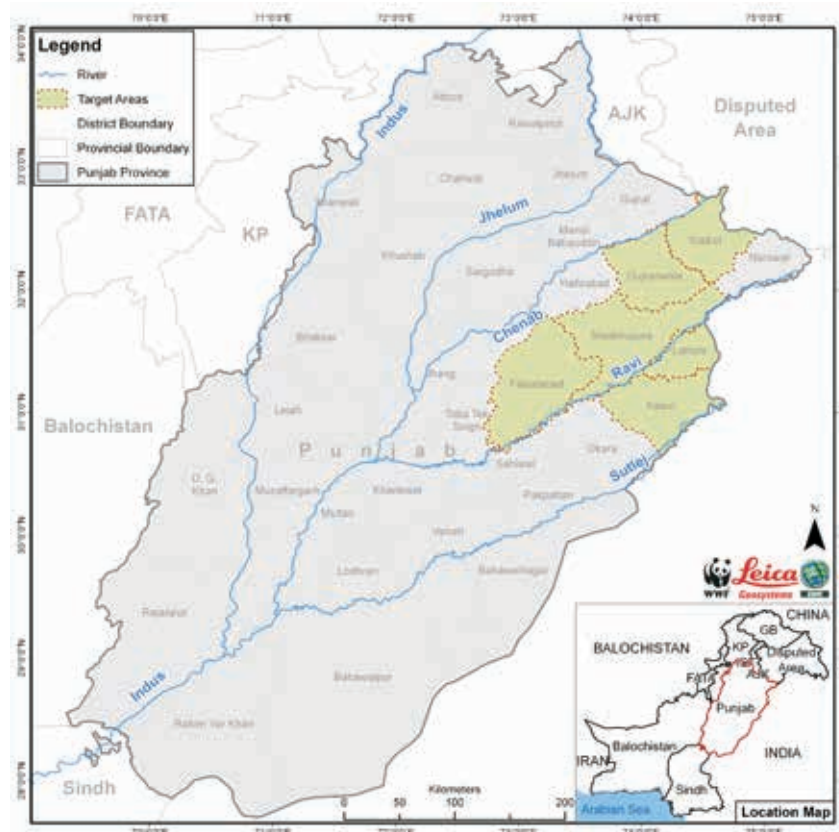


Project Area

Districts of Lahore, Sheikhupura, Kasur, Gujranwala, Faisalabad, and Sialkot in Punjab province, Pakistan.



WWF - Pakistan
P.O. Box 5180
Ferozepur Road, Lahore.
UAN: 042 111 993 725
Fax: 042 35862358
www.wwfpak.org/wsp

