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Islamic Help and WWF-Pakistan Sign Landmark Climate Partnership to Advance Faith-Based Environmental Action

Islamabad, Pakistan – 4 May 2026

In a significant step toward addressing climate change through collaborative and values-driven action, Islamic Help UK and WWF-Pakistan have signed a landmark Memorandum of Understanding (MoU) at the WWF Office in Islamabad to jointly advance environmental conservation, ecosystem restoration, and climate resilience initiatives across Pakistan.

Since our establishment in 2003 Islamic Help has worked in 49 countries delivering short and long-term aid and support to empower some of the world's most vulnerable communities. Amongst the earliest established offices, IH Pakistan supports beneficiaries across the country with programmes ranging from emergency aid to livelihood projects and community infrastructure.

Islamic Help are a UK-based NGO with 20+ years experience in the international development and emergency response sectors. Founded following the Iran earthquake in 2003, the charity now has operations in more than 10 countries, with extensive operations in Pakistan. In 2025, Islamic Help expanded its global operations into climate adaptation and mitigation work. This partnership with WWF is a major milestone in this development.

The partnership introduces the Al Mizan Forest Programme, a pioneering initiative inspired by the Qur'anic principle of balance (*Mizan*), integrating faith-informed values with scientific conservation practices to promote long-term environmental stewardship.

The Al Mizan Forest forms part of WWF's global Trillion Trees initiative, contributing to worldwide efforts to restore, conserve, and protect one trillion trees by 2050. This initiative goes beyond tree planting by focusing on holistic ecosystem restoration, sustainable livelihoods, and community resilience.

Under the three-year agreement (2026–2029), WWF-Pakistan will serve as the lead implementation partner, providing technical expertise, planning, and on-ground execution. Islamic Help UK will mobilise international resources and fundraising to support programme implementation and



expansion. In addition, Islamic Help will collaborate with WWF to develop and deliver values-driven educational initiatives and awareness campaigns aimed at promoting nature conservation.

The programme aims to implement large-scale afforestation and environmental restoration across Gilgit-Baltistan, Khyber Pakhtunkhwa, and Punjab, with a projected plantation target exceeding 2.7 million trees across approximately 1,700 hectares.

A Holistic and Values-Informed Approach

Inspired by “*Al-Mizan – A Covenant for the Earth*”, a UNEP-supported Islamic environmental declaration (2024), the initiative frames environmental stewardship as a shared responsibility grounded in balance, justice, and collective action.

The Al Mizan Forest Programme will incorporate integrated features including:

- Establishment of a Green / Environmental Waqf
- Conservation zoning guided by traditional Hima and Harim principles
- Agroforestry systems supporting community livelihoods
- Development of wildlife corridors and habitat connectivity
- Water conservation measures including recharge systems
- Education and awareness programmes promoting environmental stewardship
- Recognising the important role of communities, the initiative will also engage youth, volunteers, educators, and local leaders, encouraging inclusive participation in climate action.

Leadership Perspectives

Kamran Shezad – *Advisor, Climate Action – Islamic Help UK*

“Climate change and biodiversity loss represents one of the defining challenges of our time, impacting ecosystems, livelihoods, and vulnerable communities. Faith communities are crucial in addressing these issues and a faith inspired approach offers an important additional tool in driving meaningful action. Through the Al Mizan framework, we are reconnecting environmental responsibility with values of balance, stewardship, and collective action, while also helping to reinvigorate a sense of eco-spirituality within communities.

This partnership between Islamic Help and WWF-Pakistan brings together community engagement and scientific expertise, creating a model that is both locally grounded and globally relevant.”

Rab Nawaz - *Senior Director – Conservation Programme, WWF-Pakistan*

“WWF-Pakistan has a long-standing commitment to conserving natural resources and building climate resilience through science-based interventions and community engagement.



This collaboration introduces a complementary dimension by strengthening outreach and community participation, enabling us to expand the impact of conservation efforts across Pakistan.”

Shaykh Sultan Niaz ul Hassan - *Founder, Islamic Help UK*

“At Islamic Help, we believe that environmental responsibility is a shared human duty. Through initiatives like Al Mizan, we aim to translate values into practical action, working with partners, communities, and institutions to build a more sustainable and resilient future.”

Maulana Attaullah Shahab - *Senior Leader, Gilgit-Baltistan | Former Member, Gilgit-Baltistan Council | Former Advisor to the Prime Minister of Pakistan*

“Gilgit-Baltistan is directly experiencing the impacts of climate change—melting glaciers, changing water flows, and increasing pressure on natural systems pose serious challenges for us.

In this context, this partnership is both timely and important. It is not merely a tree plantation initiative, but a meaningful effort to promote awareness, responsibility, and collective action, which will help empower local communities.”

Event Overview

The MoU signing ceremony brought together representatives from civil society, environmental organisations, and development stakeholders, including:

- Welcome remarks and keynote addresses
- Formal MoU signing ceremony
- Stakeholder engagement and networking

A Model for Collaborative Climate Action

This partnership reflects the growing importance of cross-sector collaboration in addressing climate challenges by aligning:

- Scientific expertise and conservation leadership
- Community engagement and local ownership
- Youth participation and volunteerism
- Institutional partnerships and global collaboration
- By bridging these domains, the initiative aims to contribute to a climate-resilient and environmentally responsible Pakistan, while offering a replicable model for values-informed climate action globally.



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