



SDPI
Sustainable Development Policy Institute



Re-Think Circular

E-Newsletter | Volume 01 | Issue 01 |
Nov 2024 – Feb 2025

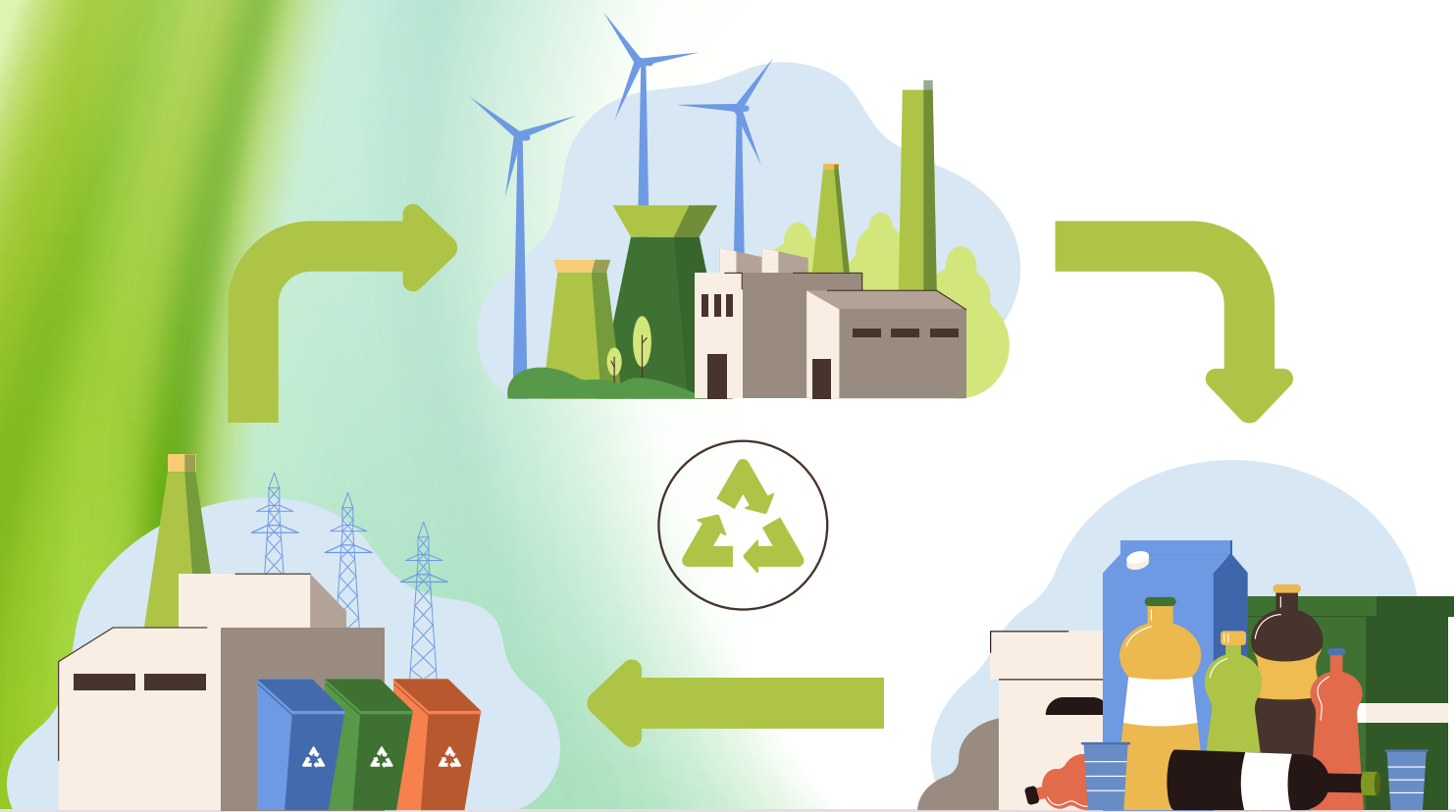




Table of Contents

About SDPI	5
About Newsletter	5
Executive Director’s Message	6
SDPI’s Program on Ecological Sustainability & Circular Economy	7
Global & National Policy Updates	8
Insights from Industries & Startups in Pakistan	13
Startup Spotlight	17
Special Note	19
Progress Recap & Next Steps	20
Special Highlights	28
Upcoming Events	37
Dates Announced	38
Key Publications	38
Contact Info	39

ABOUT SDPI

SDPI was founded in August 1992 on the recommendation of the Pakistan National Conservation Strategy (NCS), also called Pakistan's Agenda 21. The NCS placed Pakistan's socio-economic development within the context of a national environmental plan. This highly acclaimed document, approved by the Federal Cabinet in March 1992, outlined the need for an independent non-profit organization to serve as a source of expertise for policy analysis and development, policy intervention, and policy and program advisory services. SDPI is registered under the Societies Registration Act, XXI of 1860.

Mission

To catalyse the transition towards sustainable development, defined as the enhancement of peace, social justice and well-being, within and across generations.

Vision

To be a center of excellence on sustainable development policy research, capacity development and advocacy in Pakistan.

ABOUT NEWSLETTER

To keep abreast of emerging issues at the national/international and local level, the SDPI brings out a Quarterly E-Newsletter. It covers SDPI's Program on Ecological Sustainability and Circular Economy work related to research, policy advocacy and capacity building. Also, It carries reference information's to the news items/reports/Op-Eds appearing in leading National/International newspapers.



EXECUTIVE DIRECTOR'S MESSAGE

Dear Readers,

It gives me immense pleasure to introduce the inaugural edition of Re-Think Circular, SDPI's Quarterly E-Newsletter, dedicated to advancing the discourse on ecological sustainability and circular economy in Pakistan. This represents our commitment to fostering innovative solutions through research, engaging stakeholders, and building capacities to ensure circular economy transition and a sustainable future for generations to come.

At SDPI, we understand that transitioning to a circular economy is no longer a choice—it is a necessity. SDPI's Ecological Sustainability and Circular Economy (ES&CE) unit is at the forefront of this transition, addressing critical challenges such as resource efficiency, waste management, urban climate resilience, and sustainable business practices. By promoting cutting-edge research, evidence-based policymaking, and collaborative approaches, this program aims to support Pakistan in redefining its development priorities in line with global sustainability & circular economy goals.