Mr. Ali Hasnain Sayed
Manager Water Security and Stewardship
ahsayed@wwf.org.pk

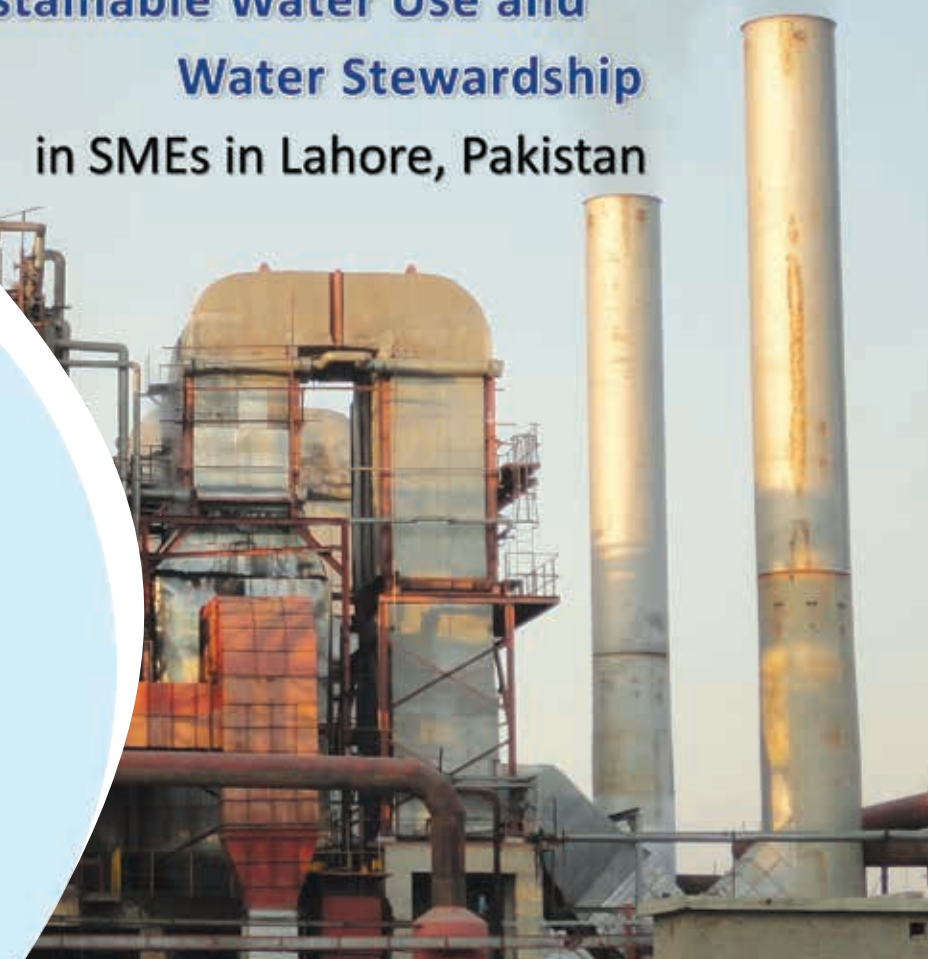
Design Nadia Aine



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



Promoting Sustainable
Consumption and
Production



Background

The project will contribute to improving environmental sustainability and livelihoods and supporting sustainable economic growth and development in Pakistan. It will do so by supporting 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 Small and Medium Enterprises (SMEs). The project aims to mainstream sustainable water use and management practices in SMEs across Pakistan's main urban centres by 2025, contribute to wider efforts on Sustainable Production and Consumption (SCP) in SMEs and broader water management actions.

Donor: European Union

Lead Org: WWF-Pakistan

Partners: WWF-UK
Cleaner Production Institute (CPI)

Associate: Lahore Chamber of Commerce and Industry (LCCI)

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.

Target Groups

400 SMEs, Small and Medium Enterprise Development Authority (SMEDA), six chambers of commerce, multinational corporations (MNCs), three industrial associations, five national and provincial government departments, and six municipal governments.

Expected Results (ERs)

ER1. Reduced water use and pollutant load: By 2015, 25 high water using SMEs in Lahore have reduced their water use by at least 15% and pollution load by 15%, improving the

sustainability of production at enterprise level. These SMEs will act as case studies to build a business case for further engagement with other SMEs.

ER2. 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.

ER3. Creating broad awareness of 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.

ER4. Multi-stakeholder citywide partnership: By 2015, a multi-stakeholder citywide water stewardship partnership, comprising SMEs, public authorities, River Ravi Commission, supporting institutions and MNCs is supporting water sustainable production and consumption and facilitating better water governance.

ER5. Policy engagement and lesson sharing: By 2015, model replication is supported by provincial and national governments and lessons are shared widely with policymakers and regionally through SWITCH - Asia Network Facility.



