



Generating Global
Environmental Benefits - GEB

EIMS & IT - EXPLORING THE ROLE OF MEDIA AND OTHER STAKEHOLDERS

September 26, 2019
Lahore 26th 2019

Report of an "Onsite visit" arranged by Generating Global Environmental Benefits (GEB)
in collaboration with Punjab Information Technology Board (PITB), Lahore.

*GEB - A Joint initiative of United Nations Development Programme (UNDP)
& Ministry of Climate Change (MoCC)*



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Executive Summary

GEB project, is funded by the UNDP/ Global Environment Facility (GEF), is being implemented by the Ministry of Climate Change (MoCC) that aims to remove barriers to environmental information management and mainstream global environment concerns into the economic decision-making of Pakistan. As per the AWP-2019, an onsite visit was arranged by PMU, GEB project with the title of “EIMS & IT – Exploring the Role of Media and Other Stakeholders” on September 26, 2019. The objective of the visit was to ‘educate media/selected representatives regarding the integration of IT, environment and development and thus enhance their commitment and capacity for the role of media in ensuring environmental sustainability’.

Environmental data and information serve as a tool in monitoring and enforcing compliance with regulations, standards, and environmental policies. While providing an important instrument for policy integration, they also assist in informed decision-making. Consequently, it has become imperative to deliver essential and reliable information on priority environmental issues to decision-makers, and the ability to harmonize with international standards and classifications. The purpose of this visit was to emphasize on the importance of environmental information and arrangement, as well as address the barriers and challenges that government departments, private, and public sectors are facing in the country with respect to data collection, generation, and analysis.

Punjab Information Technology Board (PITB) Lahore has played a vital role in IT development of Pakistan. It has provided various services to the citizens in a cost effective manner. GEB project with the help of stakeholders like PITB intend to engage all stakeholders for constructing the prospective EIMS for Pakistan. PITB may play a key role in this regard. Stakeholders present at the occasion greatly appreciated GEB project overall objectives, as well as its efforts to bring all relevant stakeholders on one page. It was agreed among the participants that activities such as this one are important to increase environmental understanding of the concerned stakeholders/media representatives as they have a vital role to play in raising environmental awareness as well as forming public views and perceptions on development projects. Participants of the subject visit appreciated the activity and efforts of GEB team and wished that it might continue in future through different forums so that they are capacitated with the right information on the environment and thus play their role as “change agents”.

Background

GEB project funded by the UNDP/GEF is being implemented by the MoCC that aims to remove barriers to environmental information management and mainstream global environment concerns into the economic decision-making of Pakistan. The objective of the GEB project is two-fold in its focus; one related to environmental information, and the other to employ this information for improved decision-making. Moreover, the said project has three inter-related outcomes

- ❖ Regular availability of consistent and reliable environmental data
- ❖ A coordinated and robust environmental information management system;
- ❖ Enhanced commitment and capacity for sustainable development planning and legislation.

The objective of the Activity

As per the AWP-2019, an onsite visit to PITB, Lahore was organized by PMU, GEB project with the title of “EIMS & IT – Exploring the Role of Media and Other Stakeholders” on September 26, 2019. The objective of the visit was to ‘educate media/selected representatives regarding the integration of IT, environment and development and thus enhance their commitment and capacity for the role of media in ensuring environmental sustainability’. Environment and development need not be at poles apart or at the cost of each other. It is the optimal balance between the two that ensures sustainability. The integration of environment and development requires active engagement from all stakeholders, and media is an important stakeholder. The proactive engagement of media is essential for development projects and raise environmental awareness. Media that is not reactionary or waiting to feed on bad news can ensure environmental sustainability. It is the media that is well versed with the issues of environment, can play its role as an “agent of environmental change”. Conscious and informed media of any country can undertake its role both for environmental investigation, as well as inform public opinion and thus induce greater public accountability in environmental and economic decision making. Information technology industry has rapidly developed in Pakistan. PITB is a premier organization in this regard. It has launched various initiatives that have helped citizens and has improved quality of Life. PITB along with the GEB project may play a key role in building the prospective EIMS for Pakistan. It is an important

stakeholder among various ones that can play a pristine role for environmental sustainability of Pakistan.

