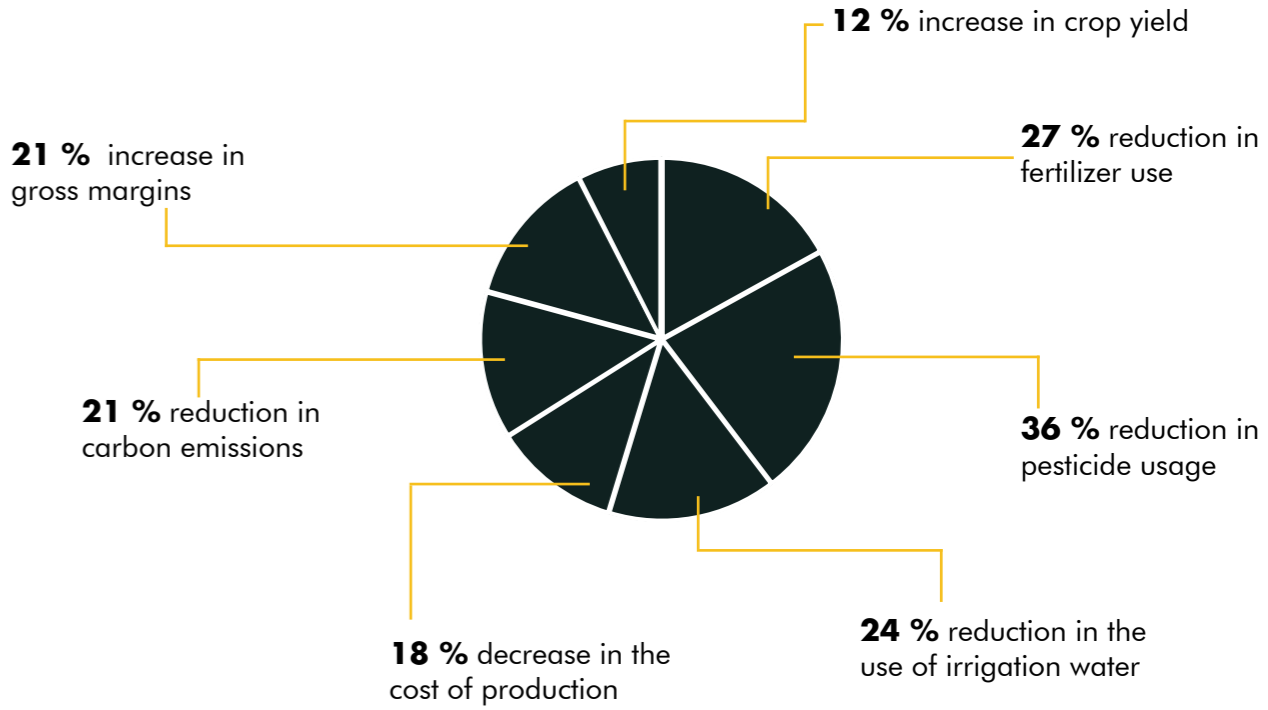




Pakistan's economy is primarily dependent on the agricultural sector for employment as well as food, producing staple crops and food commodities for the entire country. Yet, 7.8 million people are particularly vulnerable to food insecurity while 3.6 million people live in highly food insecure areas, and a staggering 70 % of food is wasted. With demand set to double by 2050, there is an urgent need to transform the food system. WWF aims to enhance food security by building the climate resilience of food systems. It also works to develop both local and international markets to support sustainable production and consumption for key commodities emanating from Pakistan.

FOOD & MARKETS

250,000 small farmholders in seven districts in Punjab and five districts in Sindh engaged in the implementation of the Better Cotton Standard System (BCSS). Site-specific crop management decisions over an area of around 0.5 million hectares, resulted in:



4,100 farming families engaged through capacity building workshops and trainings on climate-smart practices to reduce the risks of the adverse impacts of climate change on their lives and livelihoods, which lead to:



21.22 % reduction in greenhouse gas (GHGs) emissions



14.38 % increase in yield



1,000 rural women and farmworkers trained on alternate income generation initiatives

4,000 farmers adopted water-efficient practices through technological and scientific techniques. This resulted in:



- **24 %** water conservation
- **20 %** enhanced crop yield
- **19 %** increase in conveyance and distribution efficiency from irrigation network to farm-gate
- **159** Water User Associations were organized



835 farming families, including farmers and working women facilitated through rural livelihood and gender empowerment trainings. With special focus on polishing their skill sets and helping them in exploring alternate income generation opportunities, aiming to make them socio-economically resilient.



