

# Pakistan AWS initiative: why getting together

- ❑ WWF Pakistan / Nestlé Pakistan / AWS launching AWS local initiative in October 2015
- ❑ «*Pakistan is a water-based economy, resource is critical for business growth and development*»
- ❑ WWF/AWS: Willingness to promote best practices from leading business and attract more actors (eg: SMEs) to create critical mass
- ❑ Nestlé: Expectation to put the many ongoing water related initiatives into a credible water stewardship framework and use the AWS implementation / certification process as an eye opener for gaps and opportunity improvements



# Pakistan AWS initiative: what we did

- ❑ AWS training (building capacity / knowledge / dialogue on water stewardship)
- ❑ Nestlé with WWF support to implement AWS Standard in Sheikupura factory (now certified)
  - Key Water Challenges:
    - **Depletion and degradation of Surface and Ground water resources** in the area both in terms of quality and quantity. Groundwater depleting at a rate of 0.035 m/year.
    - **Lack of awareness among locals** about conservation of water and related issues.
    - **need of mutual collaboration** with the government and other local industries in the nearby vicinity to address regulation of water management in the identified catchment area.
    - **SKP staff development** and training with respect to inside/beyond the fence approach.
- ❑ AWS approach at Nestlé extended in the agri supply chain and to other factories



# Pakistan AWS initiative: key learnings

- ❑ Value of the SKP Partnership: working together enabled broader / better understanding of water stewardship challenges for all teams (Nestlé / WWF / BV), improved connection with local SKP stakeholders and provided a neutral contribution in engaging civil society into the process
- ❑ Value for AWS certification: taking time to look at details, moving from perceptions to fact based evidence in assessing local issues
- ❑ Local initiative(s) can scale up into something bigger (eg: Pakistan Water Stewardship Network is now created, many new partners from all stakeholder sectors to promote water stewardship at country level; eg: GIZ, Pepsico, SDC, LUMS, Helvetas,...)
- ❑ Next steps: need to link up local collective action with other local and national governmental initiatives