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World Environment Day 2024

In 1972. the UN General Assembly designated 5 June as World Environment Day (WED). The first celebration, under the slogan "Only One Earth" took place in 1973. In the following years, WED has developed as a platform to raise awareness on the problems facing our environment such as air pollution, plastic pollution, illegal wildlife sustainable consumption, sea-level increase, and food security, among others. Furthermore, WED helps drive change in consumption patterns and in national and international environmental policy. This year's World Environment Day campaign focused on land restoration, desertification and drought resilience under the slogan "Our land. Our future. We are #GenerationRestoration."



To celebrate World Environment Day 2024, the Pakistan Poverty Alleviation Fund (PPAF) organized nationwide activities through its partner organizations (POs). These activities included seminars, conferences, workshops, community engagement sessions, and awareness-raising walks, engaging all segments of society, including government officials, civil society organizations, youth, academia, media organizations and local communities.

Message from CEO, PPAF

Pakistan faces significant environmental challenges, with climate change threatening our ecosystems and livelihoods. Over 60% of our population is vulnerable to climate-induced disasters like floods and droughts, exacerbating poverty. Addressing climate change is crucial to our poverty alleviation strategy.

On this World Environment Day, at the Pakistan Poverty Alleviation Fund (PPAF), we reaffirm our commitment to integrating environmental sustainability with our poverty alleviation efforts. We empower communities through sustainable agriculture, renewable energy, and com munity-led conservation



projects. I appreciate the efforts of the PPAF team and our partners in organizing nationwide events to raise awareness about climate change and community involvement. My sincere thanks to the youth, academia, civil society organizations, and government officials for their participation. I also extend my gratitude to the media for their extensive coverage of these events.

I urge all Pakistanis to join us in championing eco-friendly initiatives and promoting environmental stewardship. Together, we can address the nexus of poverty and climate change, ensuring a brighter future for generations to come. Thank you for your continued support.



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On World Environment Day, the Pakistan Poverty Alleviation Fund (PPAF) launched a month-long series of impactful initiatives in all provinces of Pakistan including Azad Jammu & Kashmir and Gilgit Baltistan (GB) through its partner organizations (POs) with an objective to raise environmental awareness and promote sustainability. To symbolize their commitment to environmental sustainability, PPAF temporarily changed its logo colour from blue to green and along with the hashtag #GREENPPAF



Symbolic Logo Change and Slogan Launch

In a symbolic gesture to honour the day, PPAF temporarily changed its logo colour from blue to green and launched the hashtag #GREENPPAF on social media, further demonstrating its commitment to environmental sustainability and engaging a wider audience in its initiatives.



PPAF & CDA JOIN HANDS TO CELEBRATE WORL ENVIORNMENT DAY 2024



In Islamabad, in collaboration with the CDA Environment Directorate Islamabad, PPAF organized multiple activities, including a sensitization session, and an awareness walk to raise awareness about climate change. National and regional newspapers were engaged to publish news stories and captioned photographs to maximize reach of these activities. Key messages from subject matter experts and senior officials, and PPAF senior management were recorded and widely disseminated on social media. Additionally, PPAF senior management met with Allama Muhammad Raghib Hussain Naeemi Chairman Council of Islamic Ideology (CII) to explore opportunities to strengthen social mobilization activities and engage religious leaders and Madrasa students in driving social and behavioural change.



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ORIENTATION SESSION AND AWARENESS WALK

PPAF, in collaboration with the CDA Environment Directorate Islamabad, organized a sensitization session to kick off the World Environment Day activities. This session aimed to educate community members on the of importance environmental conservation and sustainable practices. Experts and senior PPAF officials highlighted the critical roles of communities and women in addressing environmental challenges. The session set the tone for the monthlong awareness campaign.



An awareness walk was organized to engage the community and emphasize the significance of environmental conservation. Participants included local residents, PPAF staff, and volunteers, all coming together to demonstrate their commitment to protecting the environment. The walk was widely covered in national and regional newspapers, with captioned photographs highlighting the community's active participation.



Islamabad: Celebrating World Environment Day 2024: Pakistan Poverty Alleviation Fund (PPAF) and Environment Directorate of Capital Development Authority (CDA) Islamabad jointly organized a walk to raise awareness on climate change-

Collaboration with Council of Islamic Ideology (CII)

The PPAF team, led by Mr. Arshad Rashid (Chief Programmes), met with the Chairman of the Council of Islamic Ideology (CII), Molana Mufti Raghib Naeemi, to discuss and explore ways to strengthen social mobilization activities across various thematic areas of PPAF, including but not limited to climate change awareness and women's empowerment. This collaboration aims to engage religious leaders and Madrasa students in driving desired social and



behavioural changes, leveraging their influence to foster community engagement and support for PPAF's initiatives.

