



PAKSTRAN

PAKISTAN SUSTAINABLE TRANSPORT PROJECT

Closing Ceremony for Awareness Raising Campaigns

December 09, 2014 - Serena Hotel, Islamabad

EVENT REPORT

Closing Ceremony on Pakistan Sustainable Transport (PAKSTRAN) Project's Awareness Raising Campaign

9th December 2014, Islamabad



Background

Urban transport activity is a key component of economic development and human welfare and is rapidly increasing around the world as economies grow. The most pressing problems associated with this increasing transport activity are traffic fatalities and injuries, congestion, air pollution and associated ecological, economic and social impacts. Climate change is being caused by the transport sector's growing role in world energy use and the emission of greenhouse gases (GHGs).

In Pakistan, the transport sector contributes to the national carbon emissions, and is responsible for more than half of the oil consumed in Pakistan. Owing to the growth of the economy and hence population, the number of vehicles on the road have also increased from 2.7 million in 1990 to 5.5 million in 2005 (an increase of over 100%), and increased to 9.8 million by 2010.

Transport System in Pakistan

Road transport is the backbone of Pakistan's transport system. The 9,574 km long National Highway and Motorway network, which is 3.65 percent of the total road network, carries 80 percent of Pakistan's total traffic. Over the past ten years, road traffic, both passenger and freight, has grown faster than the national economy. Currently it accounts for 91 percent of the national passenger traffic and 96 percent of freight.

The absence of a public transportation system (particularly in urban centers) has led to an increase transport problems. An extraordinarily expanded transport network (mainly with the focus only on infrastructure development) and increasing population density is exacerbating the problem. Dependence upon road transport is also causing increased congestion, degradation of air quality, with a dramatic increase in GHG emissions. The associated ecological, social, economic and health related impacts are also increasing significantly enough to a point of effecting daily life.

Need for Sustainable Urban Transport (SUT)

Based on the above analysis and the significance of GHG emissions from the urban transport sector, in addition to its expected growth, it is imperative that such interventions are designed that offer an opportunity to promote sustainable modes of transport and attempt to maintain some sort of balance. Besides mitigating climate change, the role of Sustainable Urban Transport (SUT) is vital for improved living conditions, particularly for urban dwellers in Pakistan.

It is estimated that Pakistan has the potential of saving at least 20 percent of the energy used in transport sector. Also, the increased usage of public transport has been identified as a policy option for Pakistan to reduce GHG emissions from this sector by making the shift towards public transport. Promotion of sustainable means of transport is considered vital for future sustainable development in the country and carries other considerable benefits such as: reduced congestion, pollution, consumption of fossil fuels and health problems, besides mitigation climate change.

About PAKSTRAN

To address the transport and related problems in the country, the Pakistan Sustainable Transport Project (PAKSTRAN) is being implemented by Government of Pakistan.

Objective

The objective of the Project is ‘to reduce the growth of energy consumption and related greenhouse gas emissions from Pakistan’s transport sector, while simultaneously improving urban environmental conditions and improving Pakistan’s competitiveness’.

Expected Outcomes/Outputs

The expected outcomes of PAKSTRAN are:

Outcome 1: Operational urban transport system in Punjab province

Outcome 2: Operational urban transport system in Sindh province

Outcome 3: Improved energy efficiency in truck freight transport

Outcome 4: Increased public awareness and institutional capacity on sustainable transport concepts.

The output of PAKSTRAN is ‘Environment mainstreamed across the development sector plans and programmes’.

PAKSTRAN will guide this through:

- Demonstrating international best practices planning and implementation of integrated urban transport systems,
- Strengthening the institutional and policy framework for urban transportation,
- Demonstrating international best practices for modernizing the trucking fleet; creating an investment environment with widespread stakeholder acceptance,
- Raising public awareness and knowledge of issues in sustainable urban transport and fuel-efficient transport in Pakistan.

Introduction

As part of Outcome 4 i.e. 'Increased public awareness and institutional capacity on sustainable transport concepts' it was important to engage the youth of Islamabad and Lahore, so that they may have a better understanding of what the PAKSTRAN Project entails.

An awareness raising campaign was conducted in various educational Institutes of Lahore and Rawalpindi/Islamabad. In this regard a closing ceremony was organized under PAKSTRAN at Serena Hotel, to share the experience and also to commend those who participated in the events.

