



# MISSION CLEANER PAKISTAN

## Impact Report 2021-22



# CONTENTS

02

A Foreward by  
VP EYDS, CSR  
PMPKL

03

About  
PMPKL, EYDS,

04

About  
Mission Cleaner  
Pakistan

05

UN Sustainable  
Development  
Goals

06

Cleanup  
Drives

18

Art Pieces

20

Programme  
Impact

22

Our Partners

23

Our Team



# A Foreward by VP EYDS, CSR PMPKL



The objective of Mission Cleaner Pakistan was to highlight the problem of waste disposal and create awareness about best practices amongst the youth of Pakistan and engage them in clean-up drives across the country. Anti Littering is one of the sustainability pillars of PMI and as such PMPKL is dedicated towards restoring the environment through responsible practices and eco-friendly initiatives.

Sana Hashmi, Company Secretary, PMPKL



Mission Cleaner Pakistan was one of our strongest programmes yet. With the shift in global consciousness towards sustainability and environmental protection, Mission Cleaner Pakistan played a big part in instilling a sense of duty among people towards our environment and our planet. The enthusiasm displayed by the volunteers who participated was refreshing to see and we hope to continue efforts like these with our partners.

Shaista Ayesha, Vice President, EYDS

# ABOUT

Philip Morris Pakistan Ltd, & Entrepreneurship and Youth Development Society



Philip Morris Pakistan Limited (PMPKL) is a public limited tobacco manufacturing company, listed on the Pakistan Stock Exchange. PMPKL is an affiliate of Philip Morris International (“PMI”), a leading international tobacco company. PMPKL supports a wide range of charitable projects in communities where it sources and manufactures its tobacco with a focus on anti-littering, women empowerment, providing economic opportunity and community development.



Entrepreneurship and Youth Development Society (EYDS) was created in 2015 and is registered under the Societies Registration Act, XXI of 1860. The Society aims to initiate, run and execute community development and upliftment projects, act as a resource centre for the promotion of awareness, education and entrepreneurship among young people, women, underrepresented communities, and students belonging to diverse and underrepresented backgrounds.

# Mission Cleaner Pakistan

Mission Cleaner Pakistan is a sustainability awareness program that was conceived of by Entrepreneurship & Youth Development Society (EYDS) in partnership with Philip Morris Pakistan Limited (PMPKL). The focus of this program was to engage the youth of Pakistan to tackle the growing waste and climate challenges. This was done by encouraging them to participate in clean-up drives across the country.

The movement has activated 2600 volunteers in 5 major cities across Pakistan (Lahore, Karachi, Quetta, Peshawar, Balakot) and collected 6 tons of trash. Mission Cleaner Pakistan has raised awareness about waste management through educational activities conducted at the clean-up drives with the volunteers. To draw more attention to the waste issue amongst the general public, art pieces made from the trash collected at cleanup drives have also been displayed in public centers capturing people's attention towards the amount of waste they generate .





# SUSTAINABLE DEVELOPMENT GOALS

Mission Cleaner Pakistan's core focus was aligned with the United Nations Sustainable Development Goals. In particular it focused on SDG's:  
12 (Responsible Consumption & Production),  
13 (Climate Action),  
14 (Life Below Water)  
15 (Life on Land)

The clean-up drives were centered around a zero waste approach. Potential clean-up locations were chosen by the EYDS team and local community members were then engaged to take part in the clean-up drive.

They were provided with reusable safety gloves and safety vests for protection along with 100% compostable trash bags to collect the trash in.

Once the trash was collected it was handed over to the relevant recycling partner in each city and transferred to their recycling facility. At the end of the activity, the volunteers were provided with sustainability kits to take home and information on how to be more sustainable in their consumption.





## Beach Cleanup

Mission Cleaner Pakistan was launched with a beach-clean-up drive in Karachi at Seaview beach on the 19th of September. The activity was intended to activate and mobilize the local community to come out and partake in cleaning up the beach.

Environmental groups, non-governmental organizations and individual beach-goers all came together to participate in this collective clean-up effort. The amount of trash collected was **653 kilos**. The waste sent into recycling

was 140 kilograms which included 126 kg of plastic, 9.5 kg of glass, 1.6kg of cardboard and 0.2kg of cigarettes. Cumulatively, recycling all of the recyclable waste saved 193kg of carbon-dioxide from entering the atmosphere.

