



World Wetlands Day 2011, Green Celebrations in Pakistan

Theme: *Forests and Wetlands* Slogan: *Forests for Water and Wetlands*

“**Forests for Water and Wetlands**”, a simple slogan designed for the World Wetlands Day 2011, to raise awareness amongst the new generation about the significant correlation between forests, wetlands and human beings. This day is celebrated every year on February 2nd, to mark the date of adoption of the ‘Convention on Wetlands’ held in 1971, in the Iranian city of Ramsar on the shores of the Caspian Sea. Each year since 1997, government agencies, non-governmental organizations and groups of citizens at all levels of the community have taken advantage of the opportunity to undertake actions aimed at raising public awareness on the values and benefits of wetlands and the Ramsar Convention.



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Summary of World Wetlands Day 2011

The mega campaign of the World Wetlands Day 2011 Green Celebrations and activities of International Year of Forest were celebrated all over Pakistan. The project sites included NAWC Gilgit, Chitral, MCWC Gwader, Jiwini, CIWC Kot Adu, Sukkar, SRWC Khabekki, WWF Indus for All Programme Keenjhar, Chotoari, Deh Akro,



Karachi, Punjab Faisalabad, Rawalpindi and mega events in Islamabad were celebrated. Approximately, 65 public and private schools participated in these activities. The groundwork included development of publicity material, coordination with educational institutes, briefing of this year theme WWD 2011 to students and teachers, conveying the message to media and providing them manuscript, information for news reports. Publicity material was also dissemination to all the PWP's sites, WWF projects, partners, relevant schools, Ministry of Environment, Minister and senior staff to build a

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stronger relationship with Federal Directorate of Education in order to celebrate the WWD 2011 in government schools.

World Wetlands Day 2011 schools activities included various activities such as; Art Competition, Essay Competition, Story Writing Competition, Play Performance, 3-D Model Display Competition, Poetry Competition, Nature Photography, Speech Competition, Sport Competition, tree plantation, Growing with wetlands and nominations of special talent and initiatives for wetlands conservation.



The WWD 2011 was publicised in print and electronic media and found coverage in national and international channels such as Dawn, The News, Jang, PTV, Express, SAMAA TV, Sohni Dharti, GEO TV, ARY TV, Dunya TV, Royal TV, Rohi, Khyber TV, Apna TV, KTN, Radio Pakistan, Power FM 99 and City FM89. The print media that covered these events included Jang, The News, Nation, Dawn, Pak Observer, Daily Express Tribune, Daily Pakistan, Daily Times, Daily Mail, Khabrian, Nawa-i-Waqt, Islamabad Dateline, Frontier Post, Business Recorder, Patriot, Daily Express, Ausaf, Din, Aajkal, Alakhbar, Lead Pakistan, Newsmart, Sahafat, Asas, Azkar, Madaar, Itehad, K2, Capital Express, Sarkar and Talwar . Coverage by local newspapers in the form of articles and special features were published on WWD 2011 and International Year of Forest.

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Fifteen publicity materials were developed and widely disseminated to schools, general public, local communities, organisations, media, line departments, and donors. The PWP website was updated regularly to provide follow up and news feeds about upcoming events. Federal Directorate of Education, Islamabad was also involved to disseminate information officially for the upcoming World Wetlands Day 2011 and other campaigns. The Promo on Forest conservation was produced and publicized. The winning artwork and promo's made by students participating in WWD 2010 were also displayed on this year's WWD 2011.

Pakistan Wetlands Programme actively participated in the UNDP and Planning Commission's seminar, placed stalls and disseminated material. Moreover, became a partner in City School's WWD 2011 campaign and a participant in CDA's spring plantation drive. PWP also facilitated the initiation of the environmental club formed at PAEC Model school by provision of educational material.

World Wetlands Day 2011 Campaign Highlights

It was the **World Wetland Day, February 2nd, 2011** morning; sunshine was smiling from the clouds, there was light cool breeze as gigantic mega colourful event was being



celebrated. The *Federal Ministry of Environment's Pakistan Wetlands Programme*

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organised this eminent event all over Pakistan, but in Islamabad, it was commemorated at Islamabad College for Girls F-6/2. The college and roads were decorated with banners, steamers, posters and balloons. 4,000 chairs and tables were arranged for the children who were coming from 65 private and public schools to be part of this great event.

