

**Environmental and Societal Development Foundation
(ESDF)**

Current Projects and activities.



Environmental and Societal Development Foundation (ESDF) is working continuously on improving the environment and ensuring the sustainability of environment. ESDF have very keen interest in the environment conservation and sustainability of environment. ESDF is working on different projects and activities across the country for the improvement of environment.

ESDF have vast experience and expertise cater the current challenges of environmental degradation. In this regard ESDF is sharing some activities as proof of interest particularly in environment. Environmental and Societal Development Foundation (ESDF) is committed to carry out aims of the NGO under United Nations mandate. Environmental and Societal Development Foundation (ESDF) is fully enthusiast to work on MDGs and UN agenda 2030.

ESDF has started tree plantation project in February 2018 and set a target to plant 10,000 plants in the different areas of the country. The target was successfully completed and the project is executed successfully at the end of the April, 2018. Monitoring is sustainability of the project is underway and plated trees are properly looked after to make the sustainability of the project.

Under this project an environmental awareness campaign has been launched with the help of different stakeholders to provide awareness to the masses about the importance of the environment. Students of the schools, college were engaged for the awareness campaigns.

Students participated in the campaign enthusiastically and lead an Environmental Club in their respective areas.







Environmental and Societal Development Foundation (ESDF) completed several projects including **Tree Plantation for the Improvement of Air Quality**. In this project ESDF has planted thousands of trees in different location of District Rawalpindi and Islamabad. The tree

plantation project was carried out through a dedicated team of organization while local communities were engaged to sensitize them about the importance of tree plantation and its broader impact on the air quality.

Local community participated in the project warmly and enthusiastically and plant a tree under sense of ownership. Children, aged persons and local community warmly participated in the project.

The tree plantation project was executed by ESDF. During the project awareness sessions conducted to highlight the importance of environment, while a petitions was signed by the participants for the sustainability of the project and also signed the commitment to engage the general public in the project and it's aware to make the country free from pollution.

Environmental and Societal Development Foundation (ESDF) also constituted 50 Environmental Clubs (ECs) in different union councils of Rawalpindi to provide environmental awareness among the students, teachers and local community. Interactive sessions conducted on regular intervals in the ECs of different areas of Rawalpindi/Islamabad.

Environmental and Societal Development Foundation (ESDF) has organized a comprehensive session on Dengue prevention awareness.

An Awareness session was held under the supervision of a qualified Dr. who was a specialist in the said field. He made a valiant effort to inform the general public regarding a terrible threat of dengue fever in the country which is spreading due to lack of knowledge and negligence. The public was shown the slides on the causes and preventions of this disease.

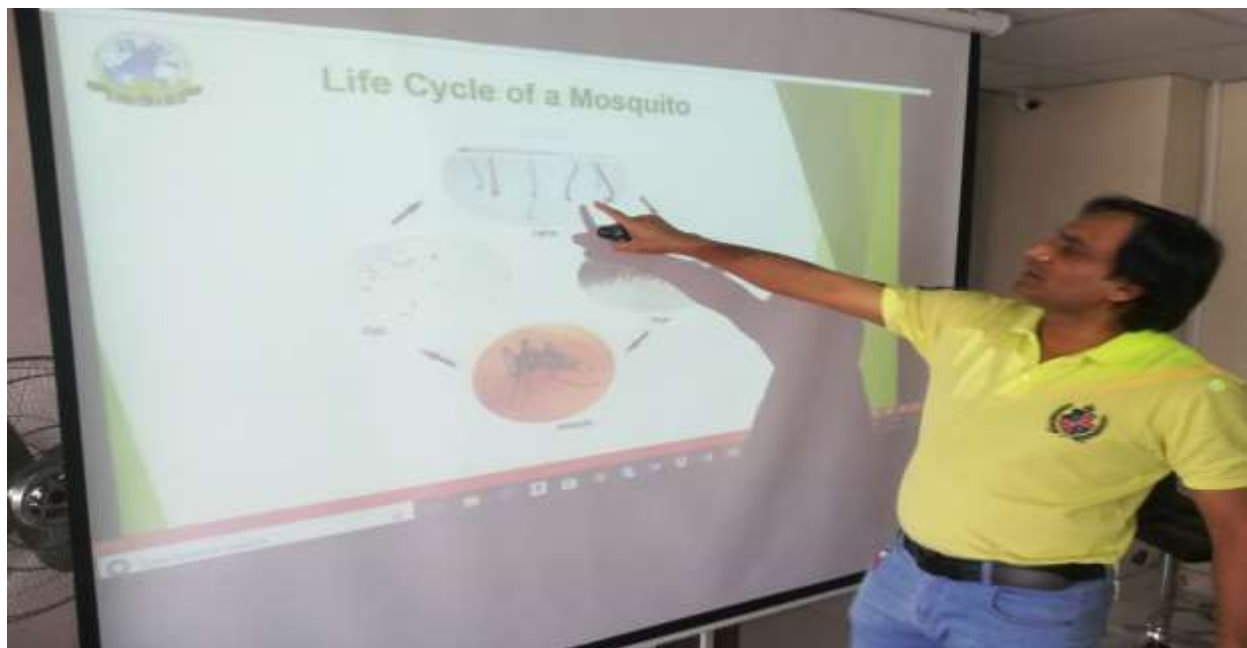


They were also provided with the handouts and other printing materials on awareness and precautions. The poor and needy people were also provided with mosquito nets and lotions as

well. The organization also emphasizes on the environmental cleanliness which can reduce the threat of dengue fever as well.