Welcome Address by Mr. Salman Amin, DG, PITB

On September 26, 2019 the activity started with the recitation of Holy Quran. Mr. Salman Amin, Director-General, PITB delivered the welcome address. He welcomed all participants and appreciated the efforts of PMU, GEB project in organizing the subject activity. He proceeded with a brief introduction of PITB, its objective, current activities, and achievements over time. He said that the Punjab Information Technology



Board, is an autonomous body set by Government of Punjab. It provides the foundation for Punjab's innovation economy. The Board aims at not only modernizing the governance techniques through transparency induced methods but also at increasing the digital literacy of the citizens among many other services. PITB is committed to effectively and efficiently provide IT services and infrastructure to the government and local and international businesses. As the Province's technology spearhead, PITB is responsible for maintaining the foundational IT infrastructure and system of Punjab i.e. a data centre for hosting along with managing official email identities. He added that PITB organization has provided systems and solutions that have positively impacted the Health, Education and Law & Order sectors of the province. Moreover, PITB's immense efforts towards better and transparent mobile governance reforms have been acknowledged globally as well, for instance recently the World Bank's President appreciated our mobile governance reforms at the World Bank's Daylight Dialogue' 2014 in Philippines. Additionally, PITB is striving to promote entrepreneurship culture in the country along with capacity building of both professionals (public and private sector) and students from across Pakistan.

Mr Salman Amin appreciated the efforts of the Government of Pakistan specifically the Ministry of Climate Change for initiating the GEB project and stressed the significance of environmental information management system in Pakistan.

Opening remarks by Dr. Saleem Janjua, NPC, GEB

Dr. Saleem Janjua, National Project Coordinator (NPC), GEB Project warmly welcomed all the participants and heartily thanked all to spare their time for joining the event. He briefly overviewed the project and its major components and objectives. The core outcomes of project activities is to ensure regular availability of consistent and reliable environmental data; a coordinated and robust environmental information management system; and enhanced commitment and capacity for sustainable development planning and legislation.



He explained that projects like GEB are important for environmental information and management and the subsequent usage of this information for improved decision making. Historically, Pakistan has a long past of environmental planning and management; however, it was the launch of its National Conservation Strategy (NCS) in 1992 that marked the beginning of its recent sustainability journey. Moreover, highlighting the importance of environmental information and its integration in broader economic development, NCS lead to the creation of the first set of national and provincial institutions that would carry this responsibility. Since then, several projects have been undertaken for the purpose. While significant environmental capacity and awareness have been created, sustainable environmental information management system and integration of environment and development remain to be adequately achieved.

Dr. Saleem Janjua explained that the integration of environment and development requires proactive engagement from all stakeholders of society and media is an important one, thus the objective of today's activity is to educate media/selected representatives along with other stakeholders regarding integration of environment and development and thus enhance their commitment and capacity for the role of media in ensuring environmental sustainability. The proactive engagement of media is essential for development projects and raise environmental awareness. Responsible and informed media of any country can undertake its role both for

environmental investigation, as well as inform public opinion and thus induce greater public accountability in environmental and economic decision making.

Brief overview Punjab Information Technology Board (PITB)

The Punjab Information Technology Board, is an autonomous body set by Government of Punjab, provides the foundation for Punjab's innovation economy. The Board aims at not only modernizing the governance techniques through transparency induced methods but also at increasing the digital literacy of the citizens among many other services. PITB is committed to effectively and efficiently provide IT services and infrastructure to the government and local and international businesses.



As the Province's technology spearhead, PITB is responsible for maintaining the foundational IT infrastructure and system of Punjab i.e. a data center for hosting along with managing official email identities. PITB organization has provided systems and solutions that have positively impacted the Health, Education and Law & Order sectors of the province. Moreover, PITB's immense efforts towards better and transparent mobile governance reforms have been acknowledged globally as well, for instance recently the World Bank's President appreciated our mobile governance reforms at the World Bank's Daylight Dialogue' 2014 in Philippines. Additionally, PITB is striving to promote entrepreneurship culture in the country along with capacity building of both professionals (public and private sector) and students from across Pakistan.

History OF PITB

IT is the fastest growing industry in the world and keeping in view its demand, Government of Punjab felt the need to create a department that would be solely responsible for its prosperity through Information Technology. It was further decided that the department shall also monitor global opportunities, cater to the growing needs of IT, develop policy alternatives, and plan and rapidly implement initiatives for building an internationally competitive IT industry in the province. Resultantly, Punjab Information Technology Board was formed in 1999 as an autonomous body under the Department of Industries. An Ordinance in this respect was passed by

the Governor on March 27th, 1999. PITB was given under the administration of the Information Technology Department on the 15th October 2001. After the dissolution of Information Technology Department in 2011, PITB was attached to Planning & Development Department of Punjab.