The journey toward a circular economy is a shared responsibility. It requires partnerships across sectors and borders, innovative thinking, and strong leadership. SDPI is proud to serve as a catalyst in this transformation, working alongside government, private sector entities, civil society, and international development partners to embed circular economy principles into policy frameworks, business models, and everyday practices.

Through this newsletter, we aim to keep you informed about our efforts and achievements while highlighting the opportunities and challenges that lie ahead. I encourage you to join us in shaping a sustainable future—one where economic growth does not come at the expense of our environment and resources but instead thrives in harmony with them.

Let us continue to re-think, re-design, and re-build for a better tomorrow.

Warm regards,

Dr. Abid Qaiyum Suleri

Executive Director

Sustainable Development Policy Institute (SDPI)

SDPI'S PROGRAM ON ECOLOGICAL SUSTAINABILITY & CIRCULAR ECONOMY

The SDPI's Program on Ecological Sustainability and Circular Economy (ES&CE) is committed to advancing sustainable development through cutting-edge research, evidence-based policy formulation, stakeholder engagement, and capacity building. With a strategic focus on research collaborations, gap analysis, policy advocacy, stakeholder dialogues, and training initiatives, the program fosters ecological sustainability and circular economy principles in Pakistan and beyond. The program operates under four key research themes. The **Environmental Diplomacy and Climate Action** explores climate adaptation, climate risk insurance, and the climate policy nexus with gender and climate finance, alongside policy evaluation, climate resilience, advocacy, and capacity building. It also examines non-economic loss and damage, emphasizing social and cultural impacts of climate change, and integrates environmental sustainability and diplomacy into national and global frameworks. The **Circular Economy and Waste Management** focuses on waste reduction, resource efficiency, and closed-loop systems, including extended producer responsibility (EPR), used textiles circularity, plastics circularity, capacity building for startups and SMEs, and business incubation for sustainable solutions. The **Urban Climate Resilience** enhances urban adaptability to climate challenges through green infrastructure, urban risk management, sustainable urban development, and media engagement on climate resilience. The **ESG and Sustainability** integrates environmental, social, and governance (ESG) factors into business practices by conducting socio-economic impact assessments, strengthening ESG reporting standards, and building corporate and public sector capacity. Through these comprehensive efforts, ES&CE aims to play a pivotal role in shaping sustainable policies, fostering innovation, and strengthening climate action in Pakistan through partnerships and collaborations.



GLOBAL & NATIONAL POLICY UPDATES

Global Updates on Circular Economy & Sustainability

- » **COP29 puts circular economy in the climate spotlight:** At the UN Climate Change Conference COP29 (Nov 2024, Baku), there was a strong focus on integrating circular economy solutions into climate action. A new *National Circularity Assessment Framework for Buildings* was launched to help countries measure and reduce construction waste and emissions ([Read More](#)). A high-level ministerial meeting at COP29 also issued a joint declaration on resource efficiency and circularity, and launched the **RESCUE Initiative** for the Economic Cooperation Organization region - a collaborative platform to drive a just transition to resource-efficient, circular economies across member countries ([Read More](#)). These efforts underscore that rethinking how we **design, use, and dispose** of products can significantly cut waste, lower greenhouse gas emissions, and build climate resilience.

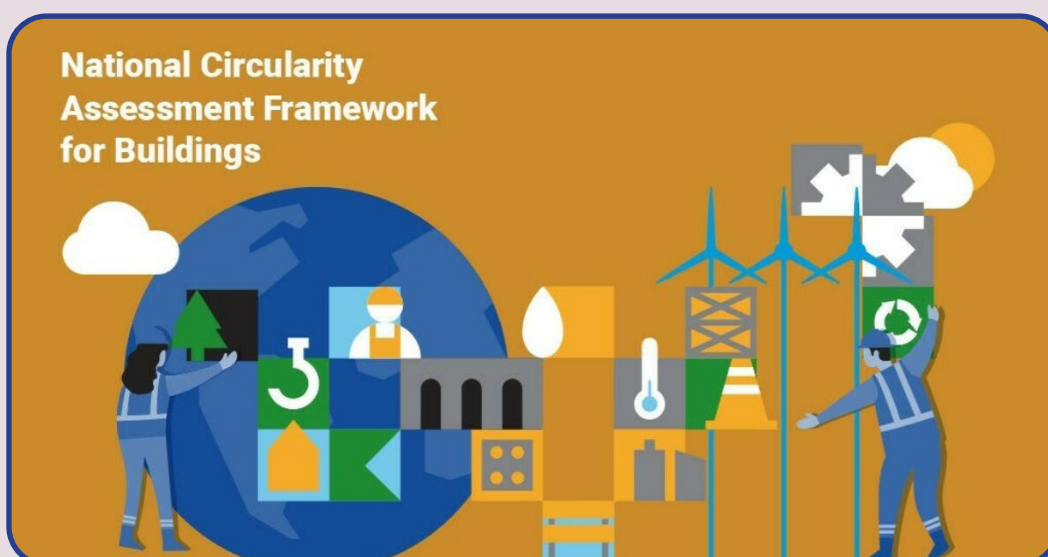


Photo Credits: [UNOPS](#)

- » The **Circularity Gap Report 2024** highlights a concerning decline in global circularity, with the share of secondary materials in the global economy decreasing from 9.1% in 2018 to 7.2% in 2023—a 21% drop over five years. Despite the circular economy gaining traction, material consumption has accelerated, with over 500 gigatons consumed in the same period, accounting for 28% of all materials used since 1900. The report emphasizes the need for transformative actions, focusing on unlocking capital, implementing bold policies, and bridging the skills gap to reverse this trend.