“Wow, World Wetlands Day, I always wait for this day like I wait for Eid” Abtaal Atif, a 5th grade student from Roots School System proclaimed with excitement.

The honorable Chief Guest Mr. Hameed Ullah Jan Afridi, Federal Minister for Environment was given a warm welcome on his arrival. He inaugurated the World Wetlands Day 2011, **Green Celebrations** Campaign by releasing balloons into the air and planting an indigenous sapling along with students in the College ground. Mr. Hameed Ullah Jan Afridi addressed the students and stressed on the important role of the new generation in the future of Pakistan. Mrs. Shaista Peerzada, principal of Islamabad College for Girls and Dr. Ghulam Akbar, National programme manager, *Pakistan Wetlands Programme, Ministry of Environment* also emphasised the role of forests and wetlands not only in our ecosystem, but more notably in our lives.

Arts, Essay, Story writing, Play Performances, 3-D Models, Poetry, Nature Photography, Speech and Growing with wetlands competitions were held on WWD 2011 under the theme *‘Forests for Water and Wetlands’*. The students took part in the competitions with great passion and excitement.

“I’m ready for the art competition, I will draw lost of trees, some very green which show our care and some dead trees which were neglected by us” stated a 10th grade student.

The motivated students working diligently on different activities and the vigilant teachers were given much needed refreshments that delighted them. All competitions ended by the afternoon and the works of the students (essays, artwork and stories) were collected from them. As a token of participation, students were given posters related to the Wetlands and the theme of WWD 2011.



Volunteers from the Islamabad College for Girls and other schools gathered all the trash from the ground, demonstrating themselves as caring citizens for the environment. The

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Pakistan Wetlands Programme staff rolled up all the equipment and the event was completed successfully.

On the February 3rd, 2011 **3D model competition** were organised by *The Federal Ministry of Environment's Pakistan Wetlands Programme* at Islamabad College for Boys G-6/3, Islamabad. Pakistan Wetlands Programme staff reached early morning at the venue to welcome the students and teachers who participated in this competition. An information booth was set up with a variety of posters, newsletters, stickers, badges and other educational material, in order to supply

all kind of information to the participants and everyone present there. The participants reached on the venue with their fine-looking 3D models. Children were full of enthusiasm; the models were reflecting their passion and interest. The students came up with striking ideas regarding the slogan '*Forest for Water and Wetlands*'. Students worked very hard in preparing their schools milieu by using various ideas. Finally at 9:30 am, the judges' panel started the evaluation. The judges



visited each model and listened to the short presentations given by the specific representative of the schools. Models were marked on the basis of; relevancy to the theme of WWD 2011 and how environmentally friendly the ideas were. By half past noon, nearly all the models were evaluated. Brochures, stickers, badges and posters were disseminated among the contestants, teachers, students of Islamabad College for Boys G6/3 and the invited guests to stimulate awareness about the wetlands and forests.

The **Closing Ceremony of WWD 2011** took place on February 11th, 2011. Although it marked the end of an enjoyable week for all participants, it also marked the innovative beginning of something virtuous, a vibrant and memorable message for the public, officials, academia and especially our children to '*Save Forests for Water and Wetlands*'. Closing Ceremony of the Green Celebrations was held in the auditorium of Islamabad College for Girls F 6/2 that was embellished with posters, banners, steamers, backdrop and educational material. It was a pleasant day with the children dressed up in colorful costumes and was ready to convey the message through their innocent performances. *Pakistan Wetlands Programme* started the programme at 9 am with the recitation of Holy Quran. Inspector General Forest Mr. Syed Mehmood Nasir gave a welcome address, followed by a WWD 2011 theme promo based on the poem written by Nasir Malik, which was applauded by all the young children The first play was performed by ICG, F 6/2, with the title '*As you sow, so shall you reap*'. Afterwards, the audience enjoyed the promo titled '*Glimpses of World Wetland Day 2010*'. The audience was amazed by the

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beautifully narrated poems, the four young winners of primary level had written by themselves.

