Pakistan: Faces and Places

Background:
From saving forests to promoting alternative energy options, WWF’s work scope is as diverse as the places and communities that we work in. The video will highlight some of the places WWF-Pakistan works and the communities that our projects are implemented.

Duration:
The video will 2 minutes long.

Audience:
The video will be used on WWF-Pakistan’s digital platforms.

Video Brief:
Pakistan has an incredibly diverse terrain with ecosystems rich in biological diversity.
The video will show some of the amazing landscapes of Pakistan, unique biodiversity and cultural diversity.
Freshwater – Taunsa, lakes in the north e.g. Naltar, Salt Range, Keenjhar Lake, Haleji Lake, Manchar, Chitral for glaciers, and Hunza
Wildlife – Sukkur, Kunjerab, Nathiagali, Nagar Parkar, Salt Range, Pangolins habitat, Taunsa for freshwater turtles, Hingol
Oceans – coastline of Pakistan, Sandspit, Soniamni
Climate and energy – Keti Bunder, Ibrahim Hydri in Karachi, Maripur in Sindh, south Punjab for gasifiers
Forests – Ayubia National Park, Shirini District for Chilgoza forest, Ziarat for Juniper forest
Food and Markets – Khanewal, Rahim Yar Khan, and other areas of south Punjab

Video Style:
The video will comprise of video and photo montage.