Multiple partners were engaged for the successful execution of this event, including the local municipal authority, our waste recycling partner Trashit and a local environmental group called The Last Earthlings.

“ The objective of this drive is to highlight the problem of litter and create awareness about reducing and recycling waste that can lead to a more sustainable environment. PMPKL is dedicated towards restoring the environment through responsible practices and eco-friendly initiatives. ”

**Andleeb Uroos Ahmed**  
Head of Communications at PMPKL





## Karachi

The beach clean-up drive kickstarted the Mission Cleaner Pakistan movement. The momentum and enthusiasm displayed by volunteers in Karachi was mirrored throughout the 5 cities Mission Cleaner Pakistan was involved in.

The largest city of Pakistan located in the south of the country with a coastline bordering the Arabian Sea and houses a population of around 20 million people. Our clean-up drives were held across different areas of the city. The first drive was held at the famous Turtle beach, a breeding spot for the rare green turtle species, which was being disturbed due to the excessive amount of

waste on the beach. The second drive was held in Korangi's district no 5, where locals from the area came together to clean a public ground used by them for recreational activities.

The third drive was held at the University of Karachi, a public research university built on 1200 acres where students participated in cleaning up their campus. The fourth drive was held at Hillpark, a public park situated at a hilltop and the final drive in Karachi was a street clean-up held at Karimabad where small business owners helped clean up the area.

“A cleaner Pakistan is the only way to survive. We cannot sustain in this world with so much plastic around. If we don't start using sustainable products today, it's going to be really difficult in the coming future. So please switch to more sustainable products.”

**Sarfi**  
Volunteer, Mission Cleaner Pakistan



### Locations

- Turtle Beach
- Korangi District 5
- University of Karachi
- Hillpark
- Karimabad

Volunteers: **840**      Trash Collected: **1,431 kg**



## Lahore

The second largest city of Pakistan with a population of around 15 million people. Similar to Karachi, our clean-up drives were held in various parts of the city.

The first two drives were held in public markets, namely Main Market and Liberty Market in Gulberg. The third clean-up drive was held in Jillani park, one of the most popular public parks in Lahore. The fourth drive was held in Youhanabad where

community members also participated in a tree plantation activity to help beautify their neighborhood .

The fifth and final drive in Lahore was held at Nishtar Colony concluding the clean-up drives in Lahore.

“ The focus was not only on just cleaning up but also training and making the volunteers aware of what happens to waste after it is generated. We focused today on sorting effectively and learning about different types of waste that are recyclable and non recyclable and making people more aware about the waste crisis in Pakistan.”

**Ali Syed**  
Founder, Ouroboros Waste Management



### Locations

- Main Market Gulberg
- Liberty Market
- Jillani Park
- Nishtar Colony
- Youhanabad

Volunteers      Trash Collected

**332**

**327 kg**



## Quetta Cleanup Drives

Quetta is the 10th largest city in Pakistan with a population of around 1 million people. The city lacks the capacity to deal with trash collection where it's producing more than it can dispose of.

To alleviate some of this pressure, our team along with the help of volunteers went to far flung areas of the city during our clean-up drives. We started with Gulistan town before moving towards the mountains near the Western Bypass to Karkhasa National Park.

Our third drive was held at Bagh e Bakulo Dam and our fourth and final drive was held in Hazara Town.

“ When I visited Margalla Hills in Islamabad I saw students, young men and women with large plastic bags collecting trash. It made me happy to see the educated young people come together for a good cause like this. I never imagined to see something like this happen in Quetta. ”

**Mr. Asad Nasar**  
**SSP Operations Quetta**



### Locations

- Gulistan Town
- Hazara Graveyard
- Bagh Bakulo Dam
- Karkhaha National Park

Volunteers: **Trash Collected**

**634**      **1,185 kg**



## Peshawar Cleanup Drives

Peshawar is the oldest city in Pakistan and its 6th largest. Situated in the broad valley of Peshawar sharing a border with neighboring Afghanistan, the city is home to around 4 million people.

Like most of the cities in Pakistan, solid waste management is a big challenge in Peshawar as the city generates about 0.3 to 0.4 kg of waste per capita, per day. Our clean-up drives in Peshawar started with campus clean-up drives at the University of Peshawar

and Islamia College where students, faculty members and staff participated in the clean-up effort. Our third drive was held in the spirit of Christmas at Fathers Colony, a christian community where members came together to clean-up their neighborhood.