“I wrote a very beautiful poem about the forests and got first prize and I’m very happy” told Husn-e-Sehar, a 2nd grade student from Roots school System.



The students of Roots School System, Junior Branch sparked the stage by their play performance ‘Lost Woods’, as the Chief Guest Federal Minister for Environment, Mr. Hameed Ullah Jan Afridi entered the hall to join in the festivities. Zanaib Fatima and Tahir Naeem, with his guitar, chanted a melodious song ‘jungle bhi zinda hun’ written by Nasir Malik.

“I love to sing environment songs and this year I’m performing a song about forests and wetlands written by Nasir Malik” added by Zainab Fatima student ICG F-6/2.

Students of Schola Nova F-8/3, Islamabad, presented a play performance titled ‘Wetlands Blind’. Once the play had ended, the Chief Guest distributed tree trophies amongst the winners of 3D models and schools who have been active participants in wetland activities every year. Mr. Hameed Ullah Jan Afridi, while addressing the students at the closing ceremony, highlighted the core issues of wetlands and forests. Dr. Ghulam Akbar National Programme Manager, PWP along with the youngest participant Malaak Rehman presented a Tree Trophy to Chief Guest for his contributions for Wetlands Conservation.

“I came in this WWD festival to have fun and enjoy myself but most importantly to take this year’s message to pass on to my family and friends”. said by Qaswa 7th class of Army Public School Rawalpindi.

The students of City School, F-11/3, Islamabad, showed a lively play titled ‘A message’, this was followed by a presentation on the ‘Students Artwork of World Wetlands Day 2010’ made by the PWP. An important message ‘Role of Forests as a vital essence of water and wetlands’ was depicted by Roots School System, Westridge, Rawalpindi in their prepared performance. Angelique School glowed up the arena by displaying their play called ‘Wetlands for forests and forests for wetlands’.

Professor Qasira Hameed of Islamabad College for Girls also read a beautiful poem she had written herself about the forests conservation.

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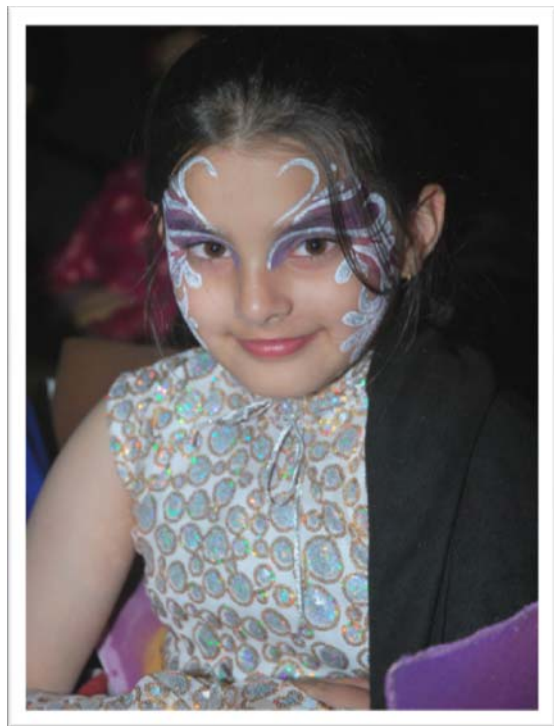
“Every Wetlands Day, I would like to be a flower in a play but this time I’m a green tree, we should care about our trees and wetlands” expressed a 7th grade student from ICB, G-6/3.

“My passion about environment paid me off and I won first position in Nature Photography”. Articulated by Julian Robinson from Lahore.

UNDP delivered a vital message from Country Director, Mr. Toshihiro Tanaka about the conservation of forests and wetlands.

Finally, it was time for the long awaited prize distribution ceremony. The staff of *Pakistan Wetlands Programme, Ministry of Environment* gathered and awarded the Tree Trophies and certificates to the winners. As a thank you speech, the vice principal of ICG F6/2 expressed gratitude to all the guests for showcasing their talents and performing such wonderful plays for such a noble cause.

