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In this issue

- Message from the IUCN Pakistan Country Representative **1**
- The Pakistan Business and Biodiversity Platform **2**
 - i. The Beginning of an Idea **2**
 - ii. The Roundtable **3**
 - iii. Looking Ahead **3**
- Our Recent Engagements with the Private Sector **4**
- The Importance of Being Aware **5**
- Sharing Regional Experiences **6**
 - i. Thailand: The Marriott Merlin-Butterfly Sanctuary **6**
 - ii. India: TATA Steel – session on biodiversity **7**
 - iii. Thailand: IUCN and Marriott celebrate World Tourism Day **8**

Upcoming events

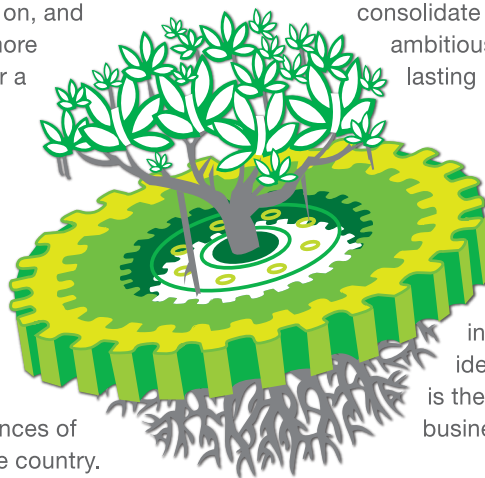
- The Business and Biodiversity Platform launch on 14th December 2017

Message from the IUCN Pakistan Country Office

It gives me great pleasure to present here the first of two editions of our Business and Biodiversity Newsletter. This is an exciting time for IUCN. The Business and Biodiversity programme, which was initiated at the global level in the beginning of the last decade, is one that is constantly evolving, presenting new opportunities for the private sector and international organisations like IUCN to work together towards a common goal.

IUCN's newest initiative to engage the private sector is unique in Pakistan: hand in hand with the Mangroves for the Future (MFF) programme – a regional initiative co-chaired by IUCN and UNDP, that aims to promote sustainable coastal development through participatory and inclusive decision making – IUCN is working to establish a platform on which companies can come together as a group, voice their concerns in areas they feel need to be focused on, and consolidate their resources in order to invest in larger, more ambitious conservation projects and programmes for a lasting impact on the environment.

The Business & Biodiversity Platform will also enable companies to better effectively access the repository that resides and global networks. This model is inspired by a similar model in Sri Lanka. The idea of establishing such a platform in Pakistan is therefore rooted in widespread experiences of business engagement both in the region and in the country.



IUCN kicked off this initiative with a roundtable meeting on 20 April 2017. The meeting was a great success, and moreover, proof that the private sector in Pakistan is increasingly concerned about the environment it operates in. I invite you to read about this initiative in greater detail in the following pages.



The Business & Biodiversity Platform: Forging New Relationships

The Beginning of an Idea

With a heightened awareness of the consequences of rampant industrialization, and with the world attempting to now transition to a more climate neutral economy, businesses are beginning to realize that incorporating environmental concerns in their long term plans is no longer simply a matter of presenting a “green image”, but a necessity. Over the last decade, IUCN Pakistan, both through its individual engagements with the private sector and through its Mangroves for the Future (MFF) programme, has been supporting companies in moving away from traditional CSR activities (generally temporally bound, one-off initiatives), towards conservation projects and programmes that have an element of sustainability.

The idea of establishing a Business and Biodiversity Platform in Pakistan is one that was inspired by a similar model that has been implemented by IUCN Sri Lanka, with great success. The Platform is an attempt to institutionalise what have so far been sporadic, one-off partnerships with individual businesses, with the aim of bringing together private sector players to define

their key dependencies and impacts on the natural environment, and to explore a common vision and way forward that companies can work with both independently and in collaboration with, to support sustainable development and conservation goals.