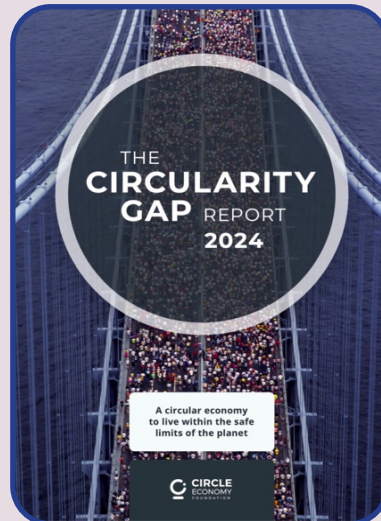


Photo Credits: [Circle Economy](#)

- » The **Circularity Gap Report Textiles** reveals that only 0.3% of materials used in the global textile industry come from recycled sources, with minimal textile-to-textile recycling. The report advocates circular strategies to transform the industry, aiming to triple its circularity, halve its environmental footprint, and significantly reduce textile waste. Key recommendations include reducing overproduction, enhancing recycling infrastructure, and improving labor conditions within the sector ([Read More](#)).
- » **Global push for plastic's circular economy:** Internationally, policymakers are zeroing in on plastic waste as a key sustainability challenge. Nearly 200 countries are negotiating a **global treaty to end plastic pollution**, with a decisive round of talks in late Nov 2024 aimed at finalizing a legally binding agreement. The treaty discussions emphasize curbing “**business-as-usual**” plastic production and scaling up reuse and recycling systems. Already, over 127 nations have some rules against single-use plastics, and the proposed treaty would harmonize these efforts – from phasing out problematic plastics to making big producers financially accountable for pollution (a “polluter pays” approach) ([Read More](#)). This global initiative is poised to drive circular economy practices worldwide by transforming how plastics are produced, used, and recovered.



Picture Generated using AI

- » **Innovations turning waste into resources:** Around the world, 2024 saw a surge of creative **waste-to-resource solutions** and circular business models. From Europe to Asia, innovators are converting agricultural and industrial waste into valuable products – for example, in one UN-backed programme, projects turned corn husks into building insulation, coffee grounds into biocosmetics, and fruit processing waste into biofuel and fertilizer. Digital platforms are emerging to connect consumers and informal waste pickers for improved e-waste recycling. These initiatives show how **“trash” is being reimaged as feedstock**: collaborations between researchers and businesses are creating profitable products from waste while uplifting marginalized workers ([Read More](#)). Such circular entrepreneurship not only reduces pollution and conserves resources but also creates green jobs – making sustainability an economic opportunity.



Picture Generated Using AI

- » **Renewable energy surge and circularity in power:** The renewable energy sector continued its rapid growth into 2025, reinforcing global sustainability goals. **Clean energy investment hit record levels** – over \$2 trillion in 2024 – now dwarfing fossil fuel investment and pushing total energy investments above \$3 trillion for the first time. This capital boom has translated into an unprecedented expansion of solar, wind, and battery storage projects worldwide, helping decarbonize power grids. For instance, solar PV investment alone now exceeds investment in all other power generation sources combined ([Read More](#)). Alongside scaling up renewables, attention is turning to circular economy aspects of energy systems: efforts are underway to recycle or repurpose solar panels, wind turbine blades, and batteries at end-of-life ([Read More](#)). The convergence of the clean energy transition with circular design (e.g. designing energy tech for longevity and recyclability) represents a key innovation trend, ensuring that the shift to net-zero is **sustainable from cradle to grave**.
- » **Pakistan’s circulareconomy policy drive:** Pakistan is ramping up policy measures to promote a circular economy and sustainable practices. The government is in the process of formulating its first **National Circular Economy Policy**, aiming to embed circular principles (reduce, reuse, recycle) into national strategies for waste management and industry ([Read More](#)). Officials highlight that Pakistan generates about 49.6 million tons of solid waste annually, a figure growing ~2.4% each year, which is straining inadequate waste infrastructure ([Read More](#)). The

new policy seeks to tackle this by boosting recycling systems, encouraging green technology adoption, and minimizing waste at source ([Read More](#)). Notably, Pakistan has already made strides against plastic pollution – including bans on single-use plastics like polythene bags, which cut plastic bag usage from 80% to 58% in some areas. It was also the first South Asian country to launch the World Economic Forum’s **Global Plastic Action Partnership**, piloting a project in Islamabad that has eliminated an estimated 600,000 kg of plastic annually through strict bag bans. Authorities acknowledge challenges in enforcement and public awareness, but with support from partners (learning from Turkey’s successful zero-waste initiative), Pakistan is committed to “advancing this agenda through innovative policies, improved recycling systems, and enhanced waste management practices” ([Read More](#)).



National Consultation on Circular Economy Policy Organized by SDPI

- » **Greening industry and plastics in Pakistan:** Alongside broad waste policy, Pakistan is targeting industrial sustainability through a new **Green Industrialization Policy Framework** being developed with support from UN agencies. This framework zeroes in on high-polluting sectors – notably the plastics manufacturing industry, which contributes ~15% of Pakistan’s GDP but also generates significant GHG emissions and waste. The plan calls for stricter enforcement of environmental regulations by federal and provincial EPAs, new rules (like extended producer responsibility) to cut down industrial waste, and promotion of cleaner production technologies to improve energy efficiency. By incentivizing recycling and reuse of materials in manufacturing, the government aims to create a **more sustainable and competitive industrial ecosystem**. Officials describe this initiative as a blueprint to balance economic growth with environmental protection, aligning Pakistan’s industrial sector with global green standards ([Read More](#)). In essence, the country sees circular economy reforms as key to transforming its manufacturing base – reducing pollution while opening opportunities in green businesses and jobs.
- » **Global policy momentum for circular economy Transition:** Around the world, new regulations and collaborations are accelerating circular economy adoption across industries. The European Union in particular is rolling out landmark policies in 2025 to embed circularity in its market. A proposed **EU Circular Economy Act** (a priority of the new European Commission) will promote recycling, mandate use of secondary materials, and even create a single market for waste – especially for critical raw materials like lithium and copper – by harmonizing rules across

member states circle-economy.com. The EU is also implementing the **Ecodesign for Sustainable Products Regulation (ESPR)**, which sets lifecycle environmental standards for products and introduces Digital Product Passports to track materials and carbon footprints from production to disposal circle-economy.com. Meanwhile, the **Corporate Sustainability Reporting Directive (CSRD)** has come into force, requiring thousands of companies to disclose their circular economy impacts and efforts in annual reports circle-economy.com. These moves in the EU – from eco-design mandates to transparency in supply chains – are expected to ripple globally, as other economies often follow suit. Businesses worldwide are preparing by adopting circular models (like product-as-a-service and take-back programs) and increasing recycled content in products circle-economy.com, to stay competitive under the emerging regulations.