EIMS & IT – EXPLORING THE ROLE OF MEDIA AND OTHER STAKEHOLDERS

The onsite visit to PITB proceeded with an extensive discussion among PMU, GEB project and media personals/stakeholders on the “EIMS & IT – EXPLORING THE ROLE OF MEDIA AND OTHER STAKEHOLDERS”. A brief summary of the discussion is presented hereafter.

Environmental Information

Environmental information refers to the ‘data held by public authorities regarding the state of water, air, soil, fauna, flora, land, and natural sites and data on activities that are likely to affect’. Environmental information also includes data held by private entities, such as companies. Research activities also generate or collect environmental information. Most of the environment-related information is generated for purposes of the environmental plan in brining, monitoring and control or government oversight.

Types of Environmental Information

Following types of information can be classified as environmental information under the Environmental Information Regulations 2004.

- Information on the state of the elements of the environment (air, atmosphere, water, soil, natural sites including wetlands, coastal and marine areas, and biological diversity and its components including genetically modified organisms).
- Information on the factors affecting the elements of the environment (substances, energy, noise, radiation and waste, emissions, discharges and other releases into the environment).
- Information on the measures and activities affecting the environment or the factors affecting it (policies, legislation, plans, programs and environmental agreements which affect or could affect the elements and factors).
- Reports on the implementation of environmental legislation (to create better public awareness of how and why environmental legislation is implemented).

- Associated economic information. Specifically, cost-benefit and other economic analyses and assumptions used to calculate the effects of the measures or activities.

Information on the state of human health and safety. This includes issues related to food safety, the conditions of human life, cultural sites and built structures, but only to the extent that they are affected or may be affected by the state of the elements of the environment.

Importance of Environmental Information & Management

Environmental information & management is important for understanding changes in our planet and the role of human activities. Access to quality environmental information is crucial for developing relevant policies and appropriate practical responses to global and regional environmental problems. Effective environmental problem solving depends on the appropriate information being brought into action.

Environmental Information in Pakistan

Environmental Information in Pakistan has a long history. Important strategies/policies to date in this regard are as follows:

- National Conservation Strategy (NCS)
- Provincial Conservation Strategies
- Integrated District Development Visions (ID DVs)
- Provincial State of Environment Reports (SOE)
- National Biodiversity Strategy and Action Plan (NBSAP)
- Provincial Biodiversity Strategy and Action Plan (BSAPs)
- National Reports to Convention on Biological Diversity (CBD) are obligatory under CBD.
- Pakistan Water Gateway is an online platform.
- Various Non-Governmental Organizations (NGOs) are also making an important contribution to environmental data and information in Pakistan.

Exploring the Role of Media for EIMS

Environmental Information Management System (EIMS) in Pakistan has a long history. However, to date, there is no integrated EIMS. The obvious concerns remain data being fragmented, patchy and of uncertain quality. Projects like GEB are important as they aim to remove barriers to environmental information management as well as mainstream global environment concerns into an

economic - decision-making. The integration of environment and development requires active , and conscious support from all stakeholders/departments. Among various stakeholders, “media” remains an important stakeholder.

What actually is the role of media? The answer remains that it is the media that is commonly referred to as the “4th pillar of the state”. The proactive engagement of media is essential for

development and raise environmental awareness. Media that is not reactionary or waiting to feed on bad news can ensure environmental sustainability. It is the media that is well versed with the issues of environment, can play its role as an “agent of environmental change”. Conscious and informed media of any country can undertake its role both for environmental investigation, as well as inform public opinion and thus induce greater public accountability in environmental and economic - decision-making.

Key Lessons Learnt

The key lessons learned from the activity are summarized as follows:

- The optimal balance between environment and development is necessary to ensure sustainability. The integration of environment and development requires active engagement from all stakeholders, and media is an important one. The proactive engagement of media is essential for development projects and raise environmental awareness.
- Pakistan as a country faces numerous environmental challenges. It is imperative for Pakistan to move towards a low carbon economy, create green jobs, green growth, an ecological economy, and sustainable cities. Participation from all stakeholders especially media is imperative to face environmental challenges and achieve sustainability.

- Capacity-building activities such as this one are important to increase environmental understanding of the concerned stakeholders/participants as they have a vital role to play in raising environmental awareness as well as forming public views and perceptions on development projects. Participants of the subject visit appreciated the activity and wished that it may be continued in the future through different forums so that they are capacitated with the right information on environment and play their role as “change agents”.

The activity concluded with the distribution of souvenirs among the guests and exchange of thanks between the guests and organizers.