3,000 hectares of cotton fields belonging to 883 project farmers certified under EU and USDA organic certification in Balochistan.



77 % certified organic cotton was sold at a premium price by ginners, who produced nearly 9,800 cotton bales.

15,000 individuals pledged to reduce food waste in their daily lives.



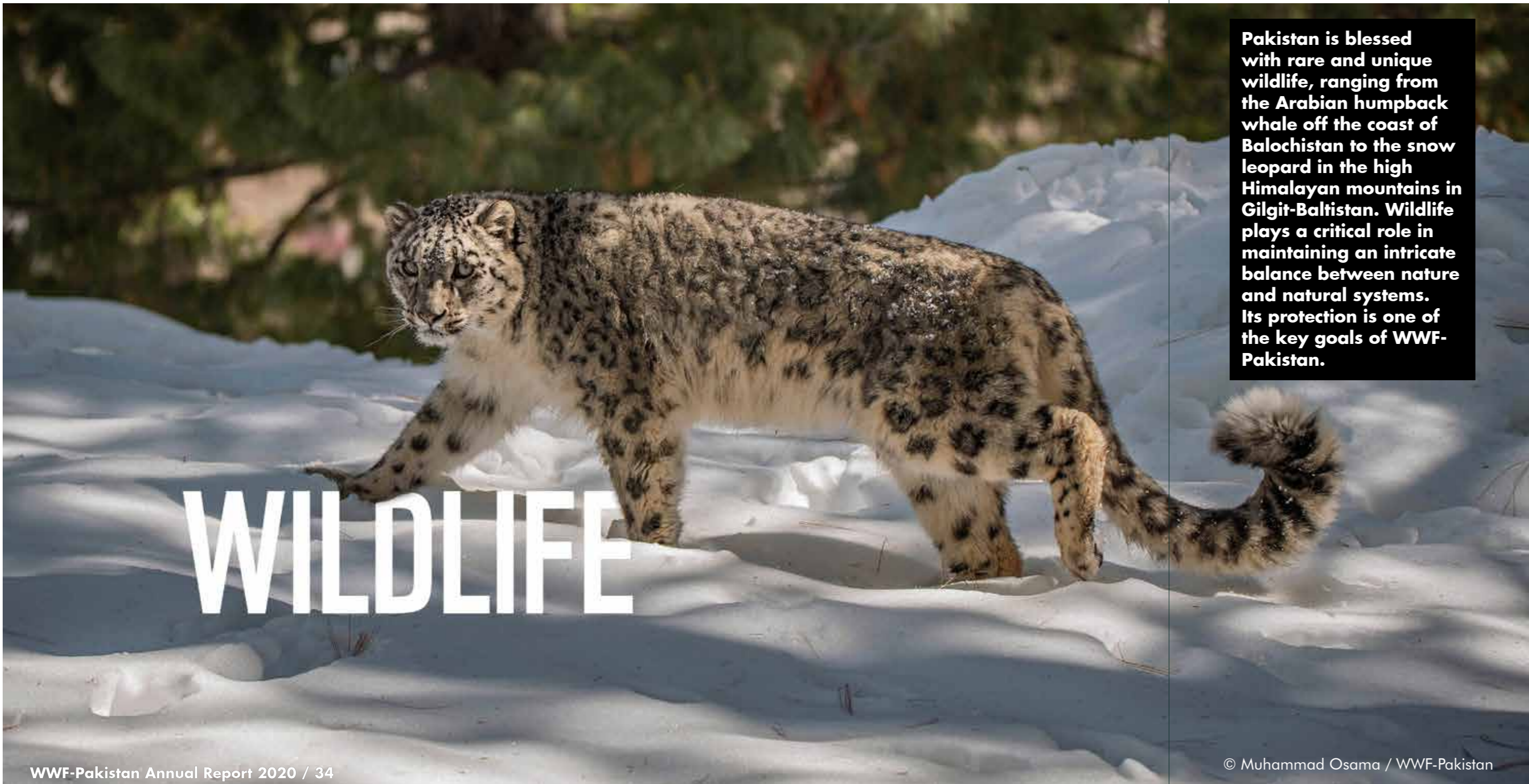
835 farming families were enabled to improve livelihoods with the provision of 443 food orchards, 14,326 fruit trees and patches of seasonal vegetables.