Meanwhile, recent global and national policies are also opening new opportunities for businesses to enhance their CSR commitments, notably through the Sustainable Development Goals (SDGs) and the Paris Climate Agreement. On a national level, the Prime Minister’s Green Pakistan Programme is a good example. The Platform therefore provides Pakistani businesses support in order to better comply with environmental regulations, and to aid sustainable development by mainstreaming sustainability considerations in their operations. Moreover, businesses themselves are dependent on our limited stock of natural capital, so it makes sense to bring them into any decision-making process regarding how this stock is used.



The Roundtable

In order to introduce companies to the concept of such a platform, a roundtable was jointly organized by IUCN Pakistan and MFF on April 20th 2017. The invite-only event attracted CEOs, senior representatives, and top level decision makers from 18 private sector organizations, and was co-hosted by the Port Qasim Authority (PQA) and IUCN. It was also attended by Sri Lankan business and biodiversity expert Ms. Shiranee Yasaratne, and moderated by Mr. Mohammad Rafiq, Former Head of IUCN's Business and Biodiversity Programme. Ms. Aban Marker Kabraji, Regional Director IUCN Asia and Mr. Shabbir Anwar Kazi, Director General Technical, PQA presided over the meeting as co-chairs.

Before the official meeting, pre-roundtable meetings were held with three businesses in order to ascertain whether or not the private sector had an interest and appetite for such an initiative. The results were encouraging and indicated that companies were willing and able to address environmental problems. The roundtable meeting confirmed this observation.

Following Ms. Kabraji's opening speech and Mr. Rafiq's keynote address, the floor was open to questions and discussion. Many business representatives participated actively, particularly those already familiar with IUCN's work.



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Importantly, the Port Qasim Authority ensured its full support for the establishment and effective operation of a Business & Biodiversity Platform, inspiring the companies under its jurisdiction to seriously consider being a part of it. Many felt that it would be helpful if IUCN could identify the key areas that would benefit from private sector involvement, particularly along the coast, where most of these companies operate.

Another factor that encouraged companies to consider the platform was Ms. Yasaratne's presentation on the Sri Lanka Business and Biodiversity Platform, which focuses on facilitating information flow and the sharing of best practices among companies.



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Looking Ahead...

In the weeks succeeding the roundtable meeting, IUCN held several meetings with individual companies which had shown their enthusiasm and indicated that they would pledge their support in seeding the platform. A joint meeting was finally held at the Port Qasim Authority's offices, where the platform is to be housed, in which the legal and operational structure of the platform was discussed.

Our Recent Engagements with the Private Sector



The period 2016-2017 has seen IUCN work on four private sector initiatives for the following companies: the Sui Southern Gas Company (SSGC); Engro Elengy; Engro Foundation; and the Port Qasim Electric Power Company (PQEPC).

Because these are all located along the coast, mangrove plantation and conservation has been a running theme across most of these engagements. However, various other activities have also been undertaken, including the training and capacity building of local communities within the project area in order to ensure the sustainability of the interventions after the project is formally over. The development and dissemination of education and outreach material in local languages has also been a part of these projects, and a short documentary is being planned for next year under the initiative with Engro Foundation.

Both Engro Elengy and Engro Foundation have invested in the plantation/rehabilitation of 500 ha each of mangrove forests in Port Qasim Area. In addition, a 100,000 container plant nursery has also been established for select species of mangrove. Meanwhile, Hamdard University's faculty of Oriental Medicine visited Engro Elengy's plantation site in 2016 in order to collect



samples to explore the possibility of using extracts of *Rhizophora mucronata* (a species of mangrove) in alternative medicine. An exposure visit was conducted under the same project, and well-attended by students from the Department of Geography, University of Karachi, senior officials of the IFFCO, Dalda Foods, and senior officials from Engro Elengy.

2016 also saw IUCN sign a contract with the Port Qasim Electric Power Company (PQEPC) to carry out a scoping study in the vicinity of their new installation in order to assess the major environmental impacts, provide environmental guidance, and establish a shortlist of priority actions to mitigate these impacts.

