



FACTSHEET

PAK

2014

## Freshwater

# City-wide Partnership for Sustainable Water Use and Water Stewardship in SMEs in Lahore, Pakistan



All photos: © Water Stewardship in Pakistan project / WWF-Pakistan

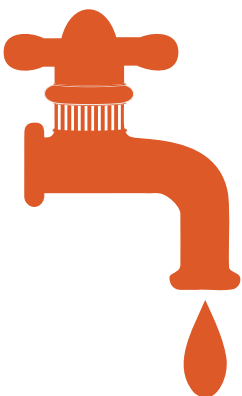
**Donor:** European Union under the SWITCH-Asia Programme

**Duration:** January 2013 – December 2015

Pakistan is a water stressed country. Unsustainable water use and poor water management and governance practices, in addition to the threats posed by climate change, are causing water scarcity. With 1,090 m<sup>3</sup> per capita water availability, Pakistan is suspended just above the water scarcity threshold level of 1,000 m<sup>3</sup>. Approximately 40 to 55 million Pakistanis are already without access to safe drinking water. The country's population is expected to double to around 350 million by 2025 which means increased pressure on water resources, particularly in urban areas, with consequent impacts on people's health, wellbeing, livelihoods and environmental sustainability.

Water scarcity will have serious implications on the sustainability of Small and Medium Enterprises (SMEs) and the industrial sector as a whole in Pakistan, for both direct operations and supply chains. The industrial sector is the third largest sector in Pakistan's economy, accounting for 18.5 per cent of Gross Domestic Product (GDP), 13 per cent of total employment nationally and 35 per cent of value added to the economy. With 90 per cent of the sector made up of SMEs some 60 per cent of these are located in Punjab province.

This project supports an improvement in the sustainability of production and consumption practices, with a particular focus on water use and water management in high water using, cross-sectoral, urban based SMEs. It aims to mainstream water use and management practices in SMEs across Pakistan's main urban centres by 2025, contributing to wider efforts on sustainable production and consumption in SMEs and broader water management actions.



## Scope of Work

### Reduce water use and pollutant load

By 2015, 25 high water using SMEs in Lahore have reduced their water use by at least 15 per cent and pollution load by 15 per cent, improving the sustainability of production at the enterprise level. These SMEs will act as case studies to build a business case for further engagement with other SMEs.

### Capacity building

By 2015, 75 cross-sectoral high water using SMEs and associated business intermediaries have increased capacity to adopt or support more sustainable water management practices.

### Create broad awareness for water stewardship

By 2015, further 300 SMEs have enhanced understanding and knowledge of the impacts of unsustainable water use and wider community level benefits of better water stewardship.

### Multi-stakeholder city wide partnership

By 2015, a multi-stakeholder city wide partnership, comprising of SMEs, public authorities, the River Ravi Commission, supporting institutions and MNCs are supporting water sustainable production and consumption and facilitating better water governance.

### Policy engagement and lesson sharing

By 2015, model replication is supported by the provincial and national government and lessons are shared widely with policymakers and regionally through the SWITCH-Asia Network Facility

#### Partners

WWF-UK

Cleaner Production Institute (CPI)

#### Associates

Lahore Chamber of Commerce and Industry (LCCI)

Punjab Small Industries Corporation (PSIC)



### Overall objective

By 2025, water efficient production and consumption predominates as best practice in Pakistan's major industrial cities as part of a broad engagement of businesses in water management, contributing to improved environmental sustainability and poverty reduction within the context of sustainable development.



### Specific objective

By 2015, 300 processing and manufacturing SMEs in the target area have enhanced understanding of Better Water Management Practices (BWMPs), 75 high water using SMEs have increased water management capacity, and 25 SMEs are implementing BWMPs, supported by a multi-stakeholder city level water partnership.