13,300 MT of lint with 6 to 7 % trash and contamination only produced by adopting sustainable standards for harvest and post-harvest practices, compared to the general trend of 8.5 to 9 % trash and contamination.

Two workshops held in Lahore and Islamabad on assessing and raising awareness on food waste in hotel kitchens.

Sustainable residue management practices demonstrated on 175 hectares through the provision of appropriate farming machinery at the field level, enabling farmers to manage crop residue.



Pakistan is blessed with rare and unique wildlife, ranging from the Arabian humpback whale off the coast of Balochistan to the snow leopard in the high Himalayan mountains in Gilgit-Baltistan. Wildlife plays a critical role in maintaining an intricate balance between nature and natural systems. Its protection is one of the key goals of WWF-Pakistan.


5 year agreement signed between WWF-Pakistan and Hawk Conservancy Trust for the implementation of the Pakistan Vulture Restoration Project.



Community based valley surveillance, monitoring and detection plans developed for three landscapes of snow leopard in Pakistan.

4 Indus River dolphins rescued from different canals in Sindh in the reporting period.

5 pangolins rescued and released back to natural habitat from Islamabad and Rawalpindi with the help of communities and wildlife.

300+ pharmacies  surveyed in 36 districts of Punjab to ascertain presence of vulture-toxic NSAIDs including Aceclofenac, Ketoprofen, Flunixin and Phenylbutazone. The vulture safe drug Meloxicam and its alternatives were also found.

The World Rangers Congress

held in November 2019 focused on developing a resolution to address key challenges, which wildlife and forest rangers face during the course of their duties. The congress was attended by more than over 700 rangers representing over 70 countries around the world.

3 rangers from the Punjab Wildlife and Parks Department and Islamabad Wildlife Management Board represented Pakistan at the event.



Trainings for 30 staff members

of Sindh Wildlife Department arranged in collaboration with the Punjab Wildlife and Parks Department on welfare and safe handling of confiscated and rescued wildlife in Karachi.

Successful pilot of technology based solution Spatial Monitoring and Reporting Tool (SMART) of snow leopard and other wildlife monitoring in Khunjerab National Park (KNP). Over 22 wildlife rangers in KNP were trained in accessing wildlife crime.

OCEANS

Pakistan has a 1,100 km long coastline, stretching from the Rann of Kutch, Sindh in the east to Jiwani, Balochistan in the west and an exclusive economic zone of approximately 240,000 km². It is rich in marine biodiversity but the management of these natural resources is a serious concern. WWF aims to promote sustainable management of the Indian Ocean fisheries while supporting livelihoods and biodiversity to address the issue of bycatch by mitigating threats and working with local fishers.

eDNA sampling method used, in collaboration with James Cook University, Australia, to determine presence of extremely rare sawfish in Pakistani waters.



Stakeholder workshop conducted on the need of a management plan for the first ever **Marine Protected Area** of Pakistan, Astola Island.

Awareness materials developed for safe release guides of **Endangered, Threatened** and **Protected** species caught in gillnet fisheries.

10 gillnet vessels are being converted into longline vessels to promote sustainable and targeted tuna fishing techniques and reduce mortality of accidentally-caught non-targeted species.



100 fishermen trained to collect data to reduce bycatch including safe releases of wildlife marine species.

LED light trials conducted as a deterrent to reduce accidental catches of sharks and sea turtles in coastal gillnet fisheries.


Information collected from the crew-based observer programme on tuna and tuna-like species endorsed and adopted by the Government of Pakistan. This increased the compliance level of Pakistan in IOTC for data collection and reporting of tuna fisheries from 6 % in 2015 to 58 % in 2019.




Ecological baseline surveys of Astola and Churna islands conducted to estimate species richness and biodiversity.


FRESHWATER

Pakistan is a water-stressed country, with per capita water availability of only 930 m³ per annum. Rapid industrialization and urban development, along with increasing irrigation needs for agriculture, are depleting both the quantity and quality of the country's water resources, negatively impacting agricultural output and the health of the population. WWF's mission is to improve water quality and quantity of priority rivers in the Indus Basin, and protect critical freshwater habitats.

10 water safety plans as per WHO regulations developed for 10 project target villages in Central Karakoram National Park (CKNP). 


10 demonstrations of drip irrigation systems installed, covering an area of 48 hectares in CKNP. 


1,240 foot long irrigation pipe provided to the Ghulkin community.

One roof-top rainwater harvesting and treatment system for reuse of ablution water was installed. 