SDPI's stance on the new EU ESPR Regulations, shared during the Webinar by EU-SWITCH Asia & European Environmental Bureau

- » **International collaboration on circular frameworks:** Governments are also teaming up to push circular economy agendas beyond their borders. In late 2024, the **G20 leaders** jointly declared support for concluding a global agreement on plastics, echoing the urgency to curb plastic pollution by 2040 environment.ec.europa.eu. This paved the way for the fifth negotiating session of the UN Plastics Treaty in Busan, where nations worked to finalize a binding treaty by end of 2024 environment.ec.europa.eu. At a regional level, alliances are forming to share best practices and policy support: for example, at COP29 the **Economic Cooperation Organization (ECO)** – a bloc of Central and South Asian countries – launched the RESCUE Initiative (Resource Efficiency, Sustainability and Circular Economy) along with a joint declaration to cooperate on circular economy transitions unep.org. Such partnerships enable knowledge transfer (like Pakistan learning from Türkiye's waste management successes dawn.com) and help align standards, funding, and innovation efforts. By collaborating through coalitions and treaties, governments are **building a unified front** to drive the circular economy worldwide – ensuring that progress isn't isolated, but rather amplified through collective action and shared goals.

INSIGHTS FROM INDUSTRIES & STARTUPS IN PAKISTAN

Industry Leaders Making an Impact

Artistic Milliners Pioneers Circular Denim Innovation

Artistic Milliners is redefining sustainability in the textile industry through its *Circular Park* fiber recovery facility, which recovers up to half a million tonnes of textile waste monthly. The company has significantly reduced non-hazardous waste—down from 4,877 tonnes in 2022 to 2,752 tonnes in 2023—while producing nearly 1,400 tonnes of recycled yarn. AM is also advancing water conservation, recycling 1 million gallons daily and targeting 100% Zero Liquid Discharge (ZLD) by 2027. With a strong focus on circularity, traceability, and sustainable fibers like recycled cotton, hemp, and Tencel, Artistic Milliners is shaping the future of clean and circular denim production ([Read More....](#))



Picture Credits: [Artistic Milliners](#)

Closing the Loop: Success Stories

Bestway Cement: Pioneering Sustainable Manufacturing in Pakistan

Bestway Cement continues to set industry benchmarks in sustainability by becoming the first cement operator in Pakistan to install Waste Heat Recovery Power Plants (WHRP) across all its sites. Its first 15 MW WHRP plant was commissioned in Chakwal in 2011, followed by two additional plants at Hattar (6 MW) and Farooqia (7.5 MW) in 2015. Looking ahead, Bestway is furthering its commitment to clean energy with plans to install a 9 MW WHRP facility at its upcoming greenfield plant in Mianwali ([Read More...](#))

In addition to WHRP, Bestway Cement has strengthened its focus on renewable energy by commissioning Solar Power Plants at all operational sites, significantly reducing its carbon footprint. The company also prioritizes environmental responsibility through advanced water conservation measures and dust collection systems, ensuring a cleaner and more sustainable production process. These initiatives reinforce Bestway Cement's dedication to responsible resource management and greener manufacturing ([Read More...](#))

Driving Circularity: PepsiCo's Sustainable Packaging & Water Stewardship

PepsiCo Pakistan is accelerating its circular economy initiatives through large-scale plastic collection and recycling efforts. Partnering with WWF-Pakistan, Novatex Ltd, Green Earth Recycling, and others, the company has collected over 32,000 tons of PET since 2022, aiming for 100% PET collection by 2025. In a groundbreaking move, Pepsi launched Pakistan's first 100% recycled plastic beverage bottle, reinforcing its commitment to reducing virgin plastic use by 50% by 2030. On the water conservation front, PepsiCo has cut its freshwater usage by 68% since 2015, becoming the lowest water-consuming snacks manufacturer in the region. Through strategic investments in water recycling, rainwater harvesting, and watershed restoration, PepsiCo has replenished over 250 million liters of water in 2022 alone, achieving 100% replenishment in its Multan and Sundar watersheds. By integrating innovative solutions and impactful partnerships, PepsiCo continues to lead Pakistan's journey toward sustainability ([Read More...](#))



Picture Credit: [PepsiCo Pakistan](#)

Nestlé Pakistan: The Shift Towards Sustainable Packaging

Sustainable packaging is becoming a key priority for the food and beverage industry, with companies like Nestlé Pakistan leading the way in reducing plastic waste and promoting recyclability. As of 2023, over 82% of Nestlé Pakistan's packaging is designed for recycling, and the company aims to make 100% of its packaging recyclable while reducing virgin plastic use by one-third by 2025. Innovations such as paper-based alternatives and mono-material packaging are transforming the sector, with initiatives like replacing plastic straws eliminating over 400 million plastic straws annually. These efforts highlight the industry's commitment to balancing product safety with environmental responsibility, driving a circular economy for packaging waste ([Read More...](#)).



Picture Credit: [Nestlé Pakistan](#)

Coca-Cola Pakistan Introduces 100% Recycled Plastic Bottles

Coca-Cola İçecek Pakistan has taken a significant step towards sustainable packaging by launching bottles made from 100% recycled plastic (rPET), initially rolled out in Sindh for 2.25-liter Coca-Cola and Fanta bottles. This initiative aligns with the company's *World Without Waste* vision, which aims to use 50% recycled material in packaging by 2030. By creating a closed-loop system where old plastic bottles are broken down, cleaned, and repurposed, Coca-Cola is reducing reliance on virgin plastic and lowering its carbon footprint. The company is also driving circular economy efforts, such as Pakistan's first plastic road, reinforcing its commitment to environmental responsibility and innovation in waste management [\(Read More...\)](#)



Picture Credit: [The Coca-Cola Company](#)

STARTUP SPOTLIGHT

Concept Loop: Revolutionizing Construction with Sustainable Plastic Waste Solutions

Concept Loop is revolutionizing the construction industry by converting low-value plastic waste into durable, high-performance building materials. Through their cutting-edge sustainable aggregate, EcoGrete, they produce EcoPavers, EcoBlocks, and EcoTiles, providing a sustainable alternative to traditional materials. Having offset over 600,000 kg of plastic waste, they have completed major projects for PepsiCo, Shell, EBM, and Mondelez, significantly cutting carbon emissions by up to 84% while maintaining strength and cost efficiency.