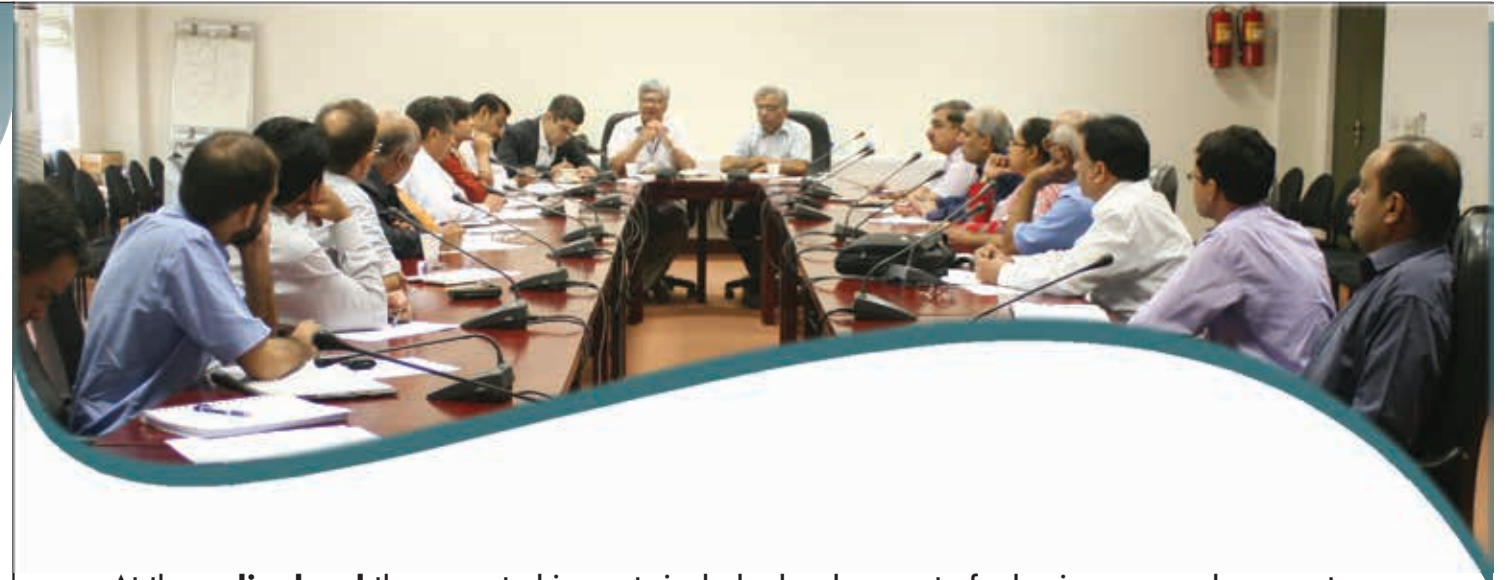
Project's Expected Impacts

At the **economic level**, at least 25 SMEs will directly gain by improving their efficiency of production – reducing water use by at least 15% per unit of production, improving effluent quality, reducing energy use associated with reduced water pumping (ER1) and increasing productivity. These will be measured through audits and cost-benefit analysis. An economic business case will be developed based on the results of ER1, informed by a cost-benefit analysis. This business case is key to creating incentives on a wider scale and engaging a second tier of at least 75 SMEs (ER2) and a wider tier of 300 (ER3) in capacity building and in the city partnership (ER4).

At the **social level**, the action will make a contribution to improving the wellbeing of communities within the project area, reducing the incidence and severity of poverty associated with inadequate access to potable water for drinking and municipal and household livelihood activities. The action will promote increased cooperation and collaboration between stakeholders (e.g. cross-sectoral SMEs, industry associations, government departments, chambers of commerce, MNCs, and water managers) regarding water management in the

area around more sustainable use of water in production and consumption. SMEs will be empowered to engage with and effect change in water use and consumption at the community and policy levels. This will be achieved through ER4 and ER5 in particular but ER1, ER2 and ER3 are key to mobilising and informing SMEs as well. The multi-stakeholder city partnership (ER4) will support change and encourage knowledge sharing and learning between stakeholders. The partnership will be measured in part by its representatives and the diversity of its stakeholders. At the enterprise level, SMEs will benefit from occupational health training, which will promote good social working practices and adherence to International Labour Organization standards.

Expected impacts at the **technical level** include improved capacity in effective water management by at least 100 SMEs and increased awareness of the benefits of water management by a further 300 SMEs (ER1, ER2 and ER3). All SMEs (400) will receive training in effective and sustainable water management including enterprise level management and wider stakeholder engagement. This will be measured through baseline and repeat sample surveys of knowledge and understanding at workshops. The action will also work with key supporting institutions to build their capacity on BWMPs so that they are able to provide additional support to SMEs.



At the **policy level** the expected impacts include development of a business case document reflecting the experience of 25 SMEs, a city-level business case based on a situational analysis of water issues in Lahore and a city-level water footprint study (ER4). These will be used to stimulate engagement amongst policymakers, a wider tier of SMEs and other stakeholders. Recommendations for policy change / improvement will be shared with relevant authorities at all levels (local, provincial and national) through one-to-one meetings, seminars and workshops.

Policymakers will also be invited to take part in demonstration visits to exemplary SMEs. Indicators to measure impacts will include a public statement of support by provincial and national policymakers to replicate the project model, and inclusion of water stewardship in wider SCP and water policies currently being developed at a provincial level. Policymakers will be key stakeholders within the partnership and all members of the partnership will be encouraged to sign up to a voluntary partnership principles document that establishes a common understanding of, and sets out support for, water stewardship.