Press Release

September 27, 2019



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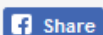
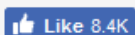
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Climate change ministry/UNDP delegation visits PITB

LAHORE - A delegation of Ministry of Climate Change and UNDP visited Punjab Information Technology Board (PITB) at Arfa Software Technology Park Lahore on Thursday. The objective of the visit was to educate the selected representatives from GoP/UNDP's "Generating Global Environmental Benefits" program regarding the integration of IT, environment, development, and thus enhance their commitment and capacity for playing an effective role in their domain of action. The delegation led by Country Coordinator GEB, United Nations Development Program Dr. Saleem Janjua met with Chairman PITB, Mr. Azfar Manzoor. Director PITB Salman Amin gave an overview of various PITB projects to the participants. The session proceeded with presentations and discussions on the importance of Environmental Information Management System (EIMS) and IT for environmental data and knowledge transfer. In the end participants visited Citizen Facilitation Centre.

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UNDP delegation briefed on PITB projects



LAHORE: A delegation of Ministry of Climate Change and UNDP visited the Punjab Information Technology Board (PITB) at Arfa Software Technology Park Lahore here on Thursday.

The objective of the visit was to educate the selected representatives from GoP/UNDP's "Generating Global Environmental Benefits" programme regarding the integration of IT, environment, development, and thus enhance their commitment and capacity for playing an effective role in their domain of action. The team led by Country Coordinator GEB, United Nations Development Programme Dr Saleem Janjua met with Chairman PITB, Azfar Manzoor. Director PITB Salman Amin gave a presentation.

<https://www.thenews.com.pk/print/532580-undp-delegation-briefed-on-pitb-projects>

A delegation of the Ministry of Climate Change and United Nation Development Programme (UNDP) visited the Punjab Information Technology Board (PITB) at Arfa Software Technology Park on Thursday

Delegation Of Ministry Of Climate Change & UNDP Visits PITB

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LAHORE, (APP - UrduPoint / Pakistan Point News - 26th Sep, 2019) :A delegation of the Ministry of Climate Change and United Nation Development Programme (UNDP) visited the Punjab Information Technology board (PITB) at Arfa Software Technology Park on Thursday.

The delegation led by UNDP Country Coordinator Dr Saleem Janjua met with PITB Chairman Azfar Manzoor.

PITB Director Salman Amin gave an overview of various PITB projects to the participants.

The session proceeded with presentations and discussions on the importance of Environmental Information Management System (EIMS) and IT for environmental data and knowledge transfer.

The objective of the visit was to educate the selected representatives from GoP/UNDP's "Generating Global Environmental Benefits" programme regarding the integration of IT, environment, development, and enhance their commitment and capacity for playing an effective role in their domain of action.

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وزارت موسمیات اور یو این ڈی پی کے وفد کا پی آئی ٹی بی کے دورے کے موقع پر گروپ فوٹو

وزارت موسمیاتی تبدیلی اور یو این ڈی پی کے وفد کا پی آئی ٹی بی کا دورہ

دورے کا مقصد ”عالمی ماحولیاتی فوائد“ پروگرام کے ذریعے آگاہی پیدا کرنا تھا

لاہور (پ ر) وزارت موسمیاتی تبدیلی اور اقوام متحدہ کے ترقیاتی پروگرام (یو این ڈی پی) کے وفد نے پنجاب انفارمیشن ٹیکنالوجی بورڈ کا دورہ کیا۔ دورے کا مقصد انفارمیشن ٹیکنالوجی ماحولیات اور ترقی کے انضمام کے بارے میں یو این ڈی پی کے ”عالمی ماحولیاتی فوائد“ پروگرام کے ذریعے آگاہی پیدا کرنا تھا۔ جی ای بی یو این ڈی پی کے کنٹری کوآرڈینیٹر ڈاکٹر سلیم جنوہ نے وفد کی قیادت میں چیئرمین پی آئی ٹی بی اظفر منظور سے ملاقات کی اور یو این ڈی پی اور حکومت پاکستان کے ماحولیاتی انفارمیشن اینڈ مینجمنٹ سے متعلق اقدامات کے بارے میں مختصر جائزہ پیش کیا۔ آخر میں وفد نے خدمت مرکز کال سنٹر اور ڈیٹا سنٹر سمیت مختلف شعبوں کا دورہ کیا۔

Gallery



Group Photo



GEB Management



Mr. Hassan Nasir Jamy
Secretary / National Project Director - GEB

Ministry of Climate Change (MoCC)
Government of Pakistan



Dr. Saleem Janjua
National Project Coordinator - GEB

United Nations Development Programme (UNDP) &
Ministry of Climate Change (MoCC)
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