

Press Release

Nestlé Pakistan reiterates its commitment for better water management

Lahore (March 24, 2020): Nestlé Pakistan commemorated World Water Day by pledging to continue playing its role in better water management and encouraging best practices to meet future needs. This year's World Water Day theme 'Nature and Climate Change', underlines how water resources are linked with climate change.

"Through the Caring for Water (C4W)-Pakistan initiative and as a signatory to the Clean Green Pakistan, Nestlé Pakistan is continuously looking for opportunities where it can make a difference," said Waqar Ahmad, Head of Corporate Affairs, Nestlé Pakistan.

He added further, "The C4W-Pakistan initiative lays out a clear and common water stewardship approach at the local level and focuses on a collaborative approach since we believe that collaboration is the key to protecting shared resources for the future."

"Under C4W-Pakistan, we are working with a wide range of partners including Punjab Agriculture Department, Sustainable Development Policy Institute (SDPI), Pakistan Agriculture Research Council (PARC), Mango Research Institute (MRI), WWF and LUMS. C4W-Pakistan helps guide our efforts in our bid to contribute to UN SDG-6 on water resource management and sanitation," he shared.

"Nestlé Pakistan also aims to have all its operational sites in Pakistan certified with the Alliance for Water Stewardship (AWS) by the end of this year," he said.

Nestlé has taken the lead by reducing its water use every year, and finding new ways of reusing it to ensure nothing is wasted. Nestlé Pakistan has partnered with the Agriculture Department, Government of Punjab to encourage local farmers to install drip irrigation. So far, Nestlé has successfully installed drip on 139 acres with an estimated water saving of 391 million liters annually.

About Nestlé

Nestlé is the world's largest food and beverage company. It is present in 191 countries around the world, and its 328,000 employees are committed to Nestlé's purpose of enhancing quality of life and contributing to a healthier future. Nestlé offers a wide portfolio of products and services for people and their pets throughout their lives.

For further information, please contact:

Muhammad Rahat Hussain
Manager Public Affairs
Nestlé Pakistan
muhammadrahat.hussain@pk.nestle.com