



**PAKSTRAN**  
PAKISTAN SUSTAINABLE TRANSPORT PROJECT

Project Documentary Screening  
“The Road to Sustainability”  
At Kinnaird College for Women, Pakistan

November 10, 2014 - Lahore

**EVENT REPORT**

## 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

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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 Lahore, so that they may have a better understanding of what basically PAKSTRAN is and how it is beneficial for all.

For this purpose Kinnaird College for Women, was approached and documentary screening was organized under the Pakistan Sustainable Transport (PAKSTRAN) Project in Hladia Hall Kinnaird, 93-Jail Road, Lahore. The event aimed at effectively engaging the students and youth of Pakistan to raise the awareness related to sustainable transport.

It was attended by the prominent faculty members of Kinnaird. (List of participants attached as Annex II). The total number of participants were almost 200.

## Proceedings

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### Documentary Screening:

The event started with recitation of Quranic and Bible verses followed by screening of the documentary “The Road to Sustainability”. There was a huge round of applause from the students at the end of documentary showing that message has been conveyed in an appropriate manner.

### **Introduction to PAKSTRAN and awareness raising priorities – Mehak Masood**

Afterwards, Mehak Masood, Consultant Awareness Campaign, PAKSTRAN, IUCN Pakistan gave a brief overview of the PAKSTRAN Project, and thanked the faculty and students of Kinnaird for attending the screening and also described the Project’s activities under the approved work plan for 2014 and explained what awareness raising and capacity building activities were being planned under Outcome 4 i.e. ‘Increased public awareness and institutional capacity on sustainable transport concepts’.

### **Address by Dr. Nasreen Pasha- Dean of Humanities Kinnaird College for Women, Lahore**

Dr. Nasreen Pasha in her closing remarks appreciated the connectivity and convincing approach that has developed in the documentary on the topic of sustainable transportation. She has shown her gratitude to IUCN for holding an informative documentary screening for the students of Kinnaird. She mentioned that there is a need to change our attitude and seriousness for the cause and also looking forward for more upcoming awareness on this topic.

## Annex I

### Agenda

Time	Activity	Remarks
9:30 am	Arrival of Students	
9:30-9:40 am	Recitation of Quran and Biblical verses	
9:45-10:15 am	“The Road to Sustainability” Documentary Screening	
10:15-10:30 am	PAKSTRAN overview	Mehak Masood- Consultant Awareness Campaign PAKSTRAN
10:30 – 10:45	Closing Remarks	Dr.Nasreen Pasha-Dean Humanties, Kinnaird College for Women, Lahore

## Annex II

### List of participants

Sr# Name	Designation	Organization
<b>IUCN Pakistan</b> 1. Mr. Qamber Zaidi 2. Ms Mehak Masood	Awareness Campaign Media Consultant Consultant Awareness Campaign	IUCN IUCN
<b>Kinnaird College</b> 3. Dr. Nasreen Pasha 4. Ms. Almas Hamid  5. Dr Ghazala Yaqub 6. Sheeb Syed  200 students	Professor, Dean Humanities Assistant Professor, Head of Environmental Sciences Department Assistant Professor Lecturer  Students	Kinnaird College Kinnaird College  Kinnaird College Kinnaird College  Kinnaird College

**Annex III**

Photographs from the event