Our final drive in Peshawar was held at Peshawar Zoo where the general public and janitorial staff of the zoo participated.

“ We are thankful to EYDS and its partners for arranging this cleanup drive in University of Peshawar. Such clean-up drives should be arranged regularly and are very important for raising awareness. ”

Dr Shahla Nazneen  
Environmental Expert - UoP



### Locations

- Islamia College
- Peshawar Zoo
- Fathers Colony
- University of Peshawar

Volunteers: **645**      Trash Collected

**596 kg**



## Balakot Cleanup Drives

The clean-up drive in Balakot was conducted in partnership with Race for Oceans, a not-for-profit initiative aiming to shine a light on Sustainable Development Goal 14: Life Below Water, including the growing plastic pollution.

The clean-up drive was conducted on the bank of Kunhar River, and was attended by the local community, craftswomen who came to showcase and sell their art, tourism stakeholders, waste management stakeholders and

government officials. To supplement the clean-up and create a more lasting change, the local community was also sensitized on the growing issue of plastic waste in the river through an information session conducted by Dr Saima Zeb (Assistant Professor, Environmental Sciences at COMSATS University) and Mr Abdul Qadoos (Religious Scholar & Social Worker).

“ The objective of this drive is to highlight the problem of litter and create awareness about reducing and recycling waste that can lead to a more sustainable environment. PMPKL is dedicated towards restoring the environment through responsible practices and eco-friendly initiatives. ”

**Andleeb Uroos Ahmed**  
Head of Communications at PMPKL



### Locations

- Kunhar River  
Balakot

Volunteers: **148**

Trash Collected  
**455 kg**

# Art Pieces

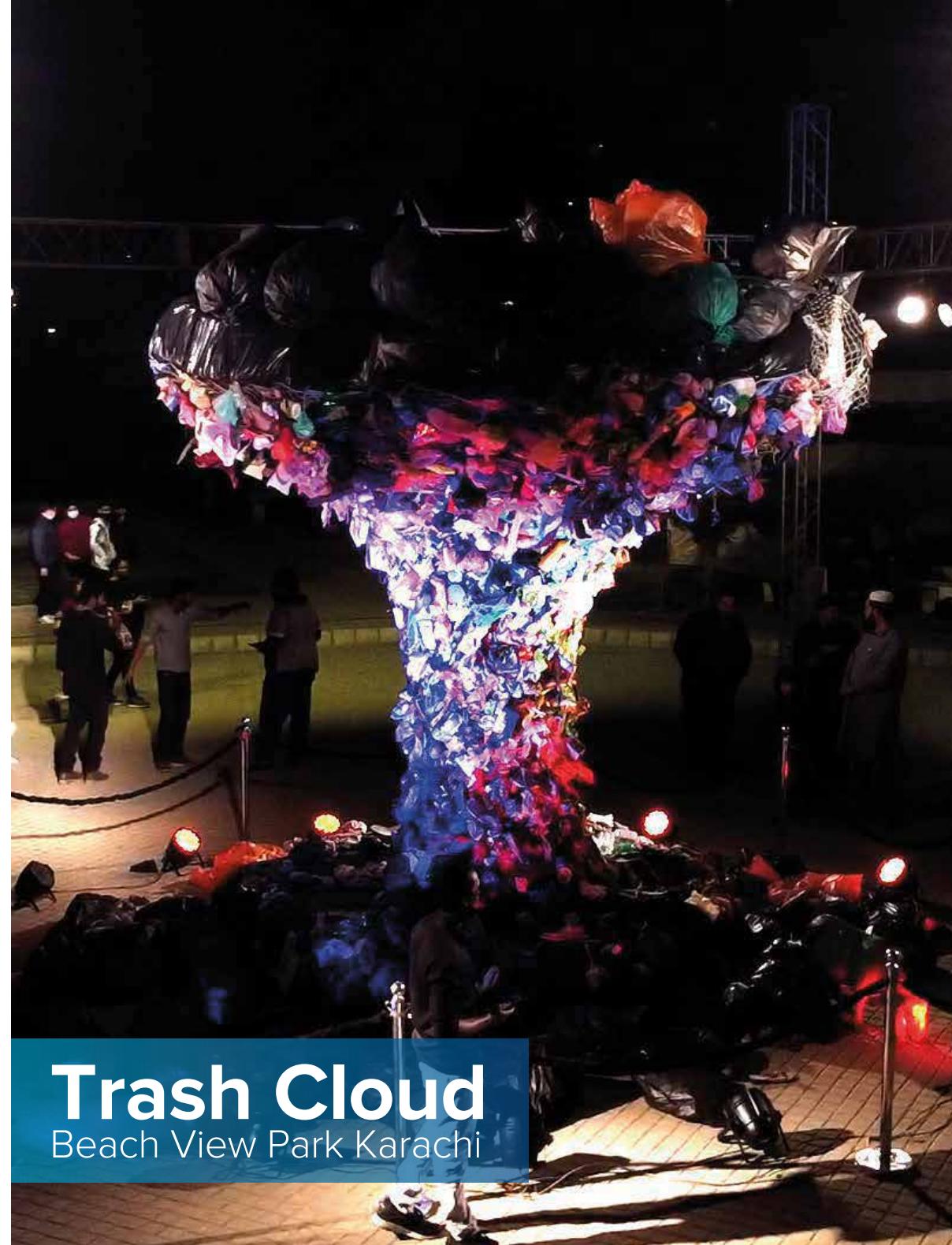
To raise awareness amongst the general public about the growing issue of waste, art pieces were created by various artists in each city and displayed in a public location to capture people's attention the amount of waste being produced in Pakistan. Artists from each city were commissioned to come-up with unique ideas to visually highlight the growing waste issue.

