

# Employees Corporate Club



**WWF**<sup>®</sup>

Pakistan



# **WWF-Pakistan's Employee Engagement Corporate Club Programme**

## **Background**

The World Wide Fund for Nature Pakistan has a long history of working in partnership with the private sector to find new and innovative solutions to pressing environmental issues in Pakistan.

WWF-Pakistan has been engaged with more than 2000 individuals through its Individual Membership programme and 300 corporate companies through its Corporate Membership Programme in both dialogue and active support to help the environment of our country.

WWF also extends its reach beyond Pakistan. This international organisation established in 1961 has a far reaching global network, with offices in 100 countries and over 5 million supporters worldwide.

## **WWF-Pakistan**

Charged with the responsibility of conserving the important national assets the World Wide Fund for Nature-Pakistan (WWF-Pakistan) is one of the World's biggest and best recognised conservation organisations. WWF-Pakistan has been working in Pakistan for over 40 years to conserve nature and ecological processes so mankind can coexist with nature in complete harmony. It is physically present in 28 different locations across the country.

## **WWF-Pakistan's Individual Membership Programme**

WWF-Pakistan realises that no change is possible without individual participation, and that each person has the power to effect change. That is why a special emphasis is put on the Individual Membership programme which enables people to support WWF's main mission and help to combat environmental challenges.

More importantly WWF-Pakistan understands that this is our country its strengths and weaknesses are ours. Therefore, being a responsible citizen means it is our obligation to participate and contribute in initiatives that will help overcome weaknesses and give something meaningful to our future generations.

Over the years the Individual Membership Programme has been charged with the responsibility of nature conservation and fostering a sense of personal accountability towards the conservation of natural resources in the country. It has also managed to organise a group of like-minded people who can effect positive change.

Through its Individual Membership programme WWF-Pakistan has been engaged with more than 2000 individuals and the number is continually growing. For more details on WWF-Pakistan's Individual membership categories please refer to Annex I

## **WWF-Pakistan Employees' Corporate Club:**

WWF Pakistan has a long history of working with the private sector to find new and innovative solutions to the far reaching environmental challenges in Pakistan. With its national and global reach, scientific expertise and in-depth knowledge across a full spectrum of environmental issues WWF-Pakistan believes in creating a mosaic of interactivity among all the corporate sectors of the country, whether they be Manufacturing, Power and Energy, Oil and Gas, Banking and Finance, Telecommunications, and Agriculture, showing how they are mutually interactive and responsible for the environment.

The employees' corporate club will further this initiative by engaging the employees of company in direct nature conservation through The Individual Membership programme.

The purpose is to spread awareness about nature conservation and create an environmentally conscious group of individuals who can effect change. It will also ensure the future sustainability of environmental resources of Pakistan by bringing a positive development in attitudes and giving way to a practical understanding of conservation.

WWF-Pakistan through the employees' corporate club will build the capacity and raise awareness of the employees of company about their role in environmental conservation. Employees will also get the chance to be involved in WWF Pakistan's Projects and Programmes.

## **Corporate Club Strategy:**

### **Orientation sessions**

Orientation Sessions will be held in company's offices to introduce Pakistan's environmental challenges, WWF-Pakistan's nature conservation initiatives and the Individual Membership Programme to the employees of company. The Individual Membership form will also be given during this orientation session.

Although the choice of becoming a member of WWF Pakistan is up to the employee, company's senior management should encourage the membership and ensure support to WWF-Pakistan Individual membership Programme.

## **WWF-Pakistan Programme Site Exposure Visit:**

WWF-Pakistan will organise an annual awareness raising exposure visit of a campaign for the registered employees. The cost of the exposure visit will be taken care of by the Company and the technical facilitation at the source will be provided by WWF-Pakistan.

**Payment Plan:** (This will vary from company to company)

Cash: Membership fee by cash in WWF-Pakistan Drop box at your office

Cheque: Paying directly by cheque in WWF-Pakistan Drop box at your office

If the category is above 3000 than there is a flexibility of paying the membership in monthly instalments ie. Membership category 5000- monthly instalment 417, Membership Category 10,000- 834 per month.

Monthly Salary Deduction: A regular amount will be deducted from the employees monthly salaries. E.g. If they pick the Defender category Rs 125 will be deducted monthly.