Recognized globally, Concept Loop has partnered with Karandaaz, Accelerate Prosperity, and Carbon13, and has participated in the Low Carbon Earth Accelerator by UNEP. By integrating their materials, businesses can achieve substantial carbon reductions, proving that sustainability and resilience can go hand in hand [\(Read More...\)](#)



Picture Credits: [Concept Loop](#)

Davaam Life: Pioneering Sustainable Consumption Through Innovation

Davaam Life is revolutionizing sustainable consumption by leveraging technology to promote circular economy solutions. From Eco Refill Stations that reduce plastic waste to smart sanitary napkin dispensers enhancing menstrual hygiene accessibility, Davaam is addressing critical social and environmental challenges. Their chemical dispensing stations ensure safe handling of hazardous substances, aligning industries with global compliance standards.

Recognized for its impact, Davaam has secured funding and accolades, including the SDG Innovative Financing Challenge Cup (2024) by JS Bank & UNDP, the Karandaz Green Innovation Challenge Fund, and the Shell Tameer Award in Circular Economy. As a certified People & Planet First member and part of the Climate Finance Accelerator (CFA) Pakistan, Davaam continues to lead sustainability efforts, ensuring a future where innovation meets responsibility ([Read More...](#)).



Picture Credits: [Davaam Life](#)

| SPECIAL NOTE

The CoRe Alliance

The CoRe Alliance is Pakistan's first ever packaging alliance formed with the mission to eliminate packaging waste by enabling formal collection and recycling, while also raising awareness at a mass level. The Core Alliance Pakistan exemplifies how collaborative efforts can drive circular economy practices by uniting industry leaders, policymakers, and sustainability advocates. The aim is to diverting thousands of tons of waste from landfills and advocate for Extended Producer Responsibility (EPR) policies, the alliance is working to strengthen Pakistan's position as a leader in circular economy innovation. SDPI is a proud member of the CoRe Alliance ([Read More...](#)).

PROGRESS RECAP & NEXT STEPS

Ecological Sustainability & Circular Economy Unit (ES&CS) SDPI in Action Inception Workshop on Pakistan's National State of the Environment Report

SDPI, UNEP and MOCC, in collaboration with UNEP and the Ministry of Climate Change & Environmental Coordination, recently hosted an Inception Workshop on Pakistan's National State of the Environment Report. Led by UNEP experts, the workshop focused on scenarios development, integrated environmental assessments, and evidence-based policymaking to strengthen Pakistan's environmental governance





Group Photo with Trainers and Workshop Participants and Chief Guest Ms Aisha Humera Ch. Secretary Ministry of Climate Change and Environmental Coordination (MoCC&EC)

Workshop on Developing Inclusive Climate Commitments: NDCs 3.0 for Pakistan

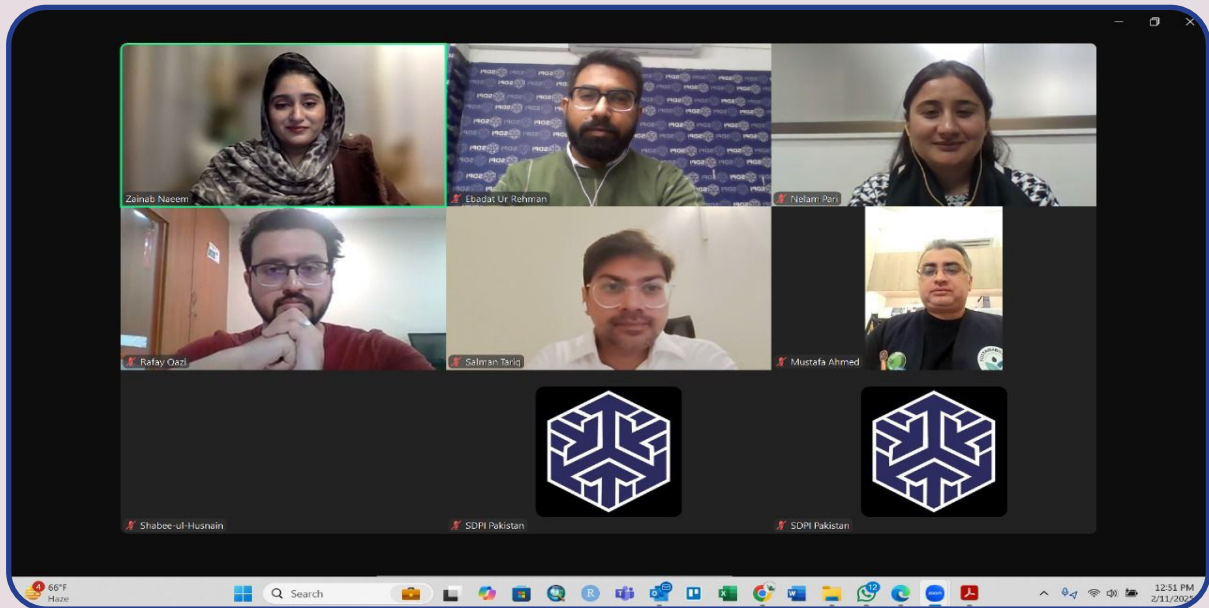
The **ES&CE Unit** and the **Energy Unit, SDPI** co-organized the “*Workshop on Developing Inclusive Climate Commitments: NDCs 3.0 for Pakistan,*” in collaboration with the Global Climate-Change Impact Studies Centre (GCISC). The workshop convened key stakeholders to shape Pakistan’s next climate commitments under the Paris Agreement, focusing on mitigation, adaptation, climate finance, and inclusivity. Discussions highlighted sectoral responsibilities, the integration of Provincial Determined Contributions (PDCs), and financial planning for adaptation, loss, and damage, emphasizing a people-centered approach to climate action.



Group Photo with workshop participants.

Consultation Webinar on Engaging Startups & SMEs in Plastic Recycling & Circularity

The ES&CE Unit organized a consultation webinar on Engaging Startups & SMEs in Plastic Recycling & Circularity in Pakistan, as part of UNEP's project. The event brought together experts and entrepreneurs to discuss innovative recycling solutions, investment challenges, and policy frameworks for scaling sustainable waste management. Discussions highlighted the need for decentralized waste systems, policy incentives, and industry-wide collaboration to advance circular economy initiatives. Key insights included strategies for processing multi-layer plastics, waste avoidance through refill stations, and repurposing recycled materials into new products.



Group Photo with Seminar Participants

Two-days workshop on Circular Economy: Transforming Key Sectors for a Sustainable Future.