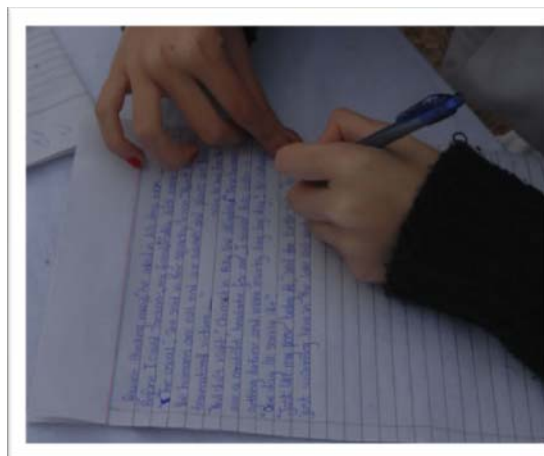
PWP thanks all the schools, students, teachers, parents, volunteers, community based organizations (CBOs), media and especially donors including United Nations Development Programme, Global Environment Facility and the Embassy of the Kingdom of Netherlands who made this event possible.



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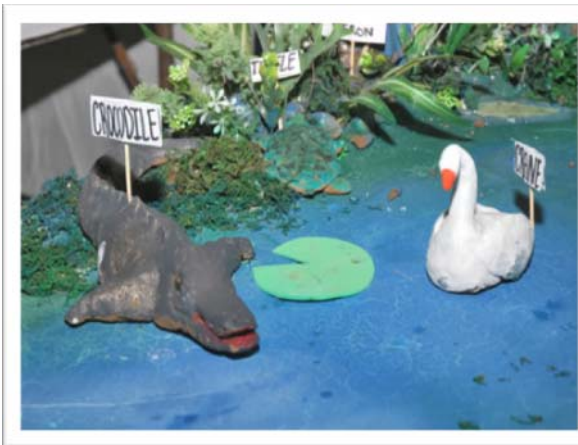
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World Wetlands Day, 2011, in Makran Coastal Wetlands Complex, Gwadar, Balochistan (February 1st to 4th, 2011)

Makran Coastal Wetlands Complex (MCWC) celebrated the World Wetlands Day, 2011, to underscore the importance of this day and raise awareness about the theme **“Forest and Wetlands”**. Celebrations of World Wetlands Day were impossible without the input of District Education Department, IUCN BPSD, Gwadar Port Authority, public and private schools of Gwadar City, religious leaders, Ullema Council Gwadar, media persons,



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fisher folks and the civil society at Gwadar.

MCWC organized a two day **Educational Festival** at Government Model High School Gwadar, wherein almost 14 Public and Private Schools of Gwadar city participated. School kids took part in speech, play performance, arts and essay writing competitions with great enthusiasm. Mr. Khan Mohammad, DEO Education Gwadar was the chief guest at this grand event. A short **sea cruise** to coastal wetlands area of Gwadar was offered to all participants and while they were enjoying the trip the site office team highlighted the significance of wetlands with special emphasis on coastal wetlands.

The **FM Radio Pakistan talk show** was broadcasted on Feb 2nd, 2011 to highlight the importance and background of **World Wetlands Day** to the listeners.

PWP, MCWC and IUCN, Gwadar, jointly organised a **seminar** on February 3rd, 2011 with the support of civil society members and government officials, on the significance of



Wetlands, WWD and explained the threats to wetlands of Pakistan. The final match of a **Football tournament** was organized on 3rd February by Sports committee of Government Model High School, sponsored by MCWC, PWP. The banners were displayed to prominence the Wetlands publicly.

An exposure visit of school children on February 4th, 2011 was organized by PWP and IUCN, Gwadar, to Wetlands Information Centre and Mangrove Sites at Jiwani. PWP representatives described The Mangrove Ecosystem of Makran Coast, briefly to the students. At the end, all the students planted mangrove saplings in the Jiwani estuary.

World Wetlands Day 2011 in Northern Alpine Wetland Complex

The World Wetland Day, February 2nd, 2011, activity was organized by NAWC, PWP jointly with the collaboration of Qurumbar Social Welfare and Conservation Development Organization (QSWCDO) at the Community Hall Qurumbar Valley Immit

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Ishkoman, District Ghizer, Gilgit-Baltistan. Around 500 community members, representative from line departments, WWF-Pakistan, Pakistan Wetlands Programme, and other key partners graced the day with their presence.