Why should the Private Sector be involved in Conservation?

Businesses face a number of challenges that are directly linked to nature. These include water scarcity, climate change, habitat change, biodiversity loss and invasive species, overexploitation of oceans and nutrient overloading. The impacts of business on biodiversity also pose a number of risks to a company's performance, which can range from operational and regulatory, to reputational in nature.

Conservation is therefore an important part of sustainable economic development. Businesses can drive this by investing in R&D to develop cleaner technologies, and by pushing for a more efficient use of existing resources. The end result is better products and services, and cost savings in the long run. Additionally, sustainable production practices are increasingly expected by shareholders, customers and employees.

The Importance of Being Aware

Awareness raising activities are often just as important as so-called “on the ground” activities (i.e. activities which involve some sort of physical intervention). Plantations, for instance, can be raised under a project, but if those living in the vicinity of these plantations are not aware of the benefits they provide and are left to their own devices once the project runs its course, it is likely that deforestation will continue unabated, and that any advantages that the project’s main activity yielded will soon be lost. With this in mind, IUCN strives to ensure that each project it implements has a component of sustainability embedded in it, so that the project’s gains continue in the long run.

IUCN’s engagement with the Sui Southern Gas Company (SSGC), while primarily focused on raising plantations, also made room for several training sessions for the local community, in addition to which an awareness raising seminar was held to conclude the project.

The seminar, held on August 28, 2017, drew participants from the private sector, NGOs, government agencies, the media and academia. The objective of the seminar was to try and create a greater understanding of the essential role mangroves ecosystems play along our coasts.

Speakers at the event included several scholars renowned for their work in the field, including Mr. Tahir Qureshi, a coastal resource expert at IUCN, and Dr. Shahid Amjad, Head of Environment and Energy Management, Institute of Business Management. Mr. Qureshi, who spearheaded the field component of the project, elaborated on its achievements, not least of which was the raising of 12,000 mangrove saplings in the vicinity of the SSGC LPG Terminal and Port Qasim.

Dr. Shahid Amjad addressed the gathering from a more academic perspective. His presentation on the Valuation of the Coastal System: An Econometric Approach enumerated the various benefits that accumulated to coastal communities which depended on mangroves. The results were drawn from an evaluation of approximately 100 households based on field surveys. It was found that fisheries in mangroves ecosystems had a much higher productivity; that the fodder and fuel wood produced by mangrove forests are worth an estimated PKR 31 million and PKR 274 million per year in the project area; and that the sustainable development of the coastal ecosystem is likely to amass even greater benefits to those who depend on it, and to the economy as a whole. In short, Dr. Amjad concluded that “while coastal areas are generally productive, coastal areas with mangroves are phenomenally productive”.

How can businesses benefit from engaging in sound environmental practices?

- Increase revenue by responding to growing consumer demands for responsible products
- Enhance their license to operate by addressing civil society’s concerns at local and global levels
- Attract and retain talented staff by increasing the environmental credentials and values of the company
- Improve the quality of their products and services
- Pre-empt regulations and public pressure
- Gain improved access to financial capital



Sharing Regional Experiences

The following stories illustrate the variety of work IUCN has carried out with its corporate sector partners in the Asia region. The aim of sharing them in this newsletter is to inspire local businesses to follow in the footsteps of these companies, to think about the sort of initiatives that interest them, and to play an active role in replicating and up-scaling them in Pakistan.

Thailand: The Marriott Merlin Butterfly Sanctuary

In collaboration with the Phuket Marriott Resort and Spa, Merlin Beach, IUCN has established a unique conservation-oriented Butterfly Sanctuary on the resort property. Butterflies are essential pollinators for a wide variety of decorative and wild flowering plants, cross-pollinating flowers that are separated by large distances. Overdevelopment and the widespread use of pesticides around the world have led to a decrease in the abundance of these charismatic insects, subsequently having an effect on flowering plants.