Up to **80 %** of wastewater pollutants removed through these nature-based solutions. This has treated 23,700 litres of water and 137,500 litres of ablution water was reused in less than a year.

Water treatment units installed in 21 schools to treat turbid water sources. More than 8,000 students, teachers and communities are benefiting from this intervention.

2 new submersible pumps replaced and installed to lift water from the river to feed apple plants in Upper Gojal of Hunza district, Gilgit-Baltistan through drip irrigation. 

20 community members from Ghulkin trained on water efficient application techniques, operation and maintenance of hydro-ram pumps, and water management practices for agriculture. 

One textile mill, US Apparel, under WWF-Pakistan's training, became the first textile enterprise to be certified for Alliance for Water Stewardship (AWS) globally.

CLIMATE & ENERGY

WWF aims to increase climate resilience of communities and priority ecosystems through the implementation of adaptation and mitigation measures. Initiatives undertaken promote climate change mitigation, alternate energy solutions with an emphasis on interventions that are climate-smart, promoting green initiatives, while increasing the ability of the most vulnerable to adapt and disaster risk mitigation for the citizens of Pakistan.

200 fuel-efficient stoves installed in the Central Karakoram National Park to reduce dependency on wood as fuel.



300 household gasifier units distributed in Punjab, Khyber Pakhtunkhwa and Gilgit-Baltistan.

100 fuel-efficient stoves distributed among communities in Najafpur and Purana, Khanpur Union Councils.

30 ram pumps and **30** solar pumps installed in villages around the Central Karakoram National Park.



4,000 plastic PET bottles collected to engage and sensitize over 5,000 citizens on plastic waste segregation. More than 290,000 individuals learned about plastic recycling through digital outreach.

14.3 % and **48.6 %** of waste generated in Islamabad and Ayubia National Park consisted of plastics, according to a WWF study on plastic waste characterization in the two areas.

SolaPanda programme launched for the provision of renewable energy to off-grid and on-grid communities. The programme will train communities to install and maintain solar energy systems.



8,870 MT of CO₂ emissions reduced after 10 years of the Green Office initiative, with the support of a network of 100+ organizations.

8 micro-hydel plants constructed in Torghar district of Khyber Pakhtunkhwa. These plants have a capacity of 15 KW to 100 KW with a total capacity of 430 KW and will benefit 1,494 households.



5 cities surveyed to determine the percentage of used beverage cartons (UBC) in mixed waste stream. Higher UBC content was found as compared to 2017.

ENVIRONMENTAL & SOCIAL SAFEGUARDS FRAMEWORK



Globally, WWF works in diverse and challenging contexts where it is essential to work closely with local communities and stakeholders for delivering effective outcomes. WWF, thus, has various policies and standards governing its commitment to strengthen the social dimensions of its project, programmes and policy work. WWF-Pakistan ensures adherence to all WWF standards, social principles and policies, including the revised Environmental & Social Safeguards Framework; these are crucial for effective, lasting and equitable solutions to today's environmental challenges.

SOCIAL POLICIES FOR INTEGRATION OF SOCIAL DIMENSIONS IN WWF'S CONSERVATION WORK

- WWF's **Statement of Principles on Indigenous Peoples and Conservation** was prepared in 1996 and updated in 2008, to ensure that indigenous and traditional peoples' human and development rights are respected, the importance of preserving their culture is recognized, they receive culturally appropriate benefits from conservation, and they do not suffer adverse impacts from WWF's work.
- WWF is a founding member of the **Conservation Initiative on Human Rights** since 2009, committing to respect, protect, promote, and ensure no violation of human rights.
- WWF's **Policy on Poverty and Conservation** was adopted in 2009, reaffirming WWF's commitment to a pro-poor approach to conservation, finding equitable solutions for people and the environment, and enabling inclusion of local people in designing sustainable development initiatives.
- WWF agreed its **Gender Policy** in 2011, signifying WWF's ongoing commitment to equity and integrating a gender perspective in its policies, programs, and projects, as well as in its own institutional structure.

ENVIRONMENTAL AND SOCIAL SAFEGUARDS FRAMEWORK AND GRIEVANCE REDRESSAL MECHANISM

WWF adopted the **Environmental and Social Safeguards Framework (ESSF)** in 2019 to ensure consistent, comprehensive application of safeguards across the entire WWF Network.