The event started with recitation of the Holy Quran and a welcome song by the local school students. Local renowned welcomed the Chief Guest Mr. Abdul Hamid, Secretary Forest, Wildlife and Environment (Gilgit-Baltistan) and all the guests. QSWCDO gave a brief profile of the Qurumbar valley, followed by an explanation of the community's role in conservation of the valley's unique natural heritage.

One of the main aims of NAWC, PWP, is to establish Qurumbar Valley as a National Park. Regarding this issue, Mr. Babar Khan, Manager WWF-Pakistan (Gilgit-Baltistan) highlighted the socio-ecological significance of proposed national parks in context of wild rare species, migratory avi-fauna, plants diversity, largest high altitude wetlands complex, trans-boundary conservation opportunities and socio-economic development of the area. He also elaborated on the key principles of establishing a national park. Mr.



Alamgir, DFO Ghizer, emphasised on the role of the forests and wetlands in maintaining the health of the environment.

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Mr, Ahmad Said, Site Manager of Pakistan Wetlands Programme, WWF-Pakistan, underlined the aims and objectives of celebrating World Wetlands Day by emphasised the theme ‘*Forests and Wetlands*’ , the role of the community for providing protection to the Forest resources and the connected wetlands ecosystem in the area.

Mr. Ghulam Muhammad, DFO, wildlife department, accentuated the benefits of wildlife biodiversity in the form of Trophy Hunting program in the valley. The Chief Guest, Mr. Abdul Hamid, Secretary Forest, Wildlife and Environment (Gilgit-Baltistan) appreciated the efforts of Pakistan Wetlands Programme, WWF-Pakistan, Wildlife Department Gilgit-Baltistan and community members of Qurumbar valley in promoting the conservation and awareness of biodiversity for the environment.

More than 350 participants including local community, representatives of Government departments, NGOs, CBOs, school kids, press and electronic media participated in an awareness raising walk, that was held to mark the National Park proposal and to celebrate the World Wetlands Day 2011.

World Wetlands Day 2011 in Central Indus Wetlands Complex

Pakistan Wetland Program Sukkur, together with Sindh Wildlife Department and IRDCP-WWF Pakistan celebrated the World Wetland Day, 2011. Speech and arts competition on the theme “Forest and Wetlands” were conducted among local school children at the Dolphin Centre. More than 100 participants including students of different schools participated in various events and activities of WWD, 2011. The school children showed their fantastic talent through posters and speeches. This program was very successful; and admired by participants who were highly motivated to continue such activities in future.

Site office at Kot Adu, District Muzaffar Gargh, celebrated the World Wetlands Day on February 2nd and 3rd, 2011. Representatives of government and non-government organizations, local community members, school children, teachers and journalists played a vital role in the success of the occasion. An awareness raising walk, distribution of awareness material as well as art, Essay, and speech competitions were the activities that were carried out on this event. Mr. Zafar Ali, Senior Site Officer CIWC, welcomed the participants to the office of the CIWC, PWP and explained the importance of celebrating the World Wetlands Day each year on February 2nd.

World Wetlands Day 2011 in Salt Range Wetlands Complex

Teachers, students, local community activists being the key players were particularly focused on the WWD, February 2nd, 2011, by organizing different awareness raising activities. A total of about 300 individuals participated in this event.

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The community enjoyed and admired this healthy activity and were inspired by the message-oriented speeches, drawings, and essay presented by the young students. Participants at the event were provided with informative material regarding forests, wetlands and migratory birds of SRWC published by PWP.

Site Manager Hafiz Muhammad Bakhsh, welcomed the participants and highlighted the importance of celebrating the World Wetlands Day. The Chief Guest of the occasion addressed and elaborated the present demand of our disturbed ecosystem and emphasised on the key role of forests.

After the prize distribution and a vote of thanks to the chief guests and all the contestants, lunch was served and everyone was seen off with a message;

“Save Forests for Water and Wetlands”

World Wetlands Day 2011 in Sindh

On the eve of World Wetlands Day February 2nd, 2011, under the WWD 2011 “Forests for Water and Wetlands”, Sangat Development Foundation, Indus for All Programme, WWF Pakistan and Sindh Wildlife Department organised a seminar in Government High School Jamsahib at the site of Deh Akro-II desert wetlands complex, a Ramsar site having 36 wetlands.