It was attended by the esteemed chief guest Mr. Hasan Nasir Jamy, Additional Secretary, Ministry of Water and Power and National Project Director, prominent guests from PAKSTRAN project's partners i.e. UNDP, GEF, Government of Pakistan, prominent faculty members from different institutes of Lahore and Rawalpindi/Islamabad, media representatives and along with the representatives from International Union for Conservation of Nature, IUCN (List of participants attached as Annex II).

Annex I

Presentations

Welcome Remarks - Dr. Saleem Janjua, National Project Manager PAKSTRAN project

Dr. Saleem Janjua, National Project Manager of the PAKSTRAN Project in his welcome remarks welcomed and thanked the chief guest Mr. Hasan Nasir Jamy, Additional Secretary, Ministry of Water and Power and National Project Director, PAKSTRAN project, the PAKSTRAN team and all the participants. He also gave a brief overview on PAKSTRAN.

Briefing on PAKSTRAN - Mr. Ahmad Saeed, Component Manager PAKSTRAN, IUCN.

Mr. Ahmad Saeed, Component Manager, PAKSTRAN, IUCN Pakistan in his opening remarks thanked the institutes in showing keen interest and participation in awareness raising campaign. He explained the objectives of the ceremony and gave overview of the awareness raising campaigns.

Presentation on PAKSTRAN Awareness Campaign 2014 – Mr. Hasan Zaman

Hasan Zaman, Communications Officer, PAKSTRAN, IUCN Pakistan explained the purpose of the activity by setting context for the all activities. He gave introduction about the PAKSTRAN project and the role of transport in environmental, social and economic problems in Pakistan. His presentation included an overview of the PAKSTRAN Awareness Campaign 2014, along the details of all the activities conducted in the educational institutes.

Remarks - Dr. Nasir Javed, Component Director Punjab, PAKSTRAN

Dr. Nasir Javed, Component Director Punjab, PAKSTRAN appreciated the efforts of all the students and IUCN in conducting all the activities. He laid emphasis on the need of sustainable transport and the role of youth in it. Dr. Nasir also suggested that the posters from the competition be used further in PAKSTRAN's awareness materials such as calendars.

Remarks - Mr. Amanullah Khan, Assistant Country Director, E&CC Unit, United Nations Development Program, UNDP

Mr. Amanullah Khan, Assistant Country Director, E&CC Unit, United Nations Development Program, UNDP presented an analysis of the situation of air pollutants in Pakistan with reference to various reports. He highlighted the importance of sustainable mode of transportation in Pakistan.

Prize distribution and Token of Appreciation to Institutes

The event proceeded with the prize distribution of inter-debate and inter-poster competition. As a token of appreciation to the participating institutions, shields were presented to institutes that facilitated PAKSTRAN's activities for the successful execution of awareness raising campaign. Mr. Hasan Nasir Jamy, Dr. Saleem Januja, and Mr. Mahmood Akhtar Cheema, Country Representative - IUCN Pakistan distributed the prizes and shields among the students and institutes.

Annex I

Closing Remarks – Mr. Hasan Nasir Jamy, Additional Secretary, Ministry of Water & Power and National Project Director, PAKSTRAN project.

Mr. Hasan Nasir Jamy, Additional Secretary, Ministry of Water and Power and National Project Director, PAKSTRAN project, in his closing remarks thanked all the organizers, participants and the team members of PAKSTRAN. He appreciated IUCN and PAKSTRAN project for providing opportunities for such healthy activities for students. He shared his thoughts about the transport sector and the importance of infrastructure in a country. He laid emphasis on the need of a better transport system in the country. He also appreciated the students' efforts in designing the posters.