WWF's enhanced Environmental and Social Safeguards Framework establishes a common set of standards, policies, planning and implementation mechanisms, and compliance systems that govern how activities are carried out on-the-ground. The ESSF's key aims and standards are:

Do No Harm

Identify and avoid, mitigate, and minimize adverse environmental and social impacts that may arise in the implementation of projects.

Do Good

Safeguards proactively increase chances that projects deliver better outcomes for people and the environment.

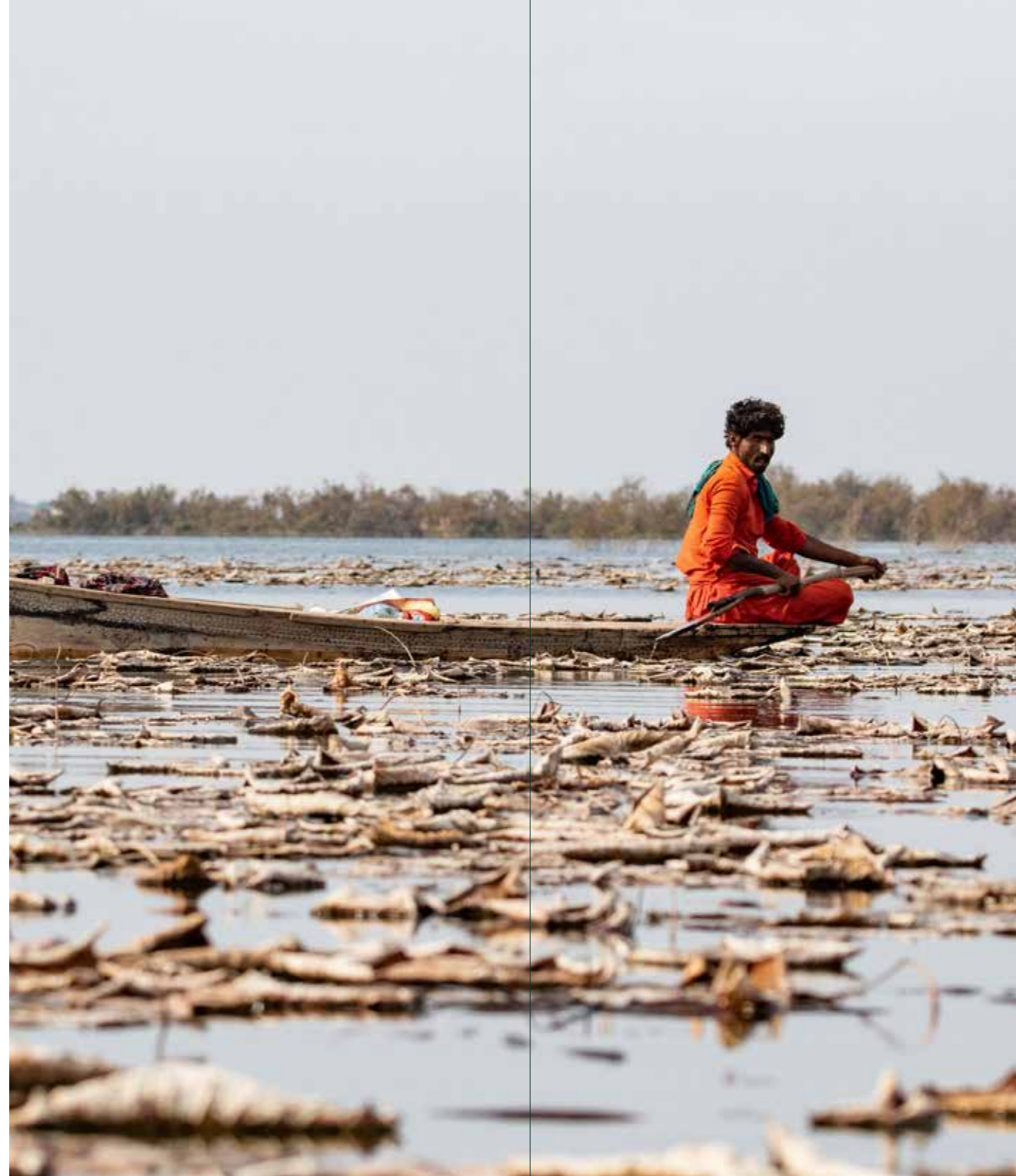
10 Standards

Operational: Environmental and Social Risk Management, Consultation and Disclosure, Stakeholder Engagement, Grievance Mechanisms

Primary: Involuntary Resettlement, Indigenous Peoples, Community Health and Security, Protection of Natural Habitats

Other: Pest Management, Physical and Cultural Resources

WWF-Pakistan, in line with the ESSF, has introduced the Grievance Resolution Mechanism (GRM). The GRM is meant to provide a mechanism through which local and indigenous communities that are directly or indirectly impacted by WWF-Pakistan's projects can raise a complaint or concern directly with WWF-Pakistan. Posters have also been designed in local languages and are being put up in projects' sites for the awareness of communities and WWF-Pakistan employees about the ESSF and GRM.