While presiding over the seminar, Mr. Masood A. Sahito, Principal of the school said that there is great need to educate the local community regarding the importance of the wetlands, the wetlands are not only safe natural habitats for fauna species and the large indigenous communities livelihood is also depend on them.



While speaking on the occasion, Mr. Nisar A. Brohi, President of Sangat Development Foundation said that forests are imperative for maintaining the eco-system. The seminar was also addressed by Mr. Raza Shar, local leading Journalist, Mir Hassan, local social activist, Qaim Khan Dahri, official Sindh Wildlife Department and activists of Youth Forum and Nature club of high school, Jamsahib.

Indus for All Programme inaugurated the Keenjhar Wetlands Information Centre for general public on WWD 2011.

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Karachi

World Wetlands Day 2011 was celebrated in Karachi on February 2nd, 2011. WWF-Pakistan organized beach cleaning and mangrove plantation at Sandspit with the pioneer Green School in the country, Dawood Public School (DPS),. 300 students of DPS visited WWF Wetlands Center at Sandspit. They were given gloves and garbage bags by WWF-Pakistan to clean up the beach as a solid waste management routine.



“If we want to clean this beach up, we need to come here every day and spend at least 3 hours daily” said a DPS student.

After the beach cleaning activity, the environmental students excitedly released a hatchling into the sea. In accordance with 2011 being the international year of Forests and Under World Wetlands’ Day slogan Forests for Water and Wetlands the students also participated in Mangrove plantation. They planted a total of 30 mangroves in the area.



Mangroves regulate water quantity and quality, protect areas from tsunamis and serve as a haven for vast variety of fish and shrimp.

World Wetlands Day 2011 in Faisalabad

The Educators Al Hadi Campus Faisalabad celebrated World Wetlands Day on 2nd and 3rd February 2011 at its premises. Students and teachers were shown documentaries on ‘Waterfowl in Pakistan’, Indus Dolphin, Turtles, Migratory Birds, Forests and Ozone. There were World Wetlands Day posters displayed at school along with Save Ozone posters. City FM89 covered the whole event and VShine magazine provided the copies

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which had various endangered species articles. There was a Q&A session in which students raised questions about wetlands and endangered species which were answered by teachers.

World Wetlands Day 2011 in Media



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World Wetlands Day 2011 Activities included;

1. Art Competition
2. Essay Competition
3. Story Writing Competition
4. Play Performance
5. 3-D Model Display Competition
6. Poetry Competition
7. Nature Photography
8. Speech Competition
9. Growing with wetlands
10. Nomination for Special talent and special initiative



Educational/Promotional Material:

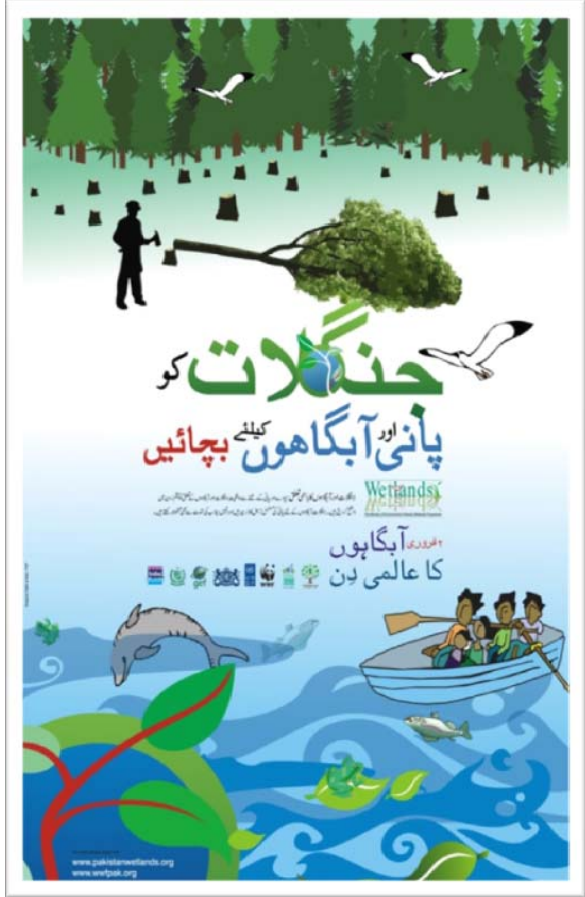
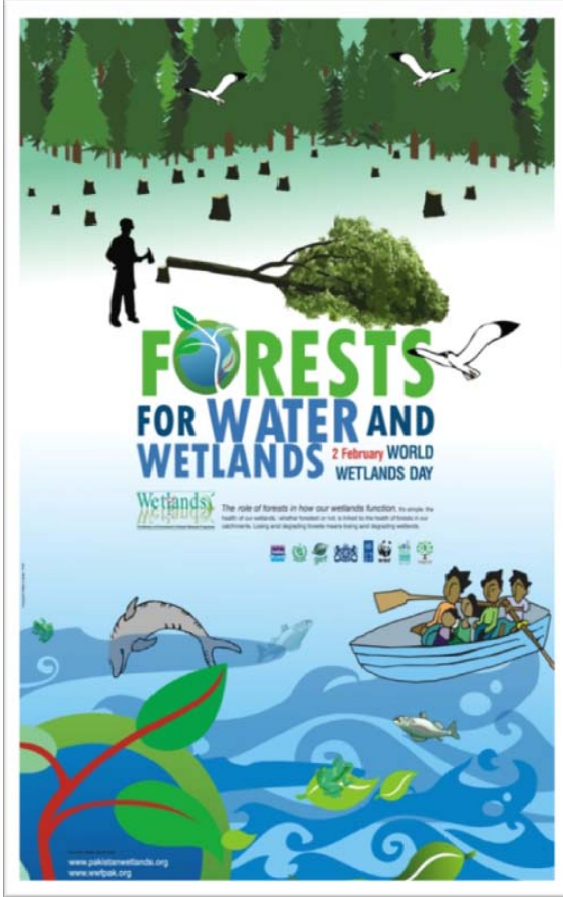
The material included:

- PWP 2011 Diary
- Table Calendar 2011
- Theme Posters WWD 2011 English / Urdu
- Theme Promo WWD 2011
- Environmental Song
- Brochure (English/Urdu)
- Theme Banners / Backdrops / Streamers
- Participation Certificates
- Tree Trophy for Winners
- Souvenirs: Badges, Stickers

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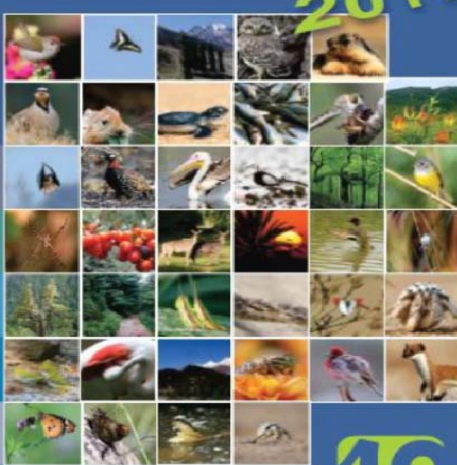


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2006
2007
2008
2009
2010
2011











INTERNATIONAL YEAR OF FORESTS • 2011

Forests play an integral part in the livelihoods of 1.6 billion people worldwide, supply the habitat for millions of species, and play a critical role in mitigating the effects of climate change. But deforestation continues at a rate of 50,000 square miles per year. With this in mind, the UN established the International Year of Forests 2011 with a resolution back on December 20th, 2008 and invited world governments, non-governmental organisations, and the private sector to make a concerted effort to raise awareness to strengthen conservation and sustainable development of all forests. The WWF - Pakistan and all its projects will be observing the International Year of Forests 2011 and will be holding various events country wide to contribute towards achieving its objective.




www.wfpak.org
www.pakistanwetlands.org
www.foreverindus.org

FORESTS FOR WATER AND WETLANDS
2 February WORLD WETLANDS DAY

2nd Feb World Wetland day



Save Forests for Water and Wetlands



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