

PRESS RELEASE



**GCNP ENCOURAGES COMPANIES TO
PROMOTE URBAN FORESTS**

GCNP encourages companies to promote Urban Forests

Global Compact Network Pakistan has complimented and felicitated Pakistan Cables, a member of the Network, for taking the initiative to develop an Urban Forest by planting 40,000 trees on 2.30 acres in their new unit in Nooriabad industrial estate. While congratulating Pakistan Cables on this pioneering initiative GCNP has called upon its own members as well as large trade and industrial Associations and Chambers to follow the example set by Pakistan Cables and motivate members to plant trees in their premises as their contribution towards ecological corporate social responsibility. This statement was issued by Nuzhat Jahan, Secretary General GCNP, in a meeting held to discuss ways and means to promote the urban forestation method developed by Akira Miyawaki of Japan.

Nuzhat Jahan also informed that there are only 22 developed urban forests in the country. Of which, 17 were developed in Karachi alone. However, Pakistan Cables' Urban Forest was the largest among them and also it was the first of its kind in an industrial land. She emphasise that the Industrial Town Associations to adopt the concept of Urban Forests within their industrial estates and at the same time convince and advocate with industries, especially multinational and large, to join the campaign to plant as many trees as possible.



Global Compact Network Pakistan

Nuzhat Jahan further added that since Pakistan is highly vulnerable to climate changes and since Prime Minister Imran Khan has had tree forestation as his top priority, and since Climate Change is one of the prime Principles of GCNP, it is incumbent upon the member companies of GCNP to take the lead and create linkages to develop Urban Forests from Karachi to Peshawar because, in fact, these trees provide essential benefits for people and improved and conducive habitats for urban wildlife. She also said that UNGC principles promote a sustainable green environment especially in urban cities and towns and therefore, support of private sector, city government officials, and concerned citizens is needed to ensure the success and sustainability of Urban Forests in Pakistan.

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Nuzhat Jahan
Secretary General