SCIENTIFIC COMMITTEE

Since 1986, WWF-Pakistan's Small Grants Programme (SGP) has supported grassroots level organizations and research-based institutions, in enhancing their capacity to strengthen nature conservation efforts in Pakistan. An independent Scientific Committee of eminent scientists from various backgrounds administers the Small Grants Programme.

The Scientific Committee was reorganized this year and now includes the following members:



Syed Rizwan Mehboob

Chair

Hammad Naqi Khan

Member

Dr Uzma Khan

Member

Dr Aneela Zameer Durrani

Member

Dr Jabir Hussain Syed

Member

Naeem Iftikhar Dar

Member

Hassan Ali Sukhera

Member



Six projects are active under the SGP.



In memory of their contributions to conservation, WWF-Pakistan announced the **Richard Garstang Conservation Award and Sardar Naseer Tareen Conservation Award.**

PARTNERING WITH THE PANDA



SCHOOL OUTREACH PROGRAMME

In order to foster a sense of individual responsibility towards nature conservation, the School Outreach Programme collaborated with:

14 different schools under the Green School Programme.



3,000 students participated in hands-on activities such as papermaking, recycling and nature excursions.



40,000 students from 400 educational institutes across Pakistan engaged and participated in Spellathon 2020.

60 awareness sessions on recycling were conducted in collaboration with Tetra Pak for schools in Lahore and 8,000 students participated.

100 schools nationwide spread the message of a World Without Waste to mitigate the problem of plastic pollution.



Clean & Green Karachi

promoted in collaboration with Indus Motor Company by implementing the 5S methodology targeting more than 80,000 students from over 124 government, private and less privileged schools through cleaning drives and tree plantations.

Over 1,000 students from government schools enrolled in the Urdu version of Spellathon, sponsored by Pakistan Telecommunication Company Limited (PTCL).



36,000 students from across the country participated in The Panda Challenge 2020 events, in collaboration with The Coca-Cola Foundation.



YOUTH ENGAGEMENT

The Youth Development Programme's (YDP) Eco-Internship programme enrolled **4,100 students.**

700 individuals from various educational institutes took part in nature excursion activities.



© WWF-Pakistan



© WWF-Pakistan

200 students from Habib University and University of Karachi participated in a Nature Hour series of webinars.



60 community service projects were developed under YDP.



50 students and professionals participated in a workshop on 'Citizen Journalism: A New Era for Environmental Advocacy'.



RATION RELIEF

250 families in Kakapir community received relief ration during the nationwide lockdown due to COVID-19 with support from Oxfam.

Food items including dry milk, Cerelac and juices amounting to more than PKR 1,100,000 donated by Nestlé Pakistan.

Over **250 master cartons** of biscuits donated by English Biscuit Manufacturers.

Laudes Foundation donated close to Euro 100,000 to support emergency relief funds for vulnerable families.

Over **750** households received ration packs in total, including those in Ibrahim Hyderi, Keti Bunder, Maripur in Sindh and Chitral, Khyber Pakhtunkhwa.



TREE A THON

1,300,000 saplings planted under the Rung Do Pakistan campaign in 2020.

Partners included Oxfam, UNODC, Ciklum, Habib Metro Bank, Careem, Akhuwat Foundation, Carrefour, Ibrahim Fibres, The Bank of Punjab, JS Bank, K-Electric, L'Oréal Pakistan, and Crescent Steel and Allied Products (CSAP).

CLIMATE DIPLOMACY DAY 2019

In partnership with the **European Union Delegation** to Pakistan, a Climate Diplomacy Day cycling event was celebrated in September 2019 for the fourth consecutive year.

A total of **30** students from 10 private and government colleges and universities participated in the 'Youth for Climate Action' speech competition.