The goal of this project is to augment the wild population of native butterflies by providing the host plants needed for developing caterpillars and the flowering nectar plants that the adult butterflies feed on. The resort's proximity to a nature preserve will lead to a spillover effect of pollinators from the sanctuary, returning to their native ecosystem. Host plants line the walkway, leading to a special breeding cage for adult butterflies. Since butterflies only live for about a month, it is important to continue the lifecycle by providing a breeding area with the host plants required for egg-laying females.

The hotel is currently breeding two kinds of Swallowtail butterflies: the Great Mormon (*Papilio memnon*), and the Common Mormon (*Papilio polytes*), both of which use citrus trees as the host plant for the caterpillars. The hotel is also successfully breeding the Great Eggfly (*Hypolimnastolus*), which lays eggs on the Chinese violet, or Creeping foxglove. The presence of *Crotalaria* plants in our garden recruits male butterflies from the Tiger subfamily (*Danainae*), which sip pyrrolizidine alkaloids from the plant to produce pheromones to attract females. The sanctuary also plans to begin breeding the endangered Common Punchinello (*Zemeros flegyasallica*), a native species whose population has decreased in recent years.

Guided tours of the sanctuary are given three days a week, and guests are welcome to explore the area on their own at any time. By engaging guests in learning about the life cycle and the wide diversity of these unique organisms, IUCN and the Marriott hope to foster appreciation of their importance in terrestrial ecosystems.



India: IUCN Leaders for Nature programme and TATA Steel organise Raw Material Strategy Group in-company session on biodiversity

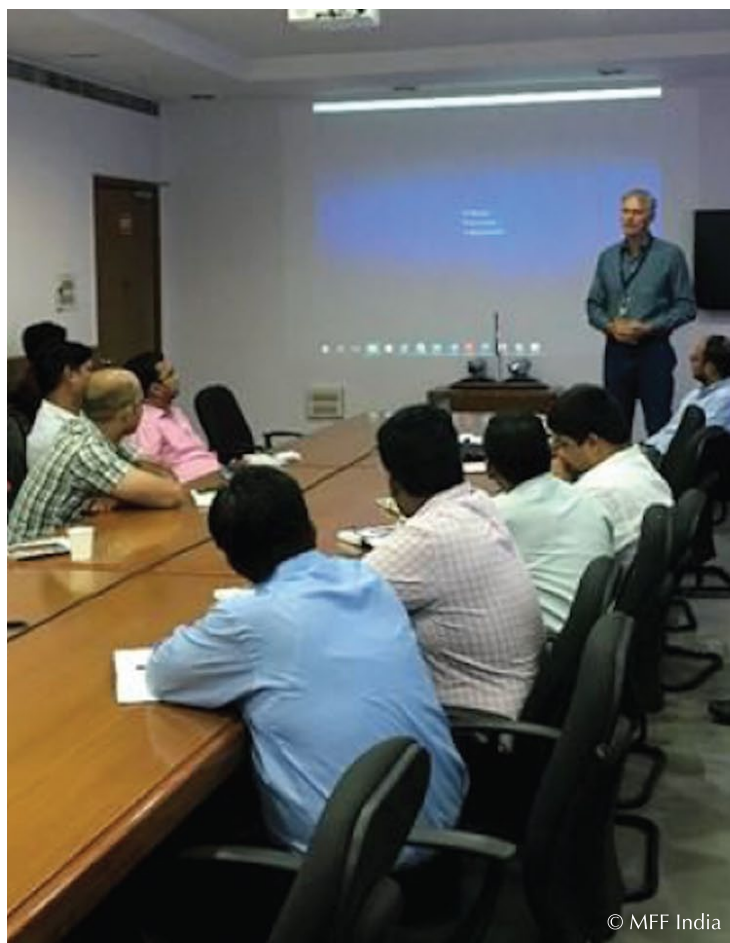


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In July 2017, Tata Steel's Raw Material Strategy Group and IUCN's Leaders for Nature (LFN) organised an in-company session at Tata Steel's Jamshedpur facility. The event aimed to emphasise the importance of biodiversity and highlight the extent to which anthropogenic activities have caused it to decline.