**"The Trash Cloud"** was designed by Munawwar Ali Syed, replicating the shape of a mushroom cloud that appears after the detonation of a nuclear explosion. This form was chosen to broadcast the severity of the damage being caused to the environment by mirroring it to the damage caused after a nuclear explosion. This large scale art piece was approx 15 feet in height and was displayed at a local festival.

**"Clash of ..."** was designed by Afiya Asif, a multi-disciplinary artist from Karachi and displayed at Nusserwanjee Park. The piece is a formation that comprises two waves coming face to face with one another. These two waves reflect the two parts of our society that can make or break the rise and concern of pollution. This work of art manages to highlight how the everyday materials are so easily be discarded and left out to affect our surroundings and is part of the environmental crisis in Karachi.

**"Being and Nature"** was created by Maroof Taj and displayed at a public library in Lahore. This interactive piece allows its viewers to experience the singularity of human existence and of life on Earth. It enables them to take action and imagine an alternative reality that is more pleasant and appealing. Even when this action is not taken, the art piece holds its audience as witness to the disaster that we know is coming if we remain silent to the climate change crisis.

**"The Plastic Tide"** was designed to showcase the issue of plastic pollution in our oceans. The piece depicts a ocean wave riddled with plastic which is the reality of our oceans. It was designed by local artist Madiha and displayed at the University of Peshawar.





## The Plastic Tide

University of Peshawar



## Clash of ...

Nusarwanjee Park Karachi



## Trash Optimus Brothers

Millenium Mall Peshawar



## Being & Nature

Kitaab Ghar Lahore

# Program Impact

Total Weight of  
Trash Collected

**06  
TONNES**



Total Weight of Trash

**recycled  
4.5 Tonnes**



Total Number of  
Engaged

**volunteers  
2600**



Total Number of  
Created

**Art Pieces  
05**



Total Electricity  
Produced

**800 MW**



Total Carbon Dioxide  
saved

**29 Tonnes**



# A Closer Look

During the various drives of Mission Cleaner Pakistan, our volunteers collected a variety of items that were sorted and recorded. Our findings are presented in the infographics below.



**81**

**Dustbins  
Installed**

## TOP ITEMS COLLECTED



**3,706 kg**

Plastic



**426 m**

Cloth



**125 kg**

Glass



**6.60 kg**

Cigarette Butts



**75 kg**

Shoes



**844 kg**

Non Recyclable

# Our Partners



# Our Team



Saad Abid  
Program Manager,  
EYDS



Shaista Ayesha  
Vice President, EYDS



Muhammad Ali Qureshi  
Creative Manager



Zumer Zia  
Programme Officer



Arif Hussan Nasry  
Programme Officer



Fouzia Rafi  
Programme Officer



Wajeeha Mukhtar  
Programme Officer



Sana Hashmi  
Company Secretary,  
PMPKL



Sarah Zia  
Corporate Services  
Analyst, PMPKL