© WWF-Pakistan

INDIVIDUAL DONORS

Individual members donated close to PKR 1,800,00 for **nature conservation.**



EARTH HOUR

WWF-Pakistan organized a virtual Earth Hour, the global event to switch off lights in support of nature and the planet on 28 March 2020. The virtual event had an outreach of close to 150,000 with an engagement of 100,000.



© WWF-Pakistan

COMMUNICATING FOR CONSERVATION

WWF-Pakistan has a total audience of close to 1 million followers on social media. The communication strategy focuses on dialogue, transparency, engagement, awareness and action. It connects with our supporters and motivate them to build a future in which 'humans live in harmony with nature.'

30+
videos produced



85%
like growth



10,000+
average reach per post

8 million+
average outreach



2.3 million
reach of the top post

678,000
new supporters through social media.



19 radio interviews
conducted free of cost on WWF-Pakistan's work, amounting to PKR 1,045,000 in earned media.

90 stories published through press releases for earned media value totaling PKR 8.55 million.

WWF-Pakistan released the first ever footage of a Himalayan lynx hunting a markhor yearling, captured on the steep rocky cliffs of Chitral Valley, Pakistan. The video had a reach of +5.5 million.



CORPORATE DONORS

GOLD MEMBERS

WWF-Pakistan's Gold Members give donations of PKR 200,000 and above.

1. Beaconhouse School System
2. Hilton Pharma
3. JDW Sugar Mills
4. Naveena Export Limited
5. The Bank of Punjab
6. The Coca-Cola Export Company

SILVER MEMBERS

WWF-Pakistan's Silver Members give donations of PKR 50,000 to 199,000.

7. Ibrahim Fibres Limited
8. Mirpur Khas Sugar Mills
9. Sufi Group of Companies
10. Pak Elektron Limited

BRONZE MEMBERS

WWF-Pakistan's Bronze Members give donations of up to 49,000.

11. Combine Spinning (Private) Limited
12. Curexa
13. Malik Auto & Agriculture Industries
14. Pak Kuwait Textiles Limited
15. Samira Fabrics
16. Seasons Edible Oil Limited
17. Service Sales Corporation (Private) Limited
18. Shezan International
19. Siddiq Leather Works (Private) Limited



BALANCE SHEET

As at June 30, 2020

FUNDS	2020 (Rupees)	2019 (Rupees)
General Fund	135,350,085	113,214,512
1001 The Nature Trust ⁽¹⁾	15,003,983	15,003,983
Scientific Committee Fund ⁽²⁾	2,237,851	2,470,524
Restricted Funds ⁽³⁾	55,171,454	48,547,883
Endowment Funds ⁽⁴⁾	6,049,818	5,835,882
Total Funds	213,813,191	185,072,784
REPRESENTED BY		
Fixed Assets ⁽⁵⁾	84,592,350	70,421,882
Investments ⁽⁶⁾	101,752,981	12,195,579
Current Assets	447,997,784	742,059,210
Total Assets	634,343,115	824,676,671
Current Liabilities	377,936,478	599,671,687
Employee Retirement Benefits	42,593,446	39,932,200
Total Liabilities	420,529,924	639,603,887
TOTAL	213,813,191	185,072,784

Based on accounts audited by Deloitte Yousaf Adil, Chartered Accountants, a member firm of Deloitte Touche Tohmatsu Limited.

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

Based on accounts audited by Deloitte Yousaf Adil, Chartered Accountants, a member firm of Deloitte Touche Tohmatsu Limited.