The programme particularly emphasised, through presentations by various speakers, the need to act immediately. In the opening presentation, Chief of Corporate Sustainability Madhulika Sharma explained the importance of sustainability and Tata Steel's approach. IUCN India Programme Officer Vipul Sharma explained the importance of biodiversity conservation to business growth and IUCN expert consultant Dr Randal Glaholt shared a case of biodiversity's indirect impacts and the role of people. DrHishmi Jamil Husain, Head of Environment and Forest Management for Tata, facilitated the discussion.

Tata Steel, a member of the IUCN LfN network, is committed to enhancing and restoring biodiversity and has been consistently working with the LfN team to organise different awareness-raising training programmes for its employees from multiple divisions. Tata Steel was represented at this session by officials from Corporate Sustainability, Corporate Environment, Research and Development, the Natural Resource Division and the Raw Material Strategy Group.



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Thailand: IUCN and Marriott Hotels raise awareness on sustainable seafood for World Tourism Day

In celebration of World Tourism Day on 27th September 2017, JW Marriott Phuket Resort and Spa together with IUCN and the Marriott Thailand Business Council hosted a showcase of their award winning Sustainable Tourism Practices. The highlight of the event was a unique black crab dish served for dinner on World Tourism Day itself to raise awareness about sustainable seafood. The crabs used in this specially-prepared dish are sustainably sourced from the Pu Dam community as they are caught wild from Klong Au Ta Pao mangrove forest, located 5km from JW Marriott Phuket Resort and Spa. The crabs – only those bigger than 150 grams – are caught using low impact gear and boats without engines.

Marriott has been purchasing black crabs and other sustainable seafood from the Pu Dam community since 2014.



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“We take great care and effort when it comes to where our fish and seafood is sourced from, and we always choose sustainable options. We believe in doing our bit for the environment, and also want to support and improve the livelihoods of coastal-resources dependent communities,” said Chef Dietmar Spitzer, Executive Chef for JW Marriott Phuket Resort and Spa.

The World Tourism Day event included an “Ancient Wild” black crab cooking class, where guests learnt how to make authentic Phuket dishes with Tanasub Trisub AKA Chef Tham, a local chef, alongside handicraft activities at the Mai Khao Women’s Community Group Bracelet project. There was a premiere screening of “Black Crab Community”, a short documentary film produced and directed by social impact film director Mr. Alan Compton.



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Increasing demand for seafood and advances in technology have led to overfishing practices, as well as intensive and poorly regulated aquaculture, which directly impacts nearby ecosystems. The importance of sustainable seafood is therefore picking up momentum. Purchasing and consuming sustainable seafood is a fundamental step in protecting our oceans and ensuring that future generations can still rely on fisheries in the future.

IUCN and Marriott have been in partnership since 2013, and have worked together to protect the environment and support Thailand’s local communities through mangrove restoration, the use of sustainable seafood sources and local procurement practices in Bangkok, Phuket, Koh Samui and Rayong. To date, the partnership has restored over 16 hectares of mangrove forests, purchased over 5.5 million Baht worth of sustainable seafood and handicraft from local communities and contributed to improving the livelihoods of over 70 families. Over 9 million Baht has also been raised through the dollars for deeds programme to support conservation activities implemented by IUCN.

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About IUCN

IUCN is a membership Union uniquely composed of both government and civil society organisations. It provides public, private and non-governmental organisations with the knowledge and tools that enable human progress, economic development and nature conservation to take place together.

Created in 1948, IUCN is now the world’s largest and most diverse environmental network, harnessing the knowledge, resources and reach of more than 1,300 member organisations and the input of some 10,000 experts. Working with numerous partners and supporters, IUCN implements a large and diverse portfolio of conservation projects worldwide. Combining the traditional knowledge of local communities, these projects work to reverse habitat loss, restore ecosystems and improve people’s well-being.