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Media Coverage

Media coverage played a crucial role in amplifying the impact of PPAF's World Environment Day initiatives. Leading national and regional newspapers featured news items and captioned photographs of the awareness walk, highlighting the community's active participation and commitment to environmental conservation. Additionally, PPAF utilized radio channel and social media platforms to disseminate key messages and engage with stakeholders, further enhancing the reach and impact of its environmental awareness campaign.

The GG&CC specialist Mr. Hamid Raza Afridi was invited for a radio interview at the PCB World Service on the occasion of World Environment Day 2024, GG&CC Specialist highlighted the theme of this year's World Environment "Land Day. Restoration. Desertification, and Drought Resilience." He emphasized the importance of restoring degraded lands to sustain biodiversity, combat climate change, and support human and wildlife populations. Mr. Hamid discussed international efforts and Pakistan's vulnerability to climate change, detailing



initiatives like those by PPAF to address environmental issues. He also underscored the significance of individual actions and community involvement in environmental conservation efforts.







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PPAF, CDA Jointly Celebrate World Environment Day 2024

UNS- ISLAMABAD: Pakistan Poverty Alleviation Fund (PPAF) and Capital Development Authority (CDA) joined hands to raise awareness about climate change.

nies advoit climate change.

The event, which took place at F-9
Park Islamabad, began with an orientation session followed by a walk
aimed at highlighting the urgent
need for climate action. The orientation session was addressed by representatives from the PPAF.



During this session, participants were briefed about the challenges posed by climate change and the crucial role that institutions and communities must play in addressing these challenges.

The officials emphasized the need for a collective effort to mitigate the adverse effects of climate change through sustainable development, practices and informed policymaking.



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Media Coverage

اسلام آباد ہی ڈی اے اور کی بی اے ایف کی جانب سے مشتر کہ واک کا اہتمام

اسلام آباد (شازبیه طاہر سے) لیپٹل واک ماحولیات ڈائر بکٹوریٹ نے موسم اتھارٹی اسلام آباد(سی ڈی اے)اور تبدیلی کے بارے میں شعوراجا کر کرنے کیلئے یا کتان یارٹی ایلیویشن فنڈ (نی بی اے کی تھی۔اس واک میں بری تعداد میں اوگوں الف) نے ایک مشتر کہ داک کا اہتمام کیا۔ یہ



لام آباد: عالمی یوم ماحولیات کے موقع پر پاکستان پاورٹی ایلیویشن فلڈ (PPAF) اور کیپیٹل ڈویلیمنٹ انھارٹی (CDA) اسلام اباد کے ماحولیات ڈانزیکٹوریٹ نے موسمیاتی تبدیلی کے بارے میں شعور اجاگر کرنے کے لنے مشترکہ طور پر ایک واک کا





ISLAMABAD: Celebrating World Environment Day 2024: Pakistan Poverty Alleviation Fund (PPAF) and Environment Directorate of Capital Development Authority (CDA) Islamabad jointly organized a walk to raise awareness on Climate change.



PPAF and CDA jointly celebrate World **Environment Day 2024**



TIMES REPORT

I S I. A M A B A D:

Resistion followed by a walk aimed at highpakistan Poverty alleviation Fund need for climate change. The addressed by reprejoined hands to raise sentatives from the awareness about climate change. The event, which took were briefed about place at F-9 Park the challenges posed the need for a collection to make change. The development of the adverse effects of the need for a collection and the crucial role and that institutions and communities must be addressed by repretive effort to mitigate the adverse effects of the need for a collection and the crucial role and institutions and the crucial role and institutions and that institutions and that institutions and the crucial role and institutions and the crucial role and institutions and that institutions and that institutions and the crucial role and the institutions and the crucial role and institutions and the crucial role and the institutions and the crucial role and the institutions and the crucial role and the institutions and the role and institutions and the crucial role and the institutions and the crucial role and the institutions and the crucial role and the institutions and the institutions and the institutions and the institutions and the crucial role and the institutions and

PPAF and CDA Jointly Celebrate World Environment Day 2024



ISLAMABAD: Pakistan Poverty Alleviation Fund (PPAF) and Capital Development Authority (CDA) joined hands to raise awareness about climate change. The event, which took place at F-9 Park Islamabad, began with an orientation session followed by a walk aimed at highlighting the urgent need for climate action. The orientation session was addressed by representatives from the PPAF. During this session, participants were briefed about the challenges posed by climate change and the crucial role that institutions and communities must play in addressing these challenges. The officials emphasized the need for a collective effort to mitigate the adverse effects of climate change through sustainable development, practices and informed policymaking, STAFF REPORT