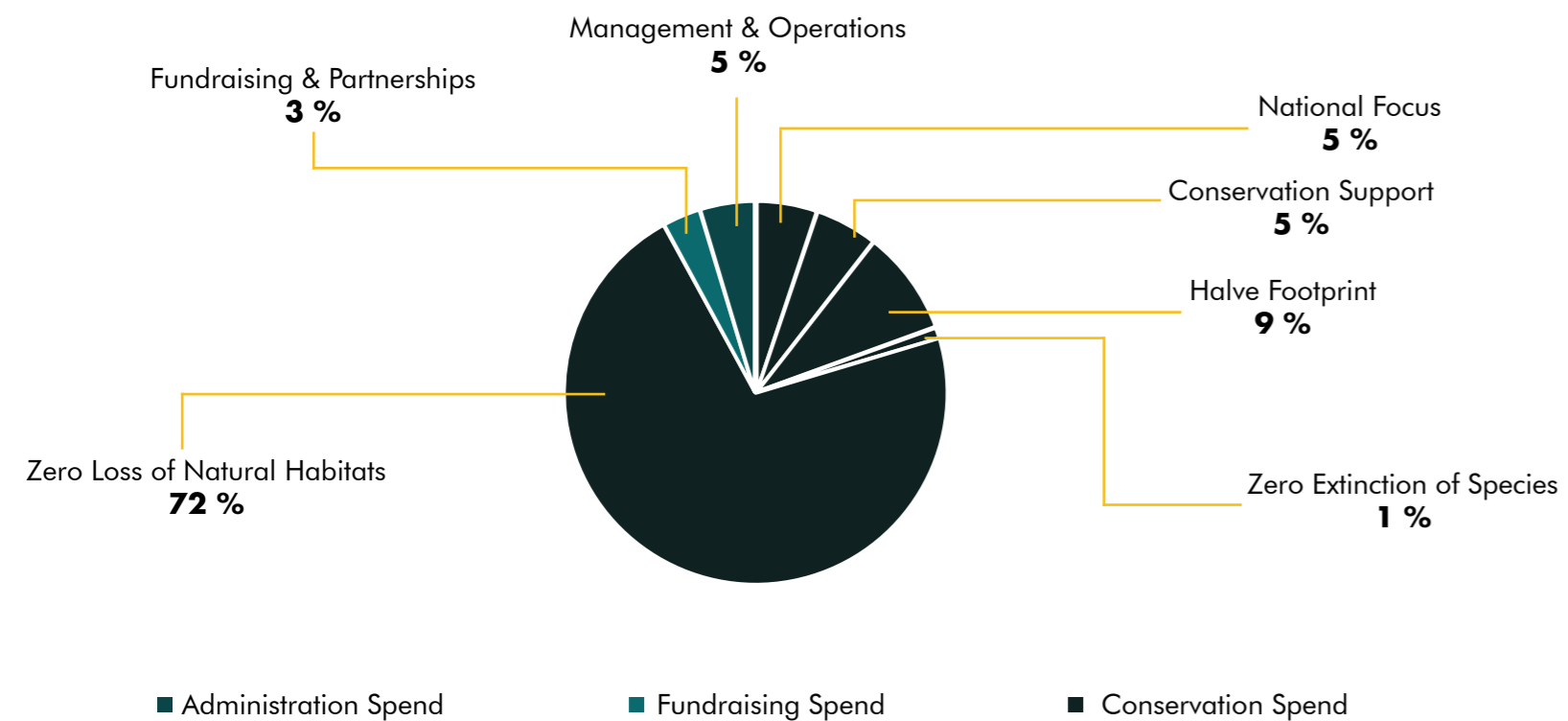
- Project Support from Various Agencies includes funds accrued from donors such as Government and Aid Agencies, WWF Network, Corporates and Trusts & Foundations during the financial year.
- National Fundraising & Others includes the donations generated through various campaigns such as Spellathon, Individual Membership Programme, Eco-Internship, Green School Programme and Corporate Engagement etc.
- WWF Network has organized global conservation efforts into Global Programme Framework which focus the conservation programme around two meta goals;
 - Biodiversity conservation covering priority places and species;
 - Reduce ecological footprint, impact of people on the natural environment.
- Non Global Programme Framework reflects the expenditures incurred on projects initiated to address the national conservation priorities.

INCOME AND EXPENDITURE

For the year ended June 30, 2020

INCOME	2020 (Rupees)	2019 (Rupees)
Project support from various agencies ⁽¹⁾	828,972,028	851,745,052
National Fundraising & Others ⁽²⁾	71,135,260	97,959,568
Return on Investments	34,357,968	15,733,070
Total Funds	934,465,256	965,437,690
EXPENDITURE		
Global Programme Framework ⁽³⁾		
Species	25,792,726	26,287,443
Freshwater	31,526,385	40,404,680
Commodities	336,136,253	269,840,752
Energy / Carbon	1,364,623	41,888,640
Places	79,933,920	184,161,794
Others	209,851,036	170,216,424
Non Global Programme Framework ⁽⁴⁾		
Conservation, Information, Education & Public Policy	99,405,854	64,265,158
Fundraising	56,388,675	81,292,146
Administration	46,859,829	50,428,841
Depreciation	19,922,337	13,508,084
TOTAL EXPENDITURE	907,181,638	942,293,962
SURPLUS FOR THE YEAR	27,283,618	23,143,728

CONSERVATION, FUNDRAISING, AND ADMINISTRATION SPEND





Working to sustain the natural world for the benefit of people and wildlife.

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