ES&CE Unit of SDPI, in collaboration with the Ministry of Climate Change & Environmental Coordination, UNEP, IGES and Living Indus successfully organized a two-days capacity building workshop on *Circular Economy: Transforming Key Sectors for a Sustainable Future*. This first-of-its-kind event in Pakistan brought together experts from government, private sector, academia, and development partners to discuss ISO Circular Economy standards, EPR, waste management, and circularity in key sectors such as building materials, textiles, water, and energy. The insights gained will contribute to Pakistan's National Circular Economy Policy currently under development.



Group photo with Workshop Participants.

MoU signing between SDPI and Al Ain University UAE

The Ecological Sustainable & Circular Economy (ES & CE) Unit of SDPI is proud to have been part of the MoU signing between SDPI and Al Ain University. This collaboration will foster joint research, knowledge exchange, and policy discussions on sustainability, economic development, and climate resilience. We look forward to the impactful outcomes and initiatives this partnership will bring.



ES&CE team at the MoU signing Ceremony.

Consultation on the National Circular Economy Policy of Pakistan

SDPI's ES&CE Unit organized the Consultation on Pakistan's National Circular Economy Policy in collaboration with the Ministry of Climate Change & Environmental Coordination, UNEP, and IGES. The consultation gathered key stakeholders from government, industry, academia, and civil society to discuss waste management, water and energy sector reforms, and strategies to integrate circular economy principles into national policies. Experts emphasized the need for data-driven policymaking, extended producer responsibility (EPR), industry incentives, and cross-sectoral collaboration to accelerate Pakistan's transition to a circular economy.



Organizers and Speakers with Ms Romina Khurshid Alam, Coordinator to PM on Climate Change & Environmental Coordination, during the Consultative Workshop on National Circular Economy Policy.

Seminar on Climate Anxiety and Its Impacts on Women

The Unit organized a **seminar on Climate Anxiety and Its Impacts on Women**, fostering expert discussions on **government involvement** and the mental health related **challenges faced by women** due to climate change impacts specially heat stress. The session highlighted the psychological toll of climate change on women and emphasized the need for policy-driven interventions to support mental well-being ([Read More...](#))



Seminar on Climate Anxiety and Its Impacts on Women.

COP 29: Advocating for Global Climate Action

The Ecological Sustainability & Circular Economy team actively participated in COP 29, engaging in negotiations and exchanging ideas to **advance global climate action, foster collaborations, and advocate for sustainable policies.** Their involvement reinforced Pakistan's commitment to circular economy principles and climate resilience on an international platform.



Field Surveys and Meetings for Used Textiles Circularity Project

The ES&CE team conducted field visits to Karachi, Faisalabad, Peshawar, Chiniot, Islamabad, and Rawalpindi as part of UNEP's project on Circularity in Used Textiles and Plastic Recycling. Engaging with businesses, SMEs, exporters, importers, startups, and local markets, the team gathered valuable insights on market demand, value chain dynamics, and key regulatory and financial gaps, contributing to a deeper understanding of challenges and opportunities in advancing circular economy practices in these sectors.



Engagements during survey in Karachi Export Processing Zone, Artistic Milliners and other used textile exporting companies

SPECIAL HIGHLIGHTS

2nd Sustainability Investment Expo & Sustainability Awards 2024



The 2nd edition of the Sustainability Investment Expo, organized by SDPI in collaboration with the Ministry of Climate Change and Environmental Coordination, took place from November 4-7, 2024, in Islamabad under the theme “Pioneering Solutions for Climate Resilience.” Bringing together over 35 participants, including multinational corporations, local industries, startups, SMEs, international development partners, and local food vendors, the Expo served as a key platform for translating ideas into action. As the world grapples with climate unpredictability and environmental challenges,

the event underscored the necessity of resilience and adaptation, particularly in the context of the post-COP28 landscape and preparations for COP29. The Expo emphasized innovation by showcasing advancements in renewable energy, sustainable agriculture, and emerging technologies that enhance climate resilience. It highlighted the vital role of local communities, particularly women and youth, in resilience-building efforts and demonstrated how businesses, including SMEs and startups, can contribute through sustainable practices and innovative solutions. Additionally, fire-side chats explored the critical intersection of policy and practice, ensuring that theoretical frameworks translate into actionable solutions. By fostering dialogue and collaboration, the Expo reinforced the importance of integrating policy, business, and community-driven approaches to climate resilience.



Senator Sherry Rehman, Chair Senate Standing Committee on Climate Change along with Executive Director SDPI, Dr Abid Qaiyum Suleri and SDPI Board Members, inaugurated the 2nd SIE 2024.

SDPI successfully hosted the **Sustainability Awards 2024**, recognizing and celebrating outstanding achievements in sustainability across the corporate sector and civil society organizations. The awards aimed to honor organizations demonstrating exceptional commitment to sustainability through innovative practices and impactful initiatives. A strong jury of experts, guided by a rigorous triple-blind peer review process and evaluated through the triple-bottom-line approach (Environmental, Social, and Governance - ESG), ensured fairness and excellence in the selection process.

The event highlighted remarkable contributions across multiple categories, with **Habib Bank Limited** winning the Sustainability Education Innovator award, **NED University of Engineering and Technology** recognized for Water Conservation Green Innovation, and **Fauji Cement Company Limited** awarded for Renewable Energy initiatives. **Concept Loop** received recognition in the Circular Economy category, while **Pakistan Poverty Alleviation Fund** was honored for Gender Equality efforts. Fauji Fertilizer Company Limited won in the Agri-Tech and Food Security category, **Artistic Milliners** was acknowledged for Production Innovation and Decarbonization, and **MG Apparel (Mahmood Group)** received the award for Social Impact and Community Engagement. By celebrating these achievements, the Sustainability Awards 2024 reinforced the importance of sustainable business practices and inspired broader industry commitment to environmental and social responsibility.



SIE Inaugural & Sustainability Awards Ceremony

Industry & Partners Collaboration

- Ministry of Climate Change and Environmental Coordination (MoCC&EC):** The Ministry of Climate Change & Environmental Coordination (MoCC&EC) presented the Upscaling of Green Pakistan Programme and key updates on national climate policies, carbon markets, and environmental governance, stressing the need for public-private partnerships in sustainability efforts at their booth.



The MoCc&Ec representative at the Ministry Pavilion.

- **GIZ Pakistan and KfW:** GIZ Pakistan showcased the initiatives and projects being implemented under the Pak German Climate and Energy Partnership (PGCEP) and also the projects supported by the KfW Bank in Pakistan



GIZ Pakistan & KfW Pavilion.

