

50 years of WWF-Pakistan

Background:

WWF is celebrating its 50 years anniversary in Pakistan on 4 April 2020. Starting from a one room and one employee organization, the journey to become the country's largest environmental organization and taking on the mission of saving nature in Pakistan was full of many challenges and successes. The inspirational video should show measurable impact that WWF has had, over the last 50 years, on protecting the environment of Pakistan while working in some of the critical landscapes of the country.

Duration:

The video will be 3 to 5 minutes long.

Audience:

The video will be used on WWF-Pakistan's digital platforms.

Language:

Urdu and English

Video Brief:

The video should be a snapshot of WWF-Pakistan's history over 50 years. It should highlight the following:

1. Early Years
 - The global environmental movement and bringing WWF to Pakistan
 - Challenges of setting up the new environmental organization, state of nature in Pakistan and lack of data
 - Shows how WWF started working on some of the early projects to collect baseline data while the work to educate the youth on environment started.
2. Growth Period:
 - Showcase some of the successes based on six global goals that WWF works through: freshwater, wildlife, oceans, climate and energy, forests, and food.
 - Speak about success stories while stressing the impact they had nationally and globally.
 - Highlight the fact that our work is closely tied to the communities we work in, who are the stewards of natural resources.
3. The Future:
 - Ending with a strong message: challenges are huge and WWF's work continues.

Video Style:

Preferable video style is an animation.

Samples:

[WWF-Nepal 25 Years video](#)

[Together Possible](#)

[WWF-Nepal 20 Years video](#)