



Generating Global
Environmental Benefits - GEB

EXPLORING THE ROLE OF MEDIA FOR ENVIRONMENTAL INFORMATION MANAGEMENT SYSTEM (EIMS)

April 30th, 2019
Rawalpindi

Report of an 'Onsite Visit' organized by Generating Global Environmental Benefits (GEB) in collaboration with National Cleaner Production Centre (NCPC), Rawalpindi

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



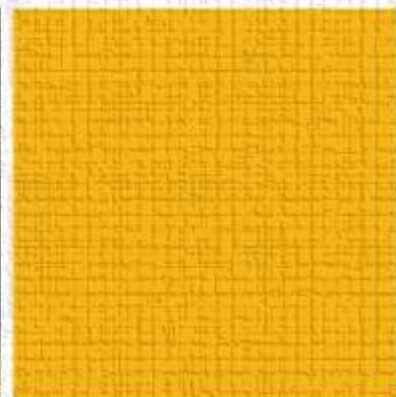


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1. Executive Summary

Generating Global Environmental Benefits (GEB) project, funded by the UNDP/GEF, is being implemented by the Ministry of Climate Change 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 to Morgah Biodiversity Park (MBP), Rawalpindi was organized by PMU, GEB project with the title of “Exploring the Role of Media for EIMS” on April 30th, 2019. The objective of the visit *was to educate media/selected representatives regarding integration of environment and development and thus enhance their commitment and capacity for the role of media in ensuring environmental sustainability.* Environment and development need not to be at poles apart or at 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 venue for the subject visit in itself is a unique project of biodiversity conservation and an excellent example of integration of environment and development. The on-site visit of the MBP educated the participants about the contribution of MBP in biodiversity conservation. Moreover, on site briefing were also delivered that educated media/selected representative’s regarding integration of environment and development and thus enhance their commitment and capacity for the role of media in ensuring environmental sustainability. It was unanimously agreed among the participants that 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 efforts of GEB team and wished that it may be continued in future through different forums so that they are capacitated with the right information on environment and play there role as “change agents”.

2. Background:

Generating Global Environmental Benefits (GEB) project, funded by the UNDP/GEF, is being implemented by the Ministry of Climate Change 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; and enhanced commitment and capacity for sustainable development planning and legislation.



3. Objective of the Activity:

As per the AWP-2019, an onsite visit to Morgah Biodiversity Park (MBP), Rawalpindi was organized by PMU, GEB project with the title of “Exploring the Role of Media for EIMS” on April 30th, 2019. The objective of the visit *was to educate media/selected representatives regarding integration of environment and development and thus enhance their commitment and capacity for the role of media in ensuring environmental sustainability*. Environment and development need not to be at poles apart or at 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 if 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.

4. Welcome Address:

On April 30th, 2019 the activity started with the recitation of Holy Quran. Mr. Irshad Ramay, Coordinator National Cleaner Production Center (NCPC) 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 NCPC, its objective, current activities and achievements over time. NCPC aims to introduce and promote Cleaner Production (CP) techniques and processes for Pollution Prevention at source along with integrated waste management. It was established by United Nation Industrial Development Organization (UNIDO) in 1999 with collaboration of United Nation Environment Programme (UNEP), United Nation Development Programme (UNDP), Environment Protection Agency (EPA), Ministry of Climate Change (MoCC) and Ministry of Petroleum and Natural Resources (MNPR). The organization is working as a not for profit organization which in turn contributes to the welfare of community.

Mr. Ramay appreciated GEB project and said that it is only through data that we know the real picture and can make informed decisions. Global statistics show that by 2030, global energy demand would increase by 56%, GHG emissions would rise up to 45%, Global average temperature would rise by 6-degree C. There is a speculation of unprecedented economic losses equivalent to 12-15 % of global GDP as compared to 3% of GDP loss from the current financial crisis, and poor countries will suffer costs in excess of 10% of their GDP. Green economy appears as the apparent solution to the environmental complications of an economy. It is imperative for Pakistan to move towards a low carbon economy, create green jobs, green growth, an ecological economy, sustainable cities, and transport. On behalf of NCPC, he extended support for GEB project in collaborative work for ensuring environmental sustainability of Pakistan.

5. Opening Remarks & Brief Overview of GEB Project:

Dr. Saleem Janjua, Country Coordinator, 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 outcome of all 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. Highlighting the importance of environmental information and its integration in broader economic development, NCS led to the creation of a 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. 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 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. Media that is not reactionary or waiting to feed on bad news can ensure environmental sustainability. It is the media that if 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.

6. Onsite Visit to Morgah Biodiversity Park:

What is MBP?