- **PepsiCo Pakistan:** PepsiCo Pakistan's Positive Agriculture initiative showcased efforts in sustainable farming and water conservation, while its Recycled PET journey demonstrated advancements in plastic circularity. Additionally, PepsiCo's upcycling of Lay's wrappers into bags highlighted innovative recycling solutions for reducing plastic waste. Also, PepsiCo Pakistan won the award for the best pavilion at the Expo.



PepsiCo Pakistan Booth and RPET journey being showcased.

- **Nestle Pakistan:** The company showcased its renewable energy transition model and how it is supporting the communities through different initiatives since the last 35 years.



Nestle Representative Mr Sheikh Waqar briefing Ms Aisha Humera, Secretary Ministry of Climate Change and Environmental Coordination about the community initiatives taken by the company in Pakistan

- **Coca Cola International Pakistan:** The company showcased the Recharge Pakistan project which is a GCF funded project in Pakistan, being also supported by the CCI Pakistan.



Coca Cola Pakistan Pavilion

- **CSOs and Philanthropic Organizations:** Concern Worldwide contributed to discussions on community-led climate adaptation, showcasing its initiatives in disaster risk reduction and sustainable development for vulnerable regions. **Apart from Concern Worldwide, Secours Islamique France (SIF), Islamic Relief Pakistan, Catholic Relief Services (CRS) had their pavilions which represented community led initiatives and climate adaptation, flood rehabilitation case studies supported by these organizations.**



Concern Worldwide & SIF representatives briefing about the company's initiatives.

- **Academia: Beaconhouse Stall:** The Beaconhouse Stall highlighted its education initiatives focused on integrating sustainability into curricula, emphasizing youth engagement in climate action and eco-conscious learning.



Beaconhouse School System booth represented the sustainability initiatives integrated in the curriculum.

Sustainability Lab of **Atomcamp** also collaborated for a pavilion and Data to Policy Insights Training Workshop at the Capacity Building Hub.

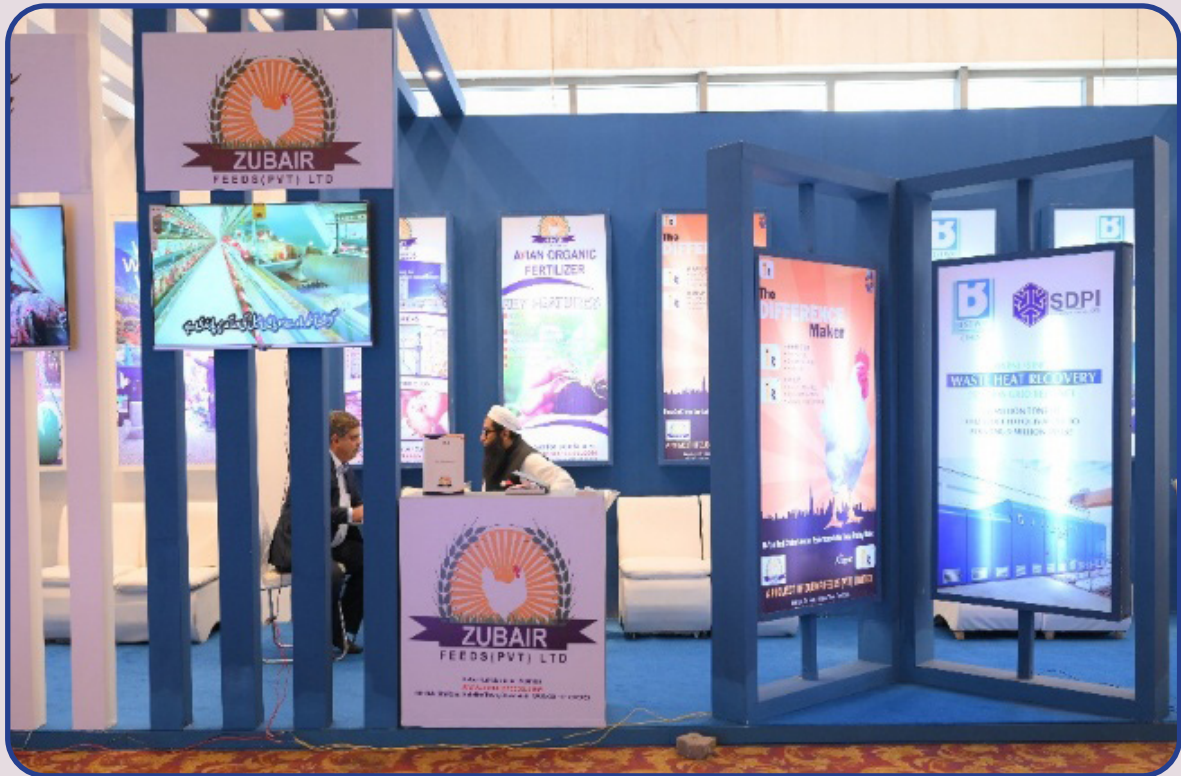
- **Danish Pavilion:** One of the key highlights of the expo was Danish Pavilion, supported by the Embassy of Denmark in Pakistan. Almost 12 companies including startups and SMEs presented their low carbon development solutions at the expo, including Nano Drop, Weather Walay, Eco Gen, Eco Threads, Green Plastic, BizB, AAB Hutchinson Ports, Dawlance Pakistan, Packages Group, Roshan Packaging Limited.

Pictorial Glimpses of Danish Pavilion:



Local Industry Partners:

Furthermore, SIE had pavilions of **Zubair Feeds** who showcased organic feed products and their remarkable sustainability journey

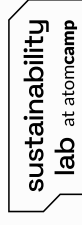
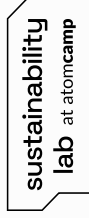


Zubair Feeds Pavilion.

Also, as a key sustainability initiative, “Made in Pakistan” was also highlighted by a key partner **Kanas**, who showcased their made in Pakistan products as part of the sustainability agenda for promoting local brands.



Kanas Pavilion.