Caption: ESDF dengue awareness and environmental conservation session which was held in Rawalpindi on 24, April, 2018.



To carry out these aims ESDF is playing a crucial role in the societal development and economic growth of the deprived communities around us. Environmental and Societal Development Foundation (ESDF) also empowering the bottom of the social and economic pyramid. However, there has always been a need for a dedicated and effective endeavor that is focused on enabling small, genuine NGOs to bring excellence in their efforts.

EMPOWERING GRASSROOTS is a national level programme focused on enabling genuine grassroots NGOs and Civil Society Organization across the country to bring excellence, good governance and sustainability in local areas particularly empowering of the women and youth of the society.

Many tailor-made methods on various aspects of capacity building and empowerment such as, Effective Leadership for Development & Strengthening, Building Organizational Competencies and Good Governance, involving local support for sustainability, better fund utilization, meeting the expectations of donors, good fundraising practices, communicating with the stakeholders etc. are deployed for enabling grassroots NGOs under the programme.

ESDF has so far built capacities of 500 individuals and several grassroots NGOs under Empowering Grassroots programme in last two years. ESDF is developing leaders at gross root level to implement the Environmental Governance at local and national level to ensure sustainable development. Climate change/environment, sustainable development, forest, water resources, agriculture, food security, human health.

Terrestrial ecosystems and biodiversity and coastal zones, rural & urban regeneration, management & recycling of waste, natural disasters, environmental sustainability, green economy, management of climate change.

Search on a wide range of biophysical, economic and social themes, agro-biodiversity as an instrument for climate change adaptation.

Feasibility studies, market assessments and legal reviews, financial flows into climate change solutions.

Environmental conservation and promotion, renewable energy and energy efficiency. Saving energy and minimizing the use of non-renewable resources, gender equality & women empowerment.

Environmental and Societal Development Foundation (ESDF) is working under the mandate of UNEP and UN charter. ESDF is implementing the agenda of Sustainable Development Goals Ageda 2030. Under this agenda ESDF is developing leaderships and sensitizing the community about the importance of SDGs and MDGs.

Environmental and Societal Development Foundation (ESDF) is underway to enhance co-operation among the NGOs and other economic stakeholder to boost the economic development and sustainable development in the World.

Environmental and Societal Development Foundation (ESDF) is also committed to boost ECOSOC charter among the communities under UN Sustainable Development Goals Agenda

2030.ESDF is also disseminating SDGs principles among the masses to provide awareness among the general public.



Carrying out and promoting both environmental improvement and practical conservation, educating, encouraging and supporting the local population in environmental practice by working with statutory and non-statutory agencies.

ESDF also provides awareness on data access for all, this awareness campaign enabled the community to get comprehensive data on environmental situations in the country. This campaign sensitizes the masses to take actions to reduce pollutions.

ESDF has chalked out a Clean Marine Campaign. This awareness campaign “Clean The Marine” was initiated by Environmental and Societal Development Foundation (ESDF) Pakistan to provide awareness to the masses to aware them about the importance and significance of marine environment. The awareness campaign has clear targets and its goals, which lead towards Sustainable marine environment. This campaign was initiated in Pakistan to highlight the importance of marine environment.



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Methodology:

The methodology of the mentioned campaign was providing awareness, interactive sessions, seminars, cleanups activities, surveys, interviews and distributions of IEC Materials among participates. The participants warmly and enthusiastically join the campaign and joined hand with hand to protect the marine environment.

Targets Audience:

The targets audience of this campaign was tourists, venders, local residents, and general public. Different awareness segments were the part of this campaign and engaged other stakeholders and groups to enable them to get valuable knowledge about the importance of this campaign.

A campaign was tailored to stakeholder perceptions:

The campaigns was tailored to stakeholders perceptions in the term of culture, norms, motivation, inspirations, commitments, sufficient information and knowledge, sensitizations, prop-active approach. The campaign also poses a sense of ownership approach and stakeholders taken keen interest in the campaign. Campaign was designed to root out the fundamental cause of marine litter and people consider this campaign their own responsibility and act as a catalyst to fight against marine litter and became of part of sustainable solutions to this Global issue.

Stakeholders’ engagement:

Any campaign can’t be successfully driven until different stakeholders are not engaged. Stakeholders play a vital role to make the campaign successfully. In this campaign we have engaged different stakeholders including tourist operating agencies, venders, coastal and marine staff, Municipality, Industrial spokes persons etc.

On the other hand research departments, students, volunteers, and people from different walks also engaged for this campaign. Representatives from fisherman community were also the part of this campaign.

Realistic Goals settings:

Without setting goals one can't get desire results from any initiative. The realistic targets and goal settings the core value of the campaign. Thought provoking and indispensable tools were used to bring out the results and also made commitments to work as a catalyst and do collective efforts to follow the campaign and also start such campaign on regular basis to ensure sustainable marine environment for our valued marines.

Campaign mechanism:

Campaign was basically consists of clean ups, educations, awareness, interactive sessions, seminar, and surveys on different beaches and coastal areas, lakes and streams to provide awareness to the masses.

Sustainability of campaign:

The campaign will followed with specific intervals and new group formations and will be formed to make the campaign sustainable and speared this cause from local level to national, regional and at global level and work collective for this Global cause to fight against marine litter with full commitments and enthusiasm.

On the other hand representatives of Environmental and Societal Development Foundation (ESDF) have also participated in different events related to environment and sustainable development.

Environmental and Societal development Foundation (ESDF) has also planned to executive series of other projects and activities in the future particularly in the current year. In this regard ESDF has developed a concrete plans to executive the upcoming activities with full commitment and enthusiasm.