اسلام آباد، PPAF اورس ڈی اے کے اشتر اک سے موسمیاتی تبدیلی کے بارے میں شعورا جا گر کرنے کیلئے واک کی جارہی ہے





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Pakistan Poverty Alleviation Fund (PPAF) through its partner organization Salik Development Foundation (SDF) organized a series of awareness raising activities to celebrate World Environment Day. These activities took place across 12 districts in Pakistan, spanning Khyber Pakhtunkhwa (Peshawar, Mardan, Charsadda, Swat, Swabi, Upper Kohistan, Lower Kohistan), Gilgit-Baltistan (Gilgit, Skardu, Diamer), Azad Kashmir (Muzaffarabad) and Islamabad.

District-wise Activities

1. DISTRICT PESHAWAR, KPK

In Peshawar District, a seminar and walk were organized at the PUTA Hall of Peshawar University. The event saw significant participation from the Additional Secretary of Relief, the Social Welfare Department of Peshawar, professors, lecturers, media representatives, and university students.











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MEDIA COVERAGE

























پشاور یو نیورش کے حال میں سیمیناراور واک کا انعقاد موسائی تعد فی سے دائوں سے موان سروب میں ایساند کیا جا تھا۔



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Media Coverage

































World Environment Day observed: World Environment Day was observed in Mardan, to raise awareness about environmental protection and the challenges faced by the region. The event was organized by the civil society of Mardan, in collaboration with the Pakistan Poverty Alleviation Fund (PPAF) and the Salik Development Foundation.



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DISTRICT SWAT,KPK









DISTRICT LOWER KOHISTAN KPK





DISTRICT UPERKOHISTAN KPK







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DISTRICT SWABI,KPK



DISTRICT CHARSADDA, KPK ISLAMABAD











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DISTRICTMUZAFARABAD, AZAD JAMU&KASHMIR

















DISTRICT DIAMER, GILGIT BALTISTAN













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DISTRICT SKARDU, GILGIT BALTISTAN







DISTRICT GILGIT, GILGIT BALTISTAN









DISTRICT JAFFARABAD, BALOCHISTAN

To celebrate World Environment Day, Pakistan Poverty Alleviation Fund (PPAF) through Its partner organization WORDS Pakistan and Yar Muhammad Samejo Educational Society & Development Organization (YSMEDO), under the RSS program organized awareness raising activities. The news coverage is as follow.



بروز چسرات£00 جن 2024ن
ورشت با تولیاتی تبدیر فی سے شفت کا بجترین و در نیس به انگیر شتر او استان می انگیر شتر این انگیر شده این انگیر شتر آن این انگیر







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Daily Punjab Times بتعرات 28 ذوالقنعد و 1445 هه 24 جيني 06 جون 2024ء عنار ونبر 128

WORDS تنظيم اور YMSESDO تنظيم في مشتر كه طور پرسرك باؤس، ويره الله يار، جعفرآ باد

میں PPAF کے تعاون سے ماحولیاتی تبدیلی پر مرکوز ایک اہم تقریب کا انعقاد کیا



یل PPAF کے تعاون سے ماحلیاتی تبد کی پر مرکوز ایک ایم تقریب کا افتقاد کیا جشراً بادرورد چیند گخزاردان) جغراً بادرین کا افتقاد کیا جسراً بادرورد چیند گخزاردان) جغراً بادرین کا WMESDO سال محکم اور مرکب بازی ، کرت کا کان که الله بازی کا WMESDO سال محکم اور مرکب بازی ، کرت کان که الله بازی بین کا مرکز ایک ایم استان که الله بازی کان که الله بازی بین که بازی استان که بازی استان که بازی که اور کیس که اور کیس که اور کیس که بازی که باز

جعفرآ بادی PPAF کے تعاون سے ماحولیاتی تبدیلی برمرکوزایک اجم تقریب کا انعقاد کیا

شرکا کوموسماتی تبدیلی کے خطرات، جیسے گرمی کے اثرات اور دیگر خطرات کے بارے میں آگاہ کیا گیا لو کم کرنے کے لیے پیشکی اقدامات کی اہمیت پر زورويين والى بصيرت الكيز تقريري كيس مختلف محكموں سےمعززمهمان ڈیا چاواباز جمالی، ڈی اليس ايم يي بي الكي آئي جعفرآباد شاجبان، وي ایس او صحبت اور بابر جمالی، اور دیگر سرکاری اضران اور اساتذہ نے بھی اپنی موجودگی سے تقریب کی روفق بدهائی تقریب کا مرکزی موضوع "ماحلیاتی مواحت "تھا جس میں