EX.P 2024

Capacity Building Hubs:

Two certification training workshops were organized at the Capacity Hub;

1. Data to Policy Insights in partnership with Sustainability Lab by atomcamp
2. Carbon Markets in partnership with Denmark Embassy in Pakistan

Fireside Chat Sessions:

Ten fireside chat sessions were organized with representatives of different partner organizations and collaborators including GIZ Pakistan, Denmark Embassy, OICCI, PepsiCo Pakistan, Atomcamp, Beaconhouse School System and USAID Climate Finance for Development Accelerator etc ([Read More...](#))

UPCOMING EVENTS

- **Consultative Webinar on Circularity in the Construction Industry and Climate Resilience in Pakistan** in partnership with Ministry of Climate Change & Environmental Coordination, United Nations Environment Programme (UNEP), Institute for Global Environmental Strategies (IGES) | 17th March 2025 | 11:00AM to 1:30PM PKT | [Event Report](#) | [Recording Link](#)
- **Consultative Webinar on Circularity in the Marine Environment and Sustainable Ship Recycling in Pakistan** in partnership with National Institute of Maritime Affairs (NIMA)| 20th March 2025 | 11:00 AM to 1:30 PM | [Event Report](#) | [Recording Link](#)
- **Dissemination Workshop of “Circularity & Used Textiles Trade in Pakistan”** in partnership with UNEP | Expected on 16th April 2025
- **Working Paper “Climate Anxiety and its Impacts on Women in Pakistan”** | Expected to be published in April 2025
- **Public Private Dialogue on Water Stewardship** in partnership with PepsiCo Pakistan | Expected in April 2025
- **Policy Brief “ Pakistan’s Plastic Waste Crisis and the Need for Extended Producer Responsibility (EPR) Framework”** Expected to be published in April 2025

DATES ANNOUNCED

- Dates Announced for the 28th Sustainable Development Conference & 3rd Sustainability Investment Expo & 16th South Asia Economic Summit (SAES) | November 4th - 7th



KEY PUBLICATIONS

As climate change accelerates, its impacts on economies, businesses, and communities are becoming increasingly complex. Our publications and opinion pieces delve into critical issues such as climate risk insurance, carbon markets, urban resilience, and circular economy solutions. From analysing the role of microfinance institutions in climate adaptation to unlocking the potential of green finance in Pakistan, these works offer valuable insights and policy recommendations for a more sustainable future.

Publications:

- **Role of Microfinance Institutions in Climate Risk Insurance: A Comparative Analysis of Developed & Developing Countries and Implications for Pakistan** (14 Feb 2025) – This study explores how microfinance institutions (MFIs) contribute to climate risk insurance in both developed and developing countries. It provides key policy recommendations to enhance climate resilience in Pakistan’s financial sector. [Read More](#)
- **Unlocking the Potential of Carbon Markets in Pakistan** (31 Oct 2024) – Analysing carbon trading mechanisms, policy gaps, and challenges in implementing carbon markets, this study offers insights from global experiences to strengthen Pakistan’s green finance framework. [Read More](#)
- **Managing Hill Torrents in Pakistan** (30 Oct 2024) – Examining the growing environmental and economic impacts of hill torrents due to climate change, this research outlines disaster risk reduction strategies to mitigate their effects on infrastructure and agriculture. [Read More](#)
- **Urban Climate Resilience and Development in Pakistan** (06 Dec 2023) – This publication discusses climate risks faced by urban centres in Pakistan, emphasizing the need for resilient infrastructure, sustainable urban planning, and community-based adaptation strategies to combat climate change. [Read More](#)
- **Transforming Plastic Consumption: Fostering Business Engagement for a Circular Economy** (10 Oct 2023) – Investigating corporate engagement and policy interventions, this study explores how shifting plastic consumption toward circular economy models can enhance recycling, extended producer responsibility (EPR), and sustainable packaging solutions. [Read More](#)
- **5G Technology’s Role in Environmental Sustainability: A Roadmap for Pakistan (PB-94)** – Exploring how 5G technology can contribute to sustainability, this research highlights its potential to enable energy-efficient infrastructure, reduce emissions, and support smart cities through digital transformation. [Read More](#)

Opinion Pieces & Blogs:

- **Embrace Climate Risk Insurance** (04 Feb 2025) – This article highlights the importance of climate risk insurance in protecting vulnerable communities and mitigating financial risks, emphasizing the need for its integration into Pakistan’s financial sector. [Read more](#)
- **Is Climate Finance in Jeopardy?** (27 Jan 2025) – Analysing global challenges in climate finance, this piece examines their potential impact on developing economies, particularly Pakistan, and suggests ways to ensure sustainable funding. [Read more](#)
- **Negotiating Fair Climate Finance at COP29** (16 Nov 2024) – Offering insights into

Pakistan's position at COP29, this article discusses key negotiations on equitable climate finance distribution and the challenges in securing adequate funding for developing nations. [Read more](#)

- **Can Our Cities Survive the Climate Crisis?** (07 Jun 2024) – Examining the intensifying vulnerabilities of urban centres due to climate change, this article explores policy measures that can enhance resilience and protect communities from climate-related disasters. [Read more](#)
- **Pakistan's Plastic Predicament** (12 May 2024) – Evaluating Pakistan's plastic waste crisis, this piece highlights key challenges in waste management, recycling inefficiencies, and the policy gaps hindering sustainable plastic use. [Read more](#)
- **Pakistan's Plastic Paradox** (18 Apr 2024) – Discussing the conflicting realities of plastic consumption and waste management in Pakistan, this article delves into the economic and environmental implications of the country's plastic use. [Read more](#)

CONTACT INFO

The Ecological Sustainability & Circular Economy (ES&CE) Unit at SDPI is committed to advancing circular economy, climate resilience, and sustainability initiatives. We welcome collaborations, partnerships, and stakeholder engagement to drive impactful change. Whether you're a business, policymaker, researcher, or sustainability advocate, we invite you to connect with us to explore opportunities for joint initiatives.

For collaborations & inquiries:

Email: ihtesham@sdpi.org

Website: <https://sdpi.org/>

Follow us for updates & insights:

LinkedIn: <https://www.linkedin.com/company/sustainable-development-policy-institute/>

Twitter/X: <https://twitter.com/SDPIPakistan>

Instagram: <https://www.instagram.com/officialsdpi>

Facebook: <https://www.facebook.com/sdpiPakistan>



Sustainable Development Policy Institute

10-D West, 3rd Floor, Taimoor Chamber, Fazl-ul-Haq Road, Blue Area, Islamabad. Pakistan,
Tel: +92.51. 2278134, Fax: 2278135, ©2023 All rights reserved