Annex I

Agenda

Time	Activity	Remarks
10:30 – 11:00	Registration	IUCN Staff
11:00 – 11:05	Recitation of Holy Quran	
11:05 – 11:15	Welcome remarks & Brief Overview of PAKSTRAN	Dr. Muhammad Saleem Janjua, National Project Manager-NPM, PAKSTRAN project
11:45 –11:55	Objective of the Ceremony and Overview of Awareness Raising Campaigns under PAKSTRAN project	Mr. Ahmad Saeed, Component Manager-IUCN, PAKSTRAN project Mr. Hasan Zaman, Communication Officer, IUCN, PAKSTRAN Project
11:55 – 12:15	Remarks by Punjab and Sindh components	Dr. Nasir Javed, Component Director-Punjab, PAKSTRAN project
12:15 – 12:25	Remarks by UNDP	Mr. Amanullah Khan, Assistant Country Director, E&CC Unit, UNDP
12:25 --12:35	Prize distribution	
12:35 –12:45	Speech by Chief Guest	Additional Secretary II, Ministry of Water & Power/ NPD, PAKSTRAN project
12:45 --13:00	Inauguration of Poster Competition	By the Chief Guest
13:00	Lunch	

Annex II

List of participants

SR#	Name	Designation	Department	Address	City
PMU-PAKSTRAN					
1.	Dr. Muhammad Saleem Janjua	National Project Manager,	Pakistan Sustainable Transport Project	Ministry of Water and Power Government of Pakistan	Islamabad
2.	Mr. Mohammad Tajwar Khan	Monitoring and Evaluation Officer,	Pakistan Sustainable Transport Project	H.No: 7, Street 56,	Islamabad
CIU- Punjab-PAKSTRAN					
3.	Dr. Nasir Javed	Component Director, PAKSTRAN Project	The Urban Unit	Planning and Development Department, Government of Punjab	Lahore
CIU-IUCN-PAKSTRAN					
4.	Mr. Mahmood Akhtar Cheema	Component Director, PAKSTRAN Project/CR-IUCN Pakistan	IUCN-Pakistan		
5.	Mr. Ahmad Saeed	Component Manager	IUCN-PAKSTRAN project		
6.	Mr. Hasan Zaman	Communication Officer	IUCN-PAKSTRAN project		
7.	Ms. Mussrat Khan	Project Assistant	IUCN-PAKSTRAN project		
8.	Mr. Hammad Saeed	Coordinator Information Management, Web Development and	IUCN-Pakistan		

Annex II

		Networking			
9.	Mr. Muhammad Safir	Admin Officer	IUCN-Pakistan	Islamabad	
10.	Mr. Qamber	Consultant	IUCN-PAKSTRAN	Islamabad	
11.	Ms. Palwasha Khattak	Consultant	IUCN-PAKSTRAN	Islamabad	
12.	Ms. Mehak Massod	Consultant	IUCN-PAKSTRAN	Islamabad	
13.	Ms. Fauzia Malik	Programme Coordinator	IUCN-Pakistan	Islamabad	
UN Agencies / Donors					
14.	Mr. Aman Ullah Khan	Assistant Country Director/Chief Environment & Climate Change	United Nations Development Programme (UNDP)	4th Floor, Serena Business Complex,	Islamabad
15.	Mr. Imran Muslim Zaidi	Programme Officer	Global Environment Facility, (GEF) UNDP Pakistan Climate Change Division		Islamabad
16.	Mr. Hassan Afzal Zaidi	Transport Specialist	The World Bank	Country Office Pakistan	Islamabad
Government Departments					
17.	Mr. Azim Khoso	Deputy Director	Climate Change Division, Government of Pakistan	Local Government Complex	Islamabad

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18.	Mr. Muhammad Rashid Cheema	Assistant Director (Legal)	Pakistan Environmental Protection Agency (Pak-EPA)	Climate Change Division	Islamabad
19.	Mr. Asad Mahmood	Manager Technical	Energy Conservation Fund (ECF), Ministry of Water, Government of Pakistan National Energy Conservation Center (ENERCON)	ENERCON Building, Near State Bank of Pakistan	Islamabad
20.	Mr. Noman Rafiq	Company Secretary	Energy Conservation Fund (ECF), Ministry of Water, Government of Pakistan National Energy Conservation Center (ENERCON)	ENERCON Building, Near State Bank of Pakistan	Islamabad
21.	Syed Ali Raza Shah		Deputy Chief (Transport) Ministry of Water, Government of Pakistan National Energy Conservation Center (ENERCON)	ENERCON Building, Near State Bank of Pakistan	
22.	Dr. Rehman	Section Officer	Ministry of Communications		Islamabad
NGOs / Stakeholders					
23.	Mr. Irshad Ramay	Coordinator	National Cleaner Production Centre	B. No. 4-A, P.O. MORGAH,	Rawalpindi
24.	Mr. Rashid Mir	Assistant Director	SPECTRUM	House No. 2A, (First Floor	Islamabad
25.	Mr. Hamza Butt		WWF-PAKISTAN		Islamabad
EDUCATIONAL INSTITUTIONS					