موسمیاتی تبدیلی اوراس کے مکند جاہ کن اثرات پر بات کی گئی۔شرکا کوموسیاتی تبدیلی کے خطرات، جے گری کے اثرات اور دیگر خطرات کے بارے سے حری ہے ہوت اور انہیں یا سدار علی طریقوں میں میں آگاہ کیا عمیا اور انہیں یا سدار عملی طریقوں میں شامل ہونے کی ترغیب دی گئی۔ ایک پیشل دستشن نے شرکا کو ماحولیاتی مزاحت اور گرمی کے اثرات ے بچا کے بارے میں سوالات ہو چھنے کا موقع فراہم کیا۔ پیٹل کے اراکین نے تفصیلی جوابات اور عملی حل پیش کے، جس ہے موسیاتی تبدیلی ہے نمٹنے کے لیے کیوفن کی شوایت کی ابہت پر زور دیا۔ اس موقع پر مہمان خصوصی اور اسٹنٹ مشتر

جعفرآ باد (بوروچيف گزاروفا)جعفرآ باد ش 5.9ن 2024 عالى يوم ما حوايات ك معرف WORDS WORDS 4 YMSESDO تنظيم نے مشتر كه طور بر سركث باس، دره الله يار، جعفرآ باديس PPAF سرات ہا او روساند بادر او بودس کا جائے کا تعاول تا جدیلی چرمرکوز ایک اہم تقریب میں مضلعی تقریب میں مضلعی انتظامیہ سرکاری عبدیداران، میڈیا، اور کیوڈی از کا کا میں مسلم تعالی انتظامیہ سرکاری عبدیداران، میڈیا، اور کیوڈی والي شركا كو مدعوكيا حياتاكه موسياتي تبديلي اور اس کے اہم اڑات کے بارے میں آگائی پیدا کی والی خواتین نے کیٹر تعداد میں شرکت کی۔اس موقع والی خواتین نے کیٹر تعداد میں شرکت کی۔اس موقع پرشرکانے تیجرکاری اور موسیاتی تبدیلی کے اثرات









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DISTRIT KILLA SAIFULLAH, BALOCHISTAN

To celebrate World Environment Day, Pakistan Poverty Alleviation Fund (PPAF) through Its partner organization Water, Environment and Sanitation Society-(WESS), Youth Organization, Organization for community services and development (OCSD)The news coverage is as follow.





DISTRIT DERA ISMAIL KHAN, KHYBER PAKHTUNKHWA

Education workshop on the occasion of WED was organized by PPAF PO SABAWON under LACIP-II by organizing special awareness sessions for Male Community member, female skill training beneficiaries at various Women's Community Organizations (WCOs) in District D.I Khan, including Sitara, Patahan, Janat, and Welfare Society at GTVC women. The sessions aimed to educate and empower women and men on environmental conservation and sustainability.











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DISTRICT UMERKOT, SINDH

Under Its RSS program PPAF in collaboration with Rural Empowerment and Institutional Development (REPID organized environmental awareness session for women at community level



DISTRICT DERA GHAZI KHAN, PUNJAB

PPAF in collaboration with Pakistan Lions Youth Council (PLYC), commemorated World Climate Day 2024 in two union councils, Makwal Kalan and Magrota, in Tehsil Tounsa, district Dera Ghazi Khan. A session held in UC Makwal Kalan with health staff and community members and the workshop emphasized the importance of understanding and preparing for climate change challenges, urging societal efforts to address these issues.





DISTRICT UMERKOT, SINDH

PPAF through its partner organization Rural **Empowerment** and Institutional Development organized (REPID) awareness walk in district Umerkot, to raise on Climate awareness change and environmental issues on the occasion of WED, 24.







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DISTRICT DERA GHAZI KHAN, PUNJAB

PPAF though its partner organization Pakistan Lions Youth Council (PLYC), commemorated World Climate Day 2024 in two union councils, Makwal Kalan and Magrota, in Tehsil Tounsa, district Dera Ghazi Khan. PLYC held a session in UC Makwal Kalan with health staff and community members. The event concluded with a climate change awareness walk both among men and women of the community.





DISTRIT UMERKOT, SNIDH

A tree plantation activity was organized by Pakistan Poverty Alleviation Fund (PPAF) in collaboration with Rural Empowerment and Institutional Development(REPID) in district under RSS project.