Membersip Category	Monthly Rs.	Quarterly Rs.	Bi-annually Rs.	Annually Rs.	
Defender	125	375	750	1,500	
Knight	250	750	1,500	3,000	
Ranger	417	1,250	2,500	5,000	
Supporter	834	2,500	5,000	10,000	

#### Tax Benefit to Members

Your membership contribution to WWF Pakistan is exempt from income tax i.e you can reduce your tax obligation by becoming member of WWF Pakistan. WWF Pakistan will issue receipt to the members in this regard.

#### **Corporate Club Benefit to Company and Employee's:**

- An opportunity to contribute towards nature conservation
- Becoming a part of the WWF supporter network which includes over 5 million individuals across the globe and over 2000 people in Pakistan
- Developing an in depth insight into the eco dynamics and the overall challenges to the ecosystem
- Broadening the individuals scope as a responsible custodian of valuable natural resources and Inculcating a sense of civic responsibility
- Access to all membership benefits according to category
- Discounts with leading Brands like Next, Accessorize, Early Learning Centre and Mothercare
- Discounts at hospitality centres like Blue Pine Inn, Muree
- Environment workshops every 6 months

- Facilitation at WWF Pakistan's Resource Centers
- Access to WWF Pakistan's EDRC electronic library
- Annual Corporate Club/Membership Event
- Volunteer opportunities with WWF-Pakistan
  
- WWF-Pakistan will also acknowledge company as their awareness-raising partner on the website, corporate newsletter and annual reports throughout the life of this agreement
- WWF-Pakistan shall agree to the prominent acknowledgement of Partner in publicised material emanating from the Partnership.
- Assisting companies devise strategies to reduce their overall environmental footprints', through which they can most effectively protect the environment while promoting development
  
- Building capacities and raising awareness of the employees of the corporate member company about their role in environmental conservation.

We appreciate your consideration of this conservation initiative and engagement of the corporate club employee initiative. The representatives of WWF-Pakistan Individual membership team would appreciate meeting with you at your earliest possible convenience to discuss the possibilities in detail.

Looking forward to a mutually beneficial collaboration.

### **Annex I**

Category	Membership Fee	Benefits	
Defender	Rs. 1,500	1. Membership Card 2. Biweekly environmental updates 3. 5 % off WWF Eco Tours 4. 15 % off WWF Panda Products 5. Car Sticker	6. Electronic Natura Magazine 7. Invitation to WWF-Pakistan events 8. Electronic Panda Post 9. 15 % off Oxford University press 10. 5 % off at Pine Inn Hotel, Muree

Knight	Rs. 3,000	<ol style="list-style-type: none"> <li>1. Membership Card</li> <li>2. Biweekly environmental updates</li> <li>3. 10 % off WWF Eco Tours</li> <li>4. 15 % off WWF Panda Products</li> <li>5. Car Sticker</li> <li>6. Electronic Natura Magazine</li> <li>8. Electronic Panda Post</li> </ol>	<ol style="list-style-type: none"> <li>7. Invitation to WWF-Pakistan events</li> <li>9. 5% Discounts at stores including Accesorize, Next, Mother care and Early learning Center.</li> <li>10. 15% off at Oxford University Press</li> <li>11. 10% off at Pine Inn Hotel, Muree</li> </ol>
Ranger	Rs. 5,000	<ol style="list-style-type: none"> <li>1. Membership Card</li> <li>2. Biweekly environmental updates</li> <li>3. 15 % off WWF Eco Tours</li> <li>4. 15 % off WWF Panda Products</li> <li>5. Car Sticker &amp; T-Shirt</li> <li>6. Electronic Natura Magazine</li> <li>7. Electronic Panda Post</li> </ol>	<ol style="list-style-type: none"> <li>8. Invitation to WWF-Pakistan events</li> <li>9. 5 % Discounts at stores including Accesorize, Next, Mother care and Early learning Centre.</li> <li>10. 15% off at Oxford University Press</li> <li>11. 15% off at Pine Inn Hotel, Muree</li> </ol>
Supporter	Rs, 10,000	<ol style="list-style-type: none"> <li>1. Membership Card</li> <li>2. Biweekly environmental updates</li> <li>3. 20 % off WWF Eco Tours</li> <li>4. 15 % off WWF Panda Products</li> <li>6. Electronic &amp; Postal Natura Magazine</li> <li>7. 15 % off at Oxford University Press</li> </ol>	<ol style="list-style-type: none"> <li>8. Electronic Panda Post</li> <li>9. Car Sticker &amp; T-Shirt</li> <li>10. Invitation to WWF-Pakistan events</li> <li>11.10 % Discounts at stores including Accesorize, Next, Mother care and Early learning Centre.</li> <li>12. 20 % off at Pine Inn Hotel Muree</li> </ol>