The venue for the subject visit of media/representatives was be "Morgah Biodiversity Park (MBP)". The venue in itself is a unique project of biodiversity conservation in Pakistan. Historically, MBP emanates from UNESCAP's follow-up to the World Summit on Sustainable Development (WSSD) held in Johannesburg in September 2002. The concept of Biodiversity Conservation under Morgah Biodiversity Project was initially started with a limited objective of



ex-situ conservation by construction of a biodiversity Park over a core area of 20 acres. As the ideas evolved, it was realized that there would be a need of additional area to establish a reserve bank. Hence, an additional eight acres was added. With its formal agreement to join the Project in August, Pakistan Museum of Natural History assisted in the technical design and zoning of the park. By October/November, 2004, the initial plan of the Morgah Biodiversity Park (MBP) was developed and consisted of a nursery and botanical garden, an aviary, a butterfly farm and a pond for local aquatic life and fisheries. These elements would comprise the "Core" area of the park. Moreover, it was also envisaged that biodiversity from spots threatened by development should also be brought to the park. Today, the park stands with all its uniqueness and strives to conserve biodiversity in Pakistan.

What is unique about MBP?

- It is the first Pro-Poor Public-Private Partnership (5Ps) project in Asia and Pacific region.
- It is not an amusement park, rather basically for education purpose & for conservation of indigenous species, while additionally providing recreational facilities to the local communities
- Only Indigenous plants species are grown. Exotic & Ornamental plant species have discouraged to grow. About 268 Plant species are grown in the Park and all the plants are indigenous to Potwar region & their Seeds / seedling are collected from Wild.
- Morgah Biodiversity Park holds one of the largest Aviaries in Pakistan. Eight species of Birds are inhabited in it. Most of them like Peacock, Rock Pigeons & Geese are propagating here successfully.
- MBP aims to work for biodiversity conservation in Potwar region, poverty reduction and cultivation of medicinal plants in future.

What has MBP achieved so far?

The key achievements are as follows:

The salient/unique features about the park are as follows:



- It has reduced biodiversity degradation in the periphery.
- It has served as an educational and recreational spot. About 4,500 students from more than 100 institutes and more than 97,000 general visitors have visited the park, given comments in the visitor's book as outstanding conservation project.
- More than 10,000 valuable plants including Pomegranates, Apricot, Plum, Olive, Papaya, Pongamia and Pine have been distributed in the local communities.
- Several awareness sessions have been conducted successfully in the community with collaboration of local union councils and for students in local schools.
- A 7- days Honeybee training workshop and a pilot project (as alternate income generation source) of honey bee farming has been launched at MBP.
- Indigenous Fruit garden having 27 fruit species and Rose garden more than 125 various varieties has been developed.

MBP in itself depicts an excellent integration of environment and development. The on-site visit of the MBP educated the participants about the contribution of MBP in biodiversity conservation. Moreover, on site briefing were also delivered that educated media/selected representative's regarding integration of environment and development and thus enhance their commitment and capacity for the role of media in ensuring environmental sustainability.

7. Exploring the Role of Media for Environmental Information Management System (EIMS):

The onsite MBP proceeded with an extensive discussion among PMU, GEB project and media personals/stakeholders on the "Role of Media for EIMS". A brief summary of the discussion is presented hereafter.

Environmental Information:

Environmental information refers *to 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 environmental planA 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, programmes and environmental agreements which affect or could affect the elements and factors).
- Reports on the implementation of environmental legislation (to create better public awareness on 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 role of human activities. Access to quality environmental information is crucial for developing relevant policies and appropriate practical responses for the global and regional environmental problems. Effective environmental problem solving depends on the appropriate information being brought in action.

Environmental Information in Pakistan:



Environmental Information in Pakistan has a long history. Important strategies/policies 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 CBD are obligatory under CBD.
- Pakistan Water Gateway is an online platform.
- Various NGOs are also making important contribution to environmental data and information in Pakistan.

Exploring the Role of Media for EIMS:

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 economic decision making. The integration of environment and development requires active, coordinated 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 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 if 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.



8. Key Lessons Learnt:

The key lessons learnt 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.
- MBP is an excellent initiative of biodiversity conservation and can be replicated to other cities of Pakistan.
- The MBP has launched various environmental friendly initiatives like kitchen garden, water conservation, honey production, organic fruits and vegetables etc. the initiatives were appreciated by the visitors and many of them expressed interest in replication of the initiatives in their own homes etc.
- 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 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





ماحولیاتی انفارمیشن سسٹم کے حوالے سے

<https://e.iang.com.pk/05-01-2019/pindi/page2.asp#;>

سب کو کردار ادا کرنا ہوگا، شرکاء سیمینار

اسلام آباد (نمائندہ جنگ) اقوام متحدہ کے ادارہ یو این ڈی پی جی ای بی، اور وزارت موسمیاتی تبدیلی کے زیر اہتمام ماحولیاتی انفارمیشن سسٹم کے حوالے سے سیمینار کا اہتمام کیا گیا جس کی صدارت جزیہنگ گلوبل انوائرمینٹل بینیفٹ کے کنٹری کوآرڈینیٹر ڈاکٹر سلیم جنجوعہ نے کی۔ انہوں نے کہا کہ انوائرمینٹل انفارمیشن اینڈ مینجمنٹ سسٹم کے حوالے سے حکومت کے ساتھ ساتھ تمام متعلقہ اداروں اور اسٹیک ہولڈرز کو کردار ادا کرنا ہوگا۔ کوآرڈینیٹر این سی پی سی ارشاد رائے نے بھی اس موقع پر خطاب کیا۔



Gallery





GEB MANAGEMENT



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