Annex II

26.	Dr. Muhammad Fahim Khokhar	Assistant Professor	Institute of Environmental Sciences School of Civil & Environmental Engineering	National University of Sciences & Technology	Islamabad
27.	Mr. Ali Qureshi	SARSABZ LUMS Coordinator	LUMS	Lahore University of Management Sciences	Lahore
28.	Mr. Babar Asad Khan	Head of Department, SARSABZ	LUMS	Lahore University of Management Sciences	Lahore
29.	Ms. Mahnoor Akram	Student	LUMS	Lahore	
30.	Ms. Zoya Abbas	Student	LUMS	Lahore	
31.	Ms. Znaira Saeed Khan	Senior Lecturer	Iqra University	ARTS & DESIGN	Islamabad
32.	Mr. Raja Nadeem	Coordinator	Iqra University	English Department	Islamabad
33.	Mr. Raza Khan	General Manager	COMSATS University		Islamabad
34.	Mr. Ali Ahmed Khan	Assistant Program Officer	COMSATS University	HUMANITIES	Islamabad
35.	Ms. Sadia Siddiq	Assistant Professor	COMSATS University	HUMANITIES	Islamabad
36.	Mr. Yawar Abbas	Assistant Professor	COMSATS University	Department of Architecture	Islamabad
37.	Mr. Mazhir Habib	Department of Humanities	COMSATS University	HUMANITIES	Islamabad
38.	Dr. Farhat Nisar	Lecturer	COMSATS University	HUMANITIES	Islamabad
39.	Ms. Umme Farwa	Lecturer	COMSATS University	HUMANITIES	Islamabad
40.	Mr. Fahim Qureshi	ORIC	COMSATS University	HUMANITIES	Islamabad

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41.	Ms. Fatima Haider	Lecturer	Bahria University	Earth & Environmental Sciences	Islamabad
DEBATE PARTICIPANTS					
42.	Mr. Saad Nadeem Sheikh	Student	FAST-NU	119-C Faisal Town,	Lahore
43.	Ms. Mubashra Zahid	Student	FAST-NU	280 Kashmir Block,	Lahore
44.	Mr. Hasham Baig	Student	Iqra University		Islamabad
45.	Mr. Sadiq Amjad	Student	Iqra University		Islamabad
46.	Syed M. Ehtesham	Student	Iqra University		Islamabad
47.	Mr. M. Awab	Student	Iqra University		Islamabad
48.	Ms. Sara Hussain	Student	Bahria University		Islamabad
49.	Mr. Ahsan Kamal Khan	Student	COMSATS University		Islamabad
50.	Ms. Hira Nawaz	Student	COMSATS University		Islamabad
51.	Ms. Aqsa Zulfiqar	Student	COMSATS University		Islamabad
52.	Mr. Ali Aziz Janjua	Student	COMSATS University		Islamabad
53.	Ms. Syeda Hareem Shafi	Student	COMSATS University		Islamabad
54.	Ms. Hina Javed	Student	COMSATS University		Islamabad
55.	Ms. Jazzah Hassan	Student	LUMS		
56.	Mr. Hasan Shah	Student	FSL		Islamabad
57.	Mr. Huzaifa	Student	FSL		Islamabad
58.	Mr. Ibrahim Khan	Student	FSL		Islamabad
59.	Mr. Jahanzeb	Student	NAM		Islamabad
60.	Mr. Mujahid Shah	Student	NAM		Islamabad
61.	Mr. Shaheer Sher Afzal		COMSATS		Islamabad
MEDIA					
62.	Mr. Hasan Hayat Khan	Producer Documentaries	PTV, Home	House no, 12, Street 5A,	Islamabad
63.	Mr. Salman Saeed	Reporter	Daily Imroz/Daily Akhbar	Room 221, 2nd Floor PTV news center	Islamabad

Annex III

Photographs from the event



Annex III

